



Dr.T. RANI
Assistant Professor
Faculty of Science & Humanities
Commerce Department
SRM Institute of Science & Technology
Ramapuram
Chennai-89

FACULTY PROFILE

Basic Details:

- **Name:** Dr. T.RANI
- **Designation:** Assistant Professor
- **Phone Number:** – 8925762082
- **Email ID:** ranit@srmist.edu.in
- **Area of Specialization:** Advanced Financial Accounting, Advanced Company Accounting Management Accounting, Financial Management.
- **Affiliation:** Department of commerce, Ramapuram Campus, SRM Institute of Science and Technology

Educational Details:

DOCTRATE

- **Degree – PhD (Full Time)**
- **Area or Subject – COMMERCE**
- **University – Manonmaniam Sundaranar university**
Tirunelveli, Tamil Nadu
- **Awarded Year – 31, JULY 2018**

MASTER OF PHILOSOPHY

- **Degree – M.Phil.**
- **Area or Subject – COMMERCE**

- **University** – Madurai Kamaraj University
Madurai , Tamil Nadu
- **Awarded Year** – April 2000 (VIVA -2003)

PG

- **Degree** – M. Com
- **Area or Subject** – COMMERCE
- **Sarah Tucker college**, Palayamkottai, Tirunelveli
- **University** – Manonmaniam sundaranar university
Tirunelveli, Tamil Nadu
- **Awarded Year** – April 1997

UG

- **Degree** - B. Com
- **Area or Subject** – COMMERCE
- **Sarah Tucker college**, Palayamkottai, Tirunelveli
- **University** – Manonmaniam sundaranar university
Tirunelveli, Tamil Nadu
- **Awarded Year** – April 1995

Higher Secondary Leaving Certificate

- **Degree** – HSLC- (State Board)
- **Area or Subject** – Maths, Commerce
- **St. Ignatiu's Convent Hr. Sec School**
Palayamkottai, Tirunelveli, Tamil Nadu
- **Awarded Year** – April 1992
- **Other Details:**
- **Courses:** Financial Accounting, Management Accounting, Costing, Financial Management, Logistics and supply chain management, E-commerce, Company Law & Secretarial practices, Securities Law, Indirect taxes. Entrepreneurial Development, Corporate accounting, Marketing of Services.

RESEARCH INTERESTS:

Marketing Management, Human Resource Management, Finance, Service Marketing

PATENT PUBLISHED:

- **The effect of Internet use on students' academic performance in India during Covid-19 Pandemic published on 21.01.2022, Application No-202211001910**
- **A Novel Technique in the development of Chatbot Hosting Service using AI & ML published on 13.05.2022, field of invention -Communication, Application No-202231022263**
- <https://ipindiaservices.gov.in/PublicSearch/>

Publications in Journals:

- International Journal of Business Intelligence & Innovations - Marketing strategies of retail jewelers in Tamilnadu ISSN 2348-4705 Special Issue Volume 1 September 2017, pp. 181- 185.
- International Journal of Research & Analytical Reviews IJRAR - Issues & Challenges (VUCA) of HRM –New Horizon College of Engineering, Bangalore ISSN 2349-5138, Vol.6 (2019), p.no 203-204
- http://ijrar.com/uploads/conference/ijrar_54.pdf
- National E-Conference on Sustainable Changing Scenario of Business & Economic Environment- St. Peter's Institute of Higher Education & Research. Topic-Power of Jewelry –online retail ISBN 978-81-946383-4-6.NOV 2020, ONE PRESS PUBLISHING.
- Published in SCOPUS," Research Study on Employee Satisfaction on Training & Development" ISSN ;0011-9342/2021, Issue:9/pages12390-12397
<http://www.thedesignengineering.com/index.php/DE/article/view/8365>
- Published in, MILLION HEARTS PUBLICATIONS, an author in anthology of a glorious book, "Under the Moonlight" ISBN 978-93-93719 pages37-40
- National E-Conference on "Economic Challenges & Business Opportunities-Covid-19 ERA (inecebo-2022)"- organized by Bharat Institute of Science & Technology, Chennai presented in the Topic - E-BUSINESS OPPORTUNITIES IN SOCIALMEDIA DURING COVID-19
- Two Days Virtual National E-Conference on "Recent advances in sustainable practices Social innovations and Entrepreneurship"- organized by Shri **Krishna swamy college for women**/Chennai, presented in the Topic E- PURCHASE PROS & CONS-An Overview On Purchasing Decisions.
- ARTIFICIAL INTELLIGENCE IN BUSINESS AS PASSIVE INCOME & DYNAMIC CAR RENTAL-INTERNATIONAL JOURNAL FOR RESEARCH TRENDS AND INNOVATION (WWW.IJRTI.ORG)research Trends and Innovation (www.ijrti.org) ISSN: 2456-3315-july 2022.

- Published in, WORLD JOURNAL OF MANAGEMENT AND ECONOMICS,” ROLE OF E-BANKING SERVICES AND WITH CUSTOMER PERCEPTION AND SATISFACTION IN CURRENT SCENARIO”

ISSN 1819-8643 on July 2022.

- Published in book chapter in THE BOARD OF RED'SHINE publications ,” OPPORTUNITIES IN SOCIAL MEDIA DURING THE COVID-19 ERA” ISBN 978-93-93239-24-2
- Published in Scopus “EFFECT OF ORGANIZATIONAL COMMITMENT WITH SPECIAL REFERENCE TO HRM” ISSN :1533-9211 , Vol 17, No 10 (2022) | [DOI: 10.5281/zenodo.7236109](https://doi.org/10.5281/zenodo.7236109) | Licensing: CC 4.0 | Pg no:1987-1994 | Published on: 20-10-2022
<https://seyboldreport.net/abstract/153.html>

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Papers Presented:

- National level - Micro credit - Annamalai University
- National level - Human Rights - Pope's college, Sawerpuram, Tirunelveli
- National level - consumer awareness - Sadakathulla appa college, Tirunelveli
- International Level: Digital Marketing Influencing Startup’s Growth During Lockdown and to Gain Customer Lifecycle-Veer Narmad South Gujarat University International Conference
- International Level: Digital Marketing Influencing Startup’s Growth and to Gain Customer Lifecycle-KPR College of Arts & Science ,Coimbatore conference.
- International E-Conference on “Advanced Research in Banking Finance and Business Opportunities & Challenges” organized by KPR College of Arts Science and Research, Coimbatore presented in the Topic social media Influencing Startup’s Growth during Covid Scenario
- International Conference on ECONOMIC CHALLENGES AND BUSINESS OPPORTUNITIES-COVID-19 ERA(INECECBO-2022) organized by BHARAT INSTITUTE OF HIGHER EDUCATION AND RESEARCH on the topic E- BUSINESS OPPORTUNITIES IN SOCIAL MEDIA DURING COVID-19 ERA on 03.02.2022.
- International E-Conference on,” IDEA - BANKRUPTCY OF EDUCATIONISTS AND THINKERS” organized by Bhagat Phool Singh Institution Of Teacher Training And Research, In collaboration with Global Educational Research association (GERA)-Haryana -28 & 28.03.2022

- UGC SPONSORED TWO DAY NATIONAL CONFERENCE ON ADVANCED STATISTICS AND APPLIED SCIENCES-2022(ASAS) organized by RAMANUJAN COLLEGE UNIVERSITY OF DELHI on 30 & 31.03.2022.
- **Working Papers:**
Consumer behavior of electric 2 wheelers
e-commerce tools for Business;

Academic Experience:

- Assistant Professor / Commerce, SRM Institute of Science and Technology, Nov 2021.
- Associate Professor / Commerce **Mar Gregorios college of arts & science, Mogappair west/Chennai, Tamilnadu, Nov 2020-October 2021**
- Assistant Professor / Commerce, Shri **Krishna swamy college for women/Chennai, Tamilnadu, JULY 2018-September2020**
- Assistant Professor / Commerce, G.S.S. JAIN College for women/Chennai, Tamilnadu, April 2011 - April 2014.
- Lecturer / Sadakahullah AppaCollege/Tirunelveli, 2006-March 2011.

Workshops Seminars/Conferences:

- One-day seminar on “**Consumer Awareness** “Organized by, Sadakathullah Appa College, Tirunelveli sponsored by the Ministry of Consumer affairs & Indian Institute of Public Administration-New Delhi on 05.07.08.
- Attended Faculty Development Programme on “Effective **Teaching Methods** “by Strides Consultancy INC on 12.09.2012.
- Attended five days Skill Development Training Programme on Candle, Chalk, Detergent powder, cleaning powder **organized** by Organized by, G.S.S. JAIN College for Women in association with the,” Khadi Village Industries Commission, Govt. of India” from 30.09.13 to 05.09.13.
- One-day seminar on “**Food Safety** “Organized by, G.S.S. JAIN College for Women in association with the,” Civil Supplies & Consumer Protection Department, Govt. of Tamilnadu” on 20.12.12.
- One-day seminar on “**Intelligence & Innovations in recent scenario** “Organized by Commerce Department, Manonmaniam Sundaranar University on 12.07.17.

- AICTE – ISTE Sponsored National Conference 2019 on Management, Technology & Innovation in the VUCA world- “Role in Value Creation” organized by New Horizon College of Engineering on 23.03.2019.
- One-day e-seminar on “**Intelligence & Innovations in recent scenario of Business & Economic Environment**” organized by St. Peter’s Engineering College, Chennai on 09.11.2020.
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- Attended five-day workshop on “**ICT Tools on Smart Teaching & Learning**” organized by Mar Gregorios college of Arts & Science from 19.07.2021 to 23.07.2021.
- Participated in one-week Faculty Development Program on “Digital Humanities” organized by Indra Gandhi Centre for Ramanujan College, New Delhi from 23.12.2021 to 29.12.2021.
- Attended Workshop on ‘**Resources** for Research, Journal Selection & Research Productivity’ organized by Providence Women's College, Kozhikode, Kerala from 18.12.2021 to 23.12.2021.
- Participated Workshop on ‘**Blooms Taxonomy**’ organized by SRMIST, Kattankulanthur, Chengalpattu on 8.1.22.
- Participated in TWO-week Faculty Development Program on “Advanced Concepts in Developing MOOCS” organized by Indra Gandhi Centre for Ramanujan College, New Delhi from 07.01.2022 to 21.01.2022.
- Participated in one-week FDP on “Investor Education” organized by Rathinam College of Arts & Science, Coimbatore from 17.1.2022 to 23.1.2022.
- Participated in one-week FDP on,” LEADERSHIP EXCELLENCE” -JUSTICE BASHEER AHMED SAYEED COLLEGE FOR WOMEN-19.07.21 TO 23.07.2021.
- Participated in one-week FDP on,” Best Practices for Next Gen Teachers” organized by SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, RAMAPURAM, CHENNAI 89 from 30.05.2022-07.06.2022.
- Actively participated in,” TEN DAYS VIRTUAL FACULTY DEVELOPMENT PROGRAMME ON ADVANCED RESEARCH METHODOLOGY” organized by SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, RAMAPURAM, CHENNAI 89 from 09.05.2022-20.05.2022.
- One week FDP on,” RESEARCH METHODOLOGY” organized by AMAR SEWA MANDAL’S KAMALA NEHRU MAHAVIDYALAYA, NAGPUR-440024 dated 02.05.2022-07.05.2022.
- INNOVATIVE PRACTICES IN RESEARCH METHODOLOGY organized by IQAC JAMAL MOHAMED COLLEGE OF TEACHER EDUCATION, TIRUCHIRAPPALLI-27.01.2022-31.01.2022.

- Attended Workshop on ,” DEVELOPMENT AND VALIDATION OF RESEARCH TOOL” organized by DEPARTMENT OF EDUCATION,MANDSAUR on 15.02.2022.
- Attended Workshop on PROGRAMMING FOR STATISTICAL DATA ANALYSIS St. Xavier’s College of Management & Technology, Digha Ghat, Patna in association with Lore & Ed Research Associates, Kottayam-23.03.2022-31.03.2022.
- Participated in international seminar on,” PERSONAL FINANCE SUPPORT AND WEALTH CREATION FOR STARTUP’S A ROADMAP ANNAMALAI UNIVERSITY, DEPARTMENT OF COMMERCE,IN COLLABRATION WITH ASSOCIATION OF MUTUAL FUNDS OF INDIA held on 31.01.2022.
- Participated in SHORT TERM TRAINING PROGRAMME 'World Education Day Fair 2022' Internshala Trainings.24.01.2022.
- Participated in international seminar on,” RURAL DEVELOPMENT TAMILNADU ISSUES AND CHALLENGES, UNIVERSITY OF MADRAS RUSA 2.0 “INTERDISCIPLINARY PROJECT TAMILNADU.
- Participated in,” ONEDAY INTERNATIONAL WORKSHOP NAAC DOCUMENTATION AND REPORT PREPARATION COLLEGE OF SCIENCE AND HUMANITIES, SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, RAMAPURAM on 18.06.2022.
- Participated in ON LINE TEACHING AND E-CONTENT DEVELOPMENT INDIAN INSTITUTE OF DIGITAL EDUCATION,MUMBAI dated 03.01.2020-04.01.2020.
- Participated in ,” R TRAINING SPOKEN TUTORIAL PROJECT, IIT BOMBAY, FUNDED BY THE NATIONAL MISSION ON EDUCATION THROUGH ICT, MHRD, GOVT. OF INDIA” dated 04.05.2020.
- Attended PDP online ,”ART OF WRITING & PUBLISHING RESEARCH PAPER AND APPLICATION OF STATISTICAL TOOLS DEPT.OF COMMERCE,OU , HONORARY DIRECTOR ICSSR-SRC dated 27.05.2022-28.05.2022.
- Attended one week PDP online ,”Academic Leadership & Motivation organized by National Institute of Technical Teachers Training & Research ,TARAMANI,CHENNAI.from 13.06.2022-17.06.2022.
- Attended one week PDP “Business Analytics: A way forward for organisation” organized by SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, RAMAPURAM, CHENNAI 89 dated 20.06.2022 -28.06.2022 .

- Participated in,” ONEDAY INTERNATIONAL WORKSHOP on Block Chain & Crypto Currency organized by KPR COLLEGE OF ARTS SCIENCE AND RESEARCH,COIMBATORE on 22.07.2022.
- Attended National IP Awareness Training Programme, organized by NIPAM ,Intellectual Property ,India on 11.10.2022
- Participated in TWO-week Faculty Development Program on “Managing online classes & cooperating MOOCS 18.0” organized by Indra Gandhi Centre for Ramanujan College, New Delhi from 07.09.2022 to 21.09.2022.

Achievements and Awards:

- University **Second Rank Holder (1995-1997 Batch) M. Com**, Manonmaniam Sundaranar University, Tirunelveli .
- Held Proficiency Award (Gold coin & Cash) for getting 100% results for both semester in the academic year 2011-12 in G.S.S JAIN COLLEGE FOR WOMEN, Chennai-12
- Received Cash Award for getting 100% results in the subject,” e-commerce” in April 2018, in
Shri Krishnaswamy College for Women, Chennai.
- Arranged one day workshop on “MODERN TRENDS IN E-COMMERCE, APPS DESIGNING & CYBER SECURITY THREATS” on 03.02.2020.
- Appointed as a panel member IIDE, Indian Institute of Digital Education ,Mumbai on the Topics, “Linked In Essentials”
- Delivered a lecture as a resource person for FDP organized by IQAC, New Prince Shri Bhavani Arts & Science College on the topic, “Research Resources & Productivity” dated 10.01.2022
- Delivered a lecture as a resource person for UG & PG Students organized by IQAC, New Prince Shri Bhavani Arts & Science College on the topic, ENHANCE OF CORPORATE GOVERNANCE dated 04.06.2022.
- Awarded ELITE SILVER 12 weeks NPTEL-AICTE approved course certification , on”FINANCIAL ACCOUNTING -IIT MANDI”
- Awarded 12 weeks (JUL-OCT 2022)NPTEL-AICTE approved online course certification , on”PROJECT MANAGEMENT FOR MANAGERS -IIT ROORKEE”

Memberships:

- Appointed as Examiner for III Year Commerce (General) Board in University of Madras

PH. D SUPERVISOR:

Recognised as a Research Supervisor in the Department of Commerce to guide the PH.D in SRMIST.

