

SRI SANKARA ARTS & SCIENCE COLLEGE

ENATHUR, KANCHIPURAM

STAFF PROFILE

DEPARTMENT OF COMMERCE



1.	Name of the Staff	Dr.B.POORNIMA
2.	Designation	ASSISTANT PROFESSOR
3.	Date of Joining	11-06-2014
4.	Mobile Number	9790730049
5.	E-Mail ID	poornima@sankaracollege.edu.in
6.	Nationality	Indian
7.	Academic Qualification	M.Com., M.Phil., NET (Commerce), M.B.A., Ph.D in Commerce
8.	Field of Specialization	Banking and Human Resources Management
9.	Ph.D Thesis Title	Impact of Quality of Work Life on Organisational Commitment and Job Performance in Information Technology Sector.
	Awarding University, Year of Award.	University of Madras, April 2025

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 31-10-2019
3	Sri Sankara Arts and Science College (Autonomous), Enathur, Kanchipuram.	Assistant Professor	From 1-07-2021 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 & From June 2022 To April 2024
2.	C CLUB FORUM	COORDINATOR	From June 2019 To October 2019 & From June 2022 To April 2025

3	National Service Scheme	Programme Officer	9th September 2025 to Till Now
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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 vol.XXI, January – June 2023, No.2, UGC CARE Approved, Group I, Bi- Annual Journal titled	161 - 172
10.	Assessing the role of Pradhan Mantri Mudra Yojana in promoting Women Entrepreneurship and Socio-Economic empowerment in Kanchipuram District.	Women Entrepreneurship Through PMMYS. Charulatha Publications, ISBN No: 978-93-6260-000-0 , March 2025	225 - 240

13. 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.
5	National Seminar on Achieving Women Entrepreneurship Through Pradhan Mantri Mudra Yojana Scheme.	PG and Research Department of Commerce, Thanthai Periyar Government Arts and Science College, Tiruchirapalli.	Participated and Presented	21 st February 2025
6.	A Two day international conference on “ Green Capitalism Reimagined Evolving Ecosystems of Commerce and Sustainability”	School of Commerce, SDNG Vaishnav College for Women (Autonomous), Chrompet, Chennai	Presented	7 th and 8 th January 2026

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, PG Autonomous college, Durg (C.G)	24th - 30th May 2021
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
8.	Participated in 8 Days International Professional Development Programme	The Department of Commerce (Shift II) in Association with IQAC,	7th - 15th June 2021

	on “ Effective and Quality Research Writing - Phase II”.	Patrician College of Arts and Science, Chennai	
9.	State Level Online workshop on “Data Analysis & Selection of Statistical tools for Writing research Article for Referred Journals”.	Guru Shree Shantivijai Jain College For Women	12/06/2021
10	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
11	One day State Level Workshop on Do’s and Don’ts of Writing a Doctoral Thesis Organised by on	PG and Research Department of Commerce, Rajeswari Vedachalam Government Arts College, Chengalpattu	20/03/2023
12	One day International Workshop on Research Process.	Department of Commerce, University of Madras	24/06/2023
13	Participated in INFLATE 2025, a Two Day Workshop on Policies, Procedures and Practices.	IQAC, Sri Sankara Arts and Science College	26 th and 27 th December 2024.
14	Participated in the five-day Faculty Development Program on “Structural Equation Modeling using AMOS”	Academic Insight Institute of Research.	08.02.2025 to 12.02.2025
15	Participated in the Five Days Virtual Faculty Development Programme on "Advancing Academic and Research excellence: Innovative Strategies for Faculty Development”	PG and Research Department of Commerce , St.Joseph’s College (Arts and Science), Kovur, Chennai	24.02.2025 to 28.02.2025

16	Participated in the Two Weeks Online Faculty Development Program on “Application of Industry 4.0 in Circular Supply Chain”	Electronics and ICT Academy at NIT Patna & Sri Sankara Arts and Science College, Kanchipuram. under the “Scheme of financial assistance for setting up of Electronics and ICT Academy (Phase- II)” of the Ministry of Electronics and Information Technology (Meity), Government of India	from 3 rd March – 12 th March, 2025.
17	Participated in the One-Day workshop on “Revolutionizing Academic Research Writing” organised by the PG & Research Department of Commerce, Rajeswari Vedachalam Government Arts College, Chengalpattu on	The PG & Research Department of Commerce, Rajeswari Vedachalam Government Arts College, Chengalpattu	15/03/2025.
18	Participated in Faculty Development Workshop on “Research Visibility”	The Centre of Research in Collaboration with IQAC, Sri Sankara Arts and Science College (Autonomous), Kanchipuram.	March 10, 2026 to March 13, 2026