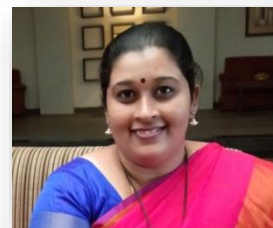


Resume



I. PERSONAL DETAILS	
<i>Name</i>	R. SINDHU
<i>Designation</i>	Assistant Professor
<i>Department</i>	B.Com [Accounting & Finance]
<i>Employee Id</i>	EC16002
<i>Date of Birth</i>	2 nd October, 1989
<i>Gender</i>	Female
<i>Date of Appointment in this institution</i>	20 th June, 2013
<i>Experience in this institution</i>	11 Years
<i>Official Mail Id</i>	sindhur@dgvaishnavcollege.edu.in
<i>Personal Mail Id</i>	sundhuravi210@gmail.com
<i>Blood Group</i>	A Positive
<i>Mobile Number</i>	+91 9940169824
<i>Marital Status</i>	Married
<i>Residential Address</i>	F4, Plot 7&8, Woddies Tower, Astalakshmi Nagar 19 th Street, Maduravoyal, Chennai 600 116

II. EDUCATION DETAILS					
S.No.	Degree	Institution	University	Year of study	Grade/Class
1	B.COM (CS)	Valliamal College for Women	University of Madras	August 2010	FIRST
2	M.COM	Anna Adarsh College for Women	University of Madras	July 2012	FIRST
3	M.PHIL (Marketing)	DG Vaishnav College	University of Madras	October 2013	FIRST

4	MBA (Finance)	University of Madras	University of Madras	July 2014	FIRST
5	SET	---	Mother Teresa University	September 2017	---
6	Ph.D (Marketing)	DG Vaishnav College	University of Madras	Thesis Submitted	

III. Details of SEMINARS, CONFERENCES, WORKSHOPS, FDPs etc. attended

<i>S.No</i>	<i>Type (Regional/National/ International)</i>	<i>Theme (Workshop/Conference/Semin ar/FDP)</i>	<i>Organized by</i>	<i>Date</i>
1.	National Workshop	Consumer Awareness through establishment of Consumer Clubs	Indian Institute of Public Administration	13 th & 14 th September 2012
2.	Panel Discussion	Panel Discussion	DG Vaishnav College	25 th July, 2014
3.	National Workshop	Innovation's in Business & New Venture Creation	SRM University	29 th & 30 th January, 2015
4.	UGC Sponsored National Conference	UGC Sponsored One Day National Level Conference	Hindu College	21 st February, 2015
5.	Workshop	IQAC, D.G.Vaishnav College, Chennai – 106.	DG Vaishnav College	30 th & 31 st March, 2015
6.	International Conference	Business Research – Exploring Innovations in Service Sectors	SRM University	29 th & 30 th September, 2015
7.	National Conference	Two Day National Conference	SCP Jain College	29 th & 20 th January, 2016.
8.	National Conference	Round table Conference organized by ISDC at Loyola College, Chennai.	Loyola College	7 th August, 2017
9.	International Conference	Implementation Strategies for Sustainable Innovation	DG Vaishnav College	25 th October, 2017
10.	Workshop	Goods and Services Tax	IQAC, DG Vaishnav College	4 th & 5 th December, 2017
11.	National Conference	RTI & Consumerism	DG Vaishnav College in association with Civil Supplies & Consumer Protection Department, Government of Tamilnadu	14 th & 15 th March, 2018
12.	International Conference	'Innovation & Emerging Trends in Global Business: Opportunities and Challenges'	Hindustan College of Arts & Science	30 th August, 2019
13.	Professional	14 days PDP	DG Vaishnav College	22 nd

	Development Programme		with ICWAI and Srimad Andavan College	September to 5 th October, 2021
14.	International Conference	Digital Transformation and Transition	St. Joseph College of Arts & Science	21 st October, 2021
15.	Teacher's Conference	Empowering Educator's	The Institute of Company Secretaries of India	23.09.2022
16.	Seminar	Academic and Research Connect Platform	DG Vaishnav College	04.02.2023
17	7 Days FDP	Short term course on Ethics in Academic Research Writing	AMET University	30.01.2023 To 04.02.2023
18	Two Days International Conference	Resurgence of Industry & Commerce in Contemporary India	PG & Research Dept of Commerce, DG Vaishnav College	07.02.2023 & 08.02.2023
19	International Conference	Global Business and Social Innovation (ICGSI)	Saveetha College of Liberal Arts and Sciences, Thandalam	10.02.2023
20	Confluence – National Conference	India's Trillion Dollar Digital Opportunity	School of Management, DG Vaishnav College	13.02.2023 & 14.02.2023
21	5 Days FDP	Faculty Development Programme	DG Vaishnav College by Faculty Development Cell and IQAC	14.06.2023 To 18.06.2023
22	5 Days Capacity Enhancement Programme	Information Technology in Commerce and Business	Gurunanak College	11.09.2023 To 15.09.2023
23	6 Days National Level Workshop	Research Methodology	St. Thomas College	11.09.2023 To 16.09.2023
24	8 Days National Level Virtual FDP	NAAC Accreditation Framework	Guru Shree Shantivijai Jain College for Women	09.09.2023 To 16.09.2023
25	5 Days Strategic Development Programme	Digital Transformation	SA College of Arts & Science in association with ICMAI	25.09.2023 To 29.09.2023
26	5 Days Capacity Building Programme	Technology Transformation in Business – Purpose to Performance	The New College in association with ICMAI	03.10.2023 To 07.10.2023
27	International Seminar	Contemporary and Innovative Business Trends in Fintech and Sustainable Enterprises	Saveetha Deemed University	05.10.23
28	7 Days FDP	Faculty Development Programme	DG Vaishnav College by Faculty Development Cell and IQAC	12.06.2024 To 18.06.2024
29	Teacher's Conference	Empowering Educator's	The Institute of Company Secretaries of India	27.09.2024

IV. Details of Papers published in CONFERENCES/attended Conferences				
<i>S.No</i>	<i>Type (Regional/National/ International)</i>	<i>Name of the paper presented/Attended</i>	<i>Organized by</i>	<i>Date</i>
1	National Conference	“A Study of Colour Implications towards Advertisements”	Published an article in “ <i>Challenges & Opportunities in Indian Corporate Sector</i> ” by Hindu College, Chennai – 72. Pg. No. 46 to 49. ISBN: 978 – 93 – 80530 – 88 – 08.	21 st February, 2015
2	National Seminar	A Study on Green Marketing & Its Digital Management	Published an article in ‘ <i>The Impact of Digital Management in Modern Business Scenario</i> ’, by SCP Jain College, Minjur – 601 203. Pg. No. 25 to 26. ISBN: 978-81-930868-7-2	29 th & 20 th January, 2016.
3	National Conference	Study on the role of Social Media Marketing	Published an article in “Innovation & Emerging Trends in Global Business – Opportunities and Challenges” by Hindustan College of Arts & Science, Chennai – 603 103. Volume 1, Pg. No. 447 to 450. ISBN: 978-93-81208-34-8	30 th August, 2019
4	National Conference	Social media marketing and its influence of Brand Equity with specific reference to Chennai City	International Journal for Innovative Research in Multidisciplinary Field ISSN (O): 2455-0620 Impact Factor: 7.581 IC Value: 86.87 Volume – 9, Issue 2, February-2023	28.02.2023

V. Details of visit as a RESOURCE PERSON			
<i>S.No</i>	<i>Type (Guest Lectures, Workshops, Conferences Or Seminars/ Ph.D, Viva-voce Examination)</i>	<i>Institution Name</i>	<i>Date</i>
1	International Conference on “Impact on Interdisciplinary Research & Innovation Cum Researcher Fellowship Award”	Puducherry Art Researcher’s Academy	5 th February, 2023

VI. Details of papers published in JOURNALS

<i>S.No</i>	<i>Journal Type (National/International)</i>	<i>Name of the Journal</i>	<i>Title of the article</i>	<i>Vol No, Issue No, Page Nos. ISSN No/DOI</i>	<i>Month and year of Publication</i>	<i>Impact Factor/SCI/Scopus (if any)</i>
1	National Conference	Journal of Management (JOM) – IAEME of DG Vaishnav College	A Study on Green Marketing & its Socio-Economic profile towards consumers durables & non-durables with specific reference to Chennai city	D.G.Vaishnav College, Chennai – 106 ISSN 2347 – 3940, Volume 4, Issue 2, October 2017, pp. 603-606.	25 th October, 2017	Journal Impact Factor (2016): 2.4352
2	National Conference	The New Economist	Emerging trends of Digital Marketing on Social Media	June, 2020, Issue No. 6. ISSN 2437-7172 https://drive.google.com/file/d/1PyE9PnxuF8116--VW1-9ovOyKnAUrBTy/view?usp=sharing	June 2020	
3	International Conference	Journal of the Asiatic Society of Mumbai', by St. Joseph College of Arts & Science	The impact of Social media marketing on brand loyalty	ISSN 0972-0766, Volume XCIV, Issue 8, October 2021	21 st October, 2021	
4	International Conference	Journal of Management (JOM) – IAEME of DG Vaishnav College			13 th & 14 th February, 2023	

VII. Details of AWARDS Received			
S.No	Title of the Award	Awarding Agency / University / Government	Month/Year
1	BEST TEACHER AWARD	Malaysia University	September 2021

VII. POSITIONS HELD in this institution			
S.No.	<i>Institution/Department Level</i>	<i>Position</i>	<i>Duration</i>
1.	Discipline Committee	Member	2 years
2.	Internal Quality Assurance Cell [IQAC]	Member	1 year
3.	Sri Vallabh Cultural Academy	Member	6 months