

SRI SANKARA ARTS & SCIENCE COLLEGE

ENATHUR, KANCHIPURAM

STAFF PROFILE

DEPARTMENT OF COMMERCE

1.	Name of the Staff	B.POORNIMA
2.	Designation	ASSISTANT PROFESSOR
3.	Date of Joining	11-06-2014
4.	Mobile Number	9790730049
5.	E-Mail ID	poornimabalaraman@gmail.com
6.	Nationality	Indian
7.	Academic Qualification	M.Com., M.Phil., NET (Commerce), M.B.A.
8.	Field of Specialization	Banking and Human Resources Management
9.	Ph.D Thesis Title	-
	Awarding University, Year of Award.	-

10. Work Experience (in chronological order):

S.No.	Name of the Institution	Designation	Period
1.	Bhaktavatsalam Memorial College for Women, Korattur, Chennai.	Assistant Professor	From 02-07-2010 To 16-10-2012
2.	Sri Sankara Arts and Science College (Autonomous), Enathur, Kanchipuram.	Assistant Professor	From 11-06-2014 To Till now

11. Other Academic and Administrative Responsibilities:

S.No.	Name of the Institution/Committee	Position	Period
1.	Attendance committee	Member	From June 2016 To October 2019
2.	C CLUB FORUM	COORDINATOR	From June 2019 To October 2019
3.	Attendance committee	Member	From June 2022 To April 2024
4.	C CLUB FORUM	COORDINATOR	From June 2022 To Till now

12. Publications:

S.No.	Title	Journal	Pages
1.	Management of Non Performing Assets	Proceedings of the National Conference on Challenges in Business Practices CIBP-2012 ” with ISBN: 978-93-81430-42-2	493-496
2.	Consumer Perception Towards Mobile Retailing	Retailing Trends in the New Millennium with ISBN: 978-81-8094-165-8	559-566
3.	A Study on Consumer Buying Behavior towards online marketing with special reference to Kanchipuram	Proceedings of the international conference on Native Economy, Commerce and Trade (ICONNECT) with ISBN: 978-93-81992-44-9	406-410
4.	A Study on Entrepreneurial Development through Women Self Help Group with special reference to Kanchipuram district	Business Horizons with ISSN: 2395-2504 Volume III-Issue I	45-49
5.	A study on customer perception towards mobile banking services with special reference to Kanchipuram	Proceedings of the National conference on Success Through Synergy 18 (NCSTS-2018) with ISBN: 978-81-936440-6-5	214- 219
6.	“ A study on problems faced by customers in online shopping with special reference to Kanchipuram Town”	International Journal of Management and Social Sciences (IJMSS) Conference proceedings special e- issue 2018 Impact of Cyber & Security Management in Digital transactions “Issues & Challenges” October 2018 with e- ISSN 2349-9761 volume 8 (1.3)	60-62
7.	The impact of green marketing on environmental safety and customer satisfaction	Proceedings of National Conference on India Today- Opportunities & Challenges	84-87
8.	Quality of Work Life of Employees in Automobile Manufacturing Companies	Journal of Interdisciplinary Cycle Research an UGC-CARE Approved Group-II Journal with ISSN No: 0022-1945 volume XII, Issue V, May 2020	1703 - 1711

9	A study on effect of stress on job satisfaction with reference to online food delivery executives in Chennai.	South Indian journal of social sciences. ISSN: 0972-8945, Volume XXI Jan – Jun, 2023, Issue No. 2 UGC Care Approved Group I Bi Annual Journal.	161 - 172
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13. Awards / Distinction : Nil

S.No.	Name of the Award	Venue	Period

14. Membership in Professional Bodies: Nil

S.No.	Name of the Membership	Venue	Period

15. Seminars Conferences organized /Participation:

S.No.	Program Attended	Place	Organized/ Participated	Period
1.	National Conference on Challenges in business practices	Bhaktavatsalam Memorial College for women, Korattur, Chennai	Participated	2 nd and 3 rd March 2012
2.	International Conference on Native economy commerce and Trade(iconnect)	Bhaktavatsalam Memorial College for women, Korattur, Chennai	Participated	3 rd and 4 th March 2016
3.	IQAC Assisted one day State level seminar on “Contemporary developments in Modern Banking”	Arignar Anna Government arts college, cheyyar	Participated	21 st September 2016
4.	International Conference on Social Equity: A Catalyst to Inclusive Growth and Sustainability.	PG Department of Banking and Insurance Management & Department of Bank Management, Ethiraj College for Women (Autonomous), Chennai	Participated	30 th and 31 st January 2019.

16. Participated as Resource Person: Nil

S.No.	Program	Venue	Period

17. Workshop & Training Programmes:

S.No.	Programme	Venue	Period
1.	Participated in a Workshop on “The Application of Statistical Tools and Techniques for Researcher”.	The Department of Commerce, University of Madras, Chennai.	17 th & 18 th December 2009
2.	Participated in Two days Faculty Development Programme on “Advanced Statistical Tools For Publication in High Tier Journal”	The Department of Commerce, University of Madras, Chennai	11 th & 12 th June 2018
3.	Participated in IQAC assisted workshop on Changing Trends of Ph.D Research in Global Arena”	Dhanraj Baid Jain College (Autonomous), Chennai	11 th August 2018.
4.	Participated in the Faculty Development Programme on How to Write and Publish a Research Article in Scopus – Indexed Journal	IQAC Cell of Dhanraj Baid Jain College (Autonomous) Chennai	2 nd March 2019.
5.	Participated in the two days workshop on SPSS	The Faculty of Education, Dr.M.G.R Education & Research Institute, Tamilnadu, Chennai	14th and 15th May 2021
6.	Participated in National Workshop on Research Methodology	Department of Political Science under Agis of IQAC Govt.V.Y.T,	24th - 30th May 2021

		PG Autonomous college, Durg (C.G)	
7.	Participated in the International Online Workshop on “ Basic Statistical Analysis and its Interpretation using SPSS”	Global Institute of Statistical Solutions, Chennai	4th - 6th June 2021
7.	Participated in 8 Days International Professional Development Programme on “ Effective and Quality Research Writing - Phase II”.	The Department of Commerce (Shift II) in Association with IQAC, Patrician College of Arts and Science, Chennai	7th - 15th June 2021
8.	State Level Online workshop on “Data Analysis & Selction of Statistical tools for Writing research Article for Referred Journals”.	Guru Shree Shantivijai Jain College For Women	12/06/2021
9.	National Webinar on “ Strategies for Managing Personal Finance Including Mutual Funds”.	Department Of Management Studies, University of Madras and Association of Mutual Funds in India(AMFI)	12/06/2021
10.	International workshop on Research Process.	Department of Commerce, University of Madras	24/6/2023
11	Do’s and Don’t ‘s of writing a doctoral thesis.	Department of Commerce, Rajeshwari Vedhachalam Government Arts College, Chengelpet.	20/03/2023

18. Projects Completed: Nil

19. Any other Details: Nil