

PROFILE

Name: Dr.D. Niranjani

Designation: Assistant Professor

Academic Qualifications:M.C.A., M.Phil.,M.B.A.,Ph.D.,SET(MBA)

Teaching Experience: 12 Years



Orientation /Refresher/Short Term Course Attended

- Attended an orientation at Bharathidasan University from January 29, 2020, to February 4, 2020.
- Attended an Orientation course on Advanced Research Methodology Tools and Techniques at the Teaching Learning Centre, Ramanujan College, University of Delhi, from January 30 to February 14, 2021.
- Participated in a program on Managing Online Classes & Co-creating MOOCS 7.0 at the Teaching Learning Centre, Ramanujan College, University of Delhi, from August 5 to 19, 2021.
- Attended a course on Advanced Research Methodology at the Teaching Learning Centre, Ramanujan College, University of Delhi, from September 22 to October 6, 2022.
- Attended a course on Research Methodology at Bharathidasan University from January 29 to February 4, 2020.
- Participated in a program on Gender Sensitization & Women Empowerment at Bharathidasan University from August 18 to 20, 2020.
- Attended a course on Human Rights Education at Bharathidasan University from August 26 to 28, 2020.

Books Published

- Authored the book *Computer Applications*, published by ESN (ISBN: 978-81-944871-3-5) in 2020.
- Authored the book *Cost Accounting*, published by Charulatha Publications (ISBN: 978-93-5577-723-2) in February 2024.

Chapters Published in Edited volumes

- Contributed a chapter on Technology-Based Entrepreneurship to the book *Entrepreneurship Development*, authored by Dr. P. Anbuoli and published by Research Ink Publication (ISBN: 978-1-71698-710-6) in 2020.
- Contributed a chapter to *The Handbook of Competency Mapping: A Tool in Monitoring the Employee Performance*, authored by Prof. Bholanath Dutta and published by MTC Global Trust (ISBN: 978-93-5578-597-8) in December 2021.
- Contributed a chapter on Ethical Considerations in AI-ML Implementation in Business Operations to *Fusion of Knowledge: Multidisciplinary Perspectives in Research Volume-I*, authored by Dr. Maddela Prasanthi and Dr. J. Ahamed Meeran, and published by Paradox International Publications Guide House (ISBN: 978-93-5879-115-0, ISBN-10: 93-5879-115-2, DOI: 10.25159358791152) in September 2023.
- Contributed a chapter on The Evolution of E-Commerce: Trends, Challenges, and Future Prospects to *Transdisciplinary Threads Crafting the Future Through Multidisciplinary Research - Volume I*, authored by Dr. Riotes Pravinbhai Mahurkar and published by Paradox International Publications Guide House (ISBN: 978-93-92917-84-4, ISBN-10: 93-92917-84-8, DIP: 18.10.9392917848, DOI: 10.25215/9392917848) in December 2023.

Papers publications in UGC notified journals

- Published a paper titled *Indian Hospitality Management and Industry* in the *Journal of the Gujarat Research Society* (ISSN: 0374-8588, Volume 21, Impact Factor: 4.3) in 2019.
- Published a paper titled *A Study on Goods and Service Tax in India* in the *Journal of the Gujarat Research Society* (ISSN: 0374-8588, Volume 21, Impact Factor: 4.3) in 2019.
- Published a paper titled *Role of Determinants of Attrition Behavior among the IT Employees: An Empirical Analysis* in the *NIU International Journal of Human Rights* (ISSN: 2394-0298, Volume 10(VI), Impact Factor: 4.7) in 2023.
- Published a paper titled *A Study on Students' Use of the Technology Acceptance Model (TAM) for Institutional Websites to Adopt E-Learning* in the *Indian Journal of Psychology* (ISSN: 0019-5553, Book No. 09, Impact Factor: 7.986) in 2023.

- Published a paper titled *Growth Hacking 2.0: Digital Marketing Strategies for Emerging Startups* in the *International Journal of Cultural Studies and Social Sciences* (ISSN: 2347-4777, Volume 20, Issue 1, No. 15, Impact Factor: 7.138) from January to June 2024.
- Published a paper titled *Digital Transformation in Management: A Systematic Review* in the *IPE Journal of Management* (ISSN: 2249-9040, Volume 14, No. 18, Impact Factor: 7.138) from January to June 2024.

Papers published in Scopus/ Web of science

- Published a paper titled *Hospitality Industry in India* in the *Adalya Journal* (Web of Science, ISSN: 1301-2746, Vol. 12, Impact Factor: 5.3) in 2019.
- Published a paper titled *Impact of Performance Appraisal on Arts and Science Faculty Members* in *Studia Rosenthaliana* (Web of Science, ISSN: 1781-7838, Vol. XII, Impact Factor: 4.91) in 2019.
- Published a paper titled *Customer Relationship Management (CRM) Practices in Banks: A Study with Special Reference to Kottayam District, Kerala* in the *European Journal of Molecular & Clinical Medicine* (Web of Science, ISSN: 2515-8260, Volume 09, Issue 08) in 2022.

Articles published in conference proceedings and ISBN / ISSN journals

- Published an article titled *Indian Hospitality Management and its Origin* in the proceedings of the 9th International Conference on “Multiversant Innovative Research Approaches for Sustainable Global Development” (International, ISBN: 978-93-5396-218-3) in December 2019.
- Published an article titled *A Study on Goods and Service Tax in India* in the proceedings of the 9th International Conference on “Multiversant Innovative Research Approaches for Sustainable Global Development” (International, ISBN: 978-93-5396-218-3) in December 2019.
- Published an article titled *Problems Stumble Upon by Research Scholars in Southern Tamilnadu* in the proceedings of the Two-Day National Conference on Creating a Milieu for Quality Research Among Academic Community (National, ISBN: 978-93-5396-220-3) in February 2020.
- Published an article titled *Preference, Buying Behaviour, and Motivation of Customers Towards Purchase of Gem and Jewellery* in the proceedings of the South Asian Virtual

Conference on Empowerment of South Asia Through Economic Consolidation (International, ISBN: 978-8-19-503366-9) in February 2021.

- Published an article titled *A Novel Data Security for Hospital Records Management Using Internet of Things* in the proceedings of the 2022 International Conference on Advance in Computing, Communication, and Applied Informatics (ACCAI) (International, ISBN: 978-1-6654-9529-5, Scopus indexed) in January 2022. [Link](#).
- Published an article titled *A Study on Level of Awareness of Selected Companies Towards Data Management in Chennai City* in the proceedings of the International Conference on Role of Technology Towards Sustainable Development, Innovation and Information Exchange in Business and Management Volume V (International, ISBN: 978-93-95196-12-3) in July 2022.

Papers Presented in Conferences

- Presented a paper titled *Indian Hospitality Management and its Origin* at the 9th International Conference on “Multiversant Innovative Research Approaches for Sustainable Global Development” held at Adaikalamatha College in December 2019.
- Presented a paper titled *A Study on Goods and Service Tax in India* at the 9th International Conference on “Multiversant Innovative Research Approaches for Sustainable Global Development” held at Adaikalamatha College in December 2019.
- Presented a paper titled *Problems Stumbled Upon by Research Scholars in Southern Tamilnadu* at the Two-Day National Conference on Creating a Milieu for Quality Research Among Academic Community held at Thiruvalluvar College in February 2020.
- Presented a paper titled *Preference, Buying Behaviour, and Motivation of Customers Towards Purchase of Gem and Jewellery* at the South Asian Virtual Conference on Empowerment of South Asia Through Economic Consolidation held at Sree Saraswathi Thyagaraja College in February 2021.
- Presented a paper titled *A Study on Level of Awareness of Consumers Towards Green Marketing* at the National Level Virtual Conference on Recent Trends in Commerce, Management, and Economics organized by the South Indian Researchers Association (SIRA) on June 4, 2021.
- Presented a paper titled *A Study on Level of Awareness of Selected Companies Towards Data Management in Chennai City* at the International Conference on Role of Technology Towards Sustainable Development, Innovation, and Information Exchange in Business and Management hosted by Saveetha School of Management on July 29-30, 2022.

FDP / Workshops/Seminar/Conference attended

- Attended a state-level program on Research Metrics, Statistical Tools, and IPR for Quality Research at PSGR Krishnammal for Women on September 18, 2019.
- Participated in a state-level workshop on Franchising at Alagappa Institute of Management from January 23 to 24, 2020.
- Completed a state-level One Week STTP on Advanced Research Methodology organized by REST Society from May 11 to 15, 2020.
- Participated in a national-level seminar on Managing Online Classes and Co-Creating MOOCs: 2.0 at Teaching Learning Centre, Ramanujan College, University of Delhi, from May 18 to June 3, 2020.
- Attended in a national-level workshop on Open Source Tools for Research at Teaching Learning Centre, Ramanujan College, University of Delhi, from June 8 to 14, 2020.
- Participated in a national-level seminar on Entrepreneurship, Incubation, and Innovation at Teaching Learning Centre, Ramanujan College, University of Delhi, from June 23 to 29, 2020.
- Attended a national-level seminar on Digital Teaching Techniques organized by ICT Academy from June 29 to July 4, 2020.
- Participated in a national-level workshop on Systematic Literature Review and Meta-Analysis at Teaching Learning Centre, Ramanujan College, University of Delhi, from December 7 to 13, 2020.
- Attended in a national-level program on Application of Tools & Techniques in Research Methodology & Accelerate to Publish Article in Scopus and Web of Science at Hindustan College of Arts and Science, Coimbatore, from December 19 to 24, 2020.
- Participated in a national-level workshop on Green Audit & Energy Audit organized by IOT Academy, Coimbatore, on April 8, 2022.
- Attended a state-level program on Microsoft Power BI Data Analyst Associate organized by ICT Academy, Sivakasi, from April 25 to 29, 2022.

- Participated in a state-level In-Service Teacher Training Programme organized by Tamilnadu State Council for Higher Education, Madurai Kamaraj University, Madurai, on May 17, 2022.
- Completed a state-level Master Class on MS Excel Pivot Tables organized by Skill Nation (Online) on November 27, 2022.
- Attended an international seminar on Advanced Research in Life Sciences, Information Technologies, and Innovative Business Practices at Thassim Beevi Abdul Kader College for Women, Kilakarai, on December 21, 2022.
- Participated in a national-level Faculty Development Program on Intellectual Property Rights in India organized by SRM Institute of Management from December 26 to 30, 2022.
- Attended in a state-level Faculty Development Program on Emotional Intelligence organized by ICT Academy (Virtual FDP) from September 9 to 14, 2023.
- Attended a state-level Two-Day Workshop on Public Financial Management System organized by Dr. N.G.P Arts and Science College & Dr. N.G.P Institute of Technology from November 20 to 21, 2023.

Workshop/Conference/FDP Attended in MTNC

- Participated in a state-level workshop on Academic Excellence in Digital Teaching and Learning at the Department of Management Studies, Directorate of Distance Education, Madurai Kamaraj University, Madurai, from July 1 to July 7, 2020.
- Attended a state-level one-day capacity-building program on Outcome-Based Education at Mannar Thirumalai Naicker College in August 2018.
- Participated in a state-level one-day workshop on Research Writing and Publications: Theory and Practice at Mannar Thirumalai Naicker College in October 2019.
- Attended in a state-level one-day capacity-building program on E-Content Development and Digital Tools Usage at Mannar Thirumalai Naicker College in February 2020.
- Attended a state-level one-day capacity-building program on Career Advancement Scheme and API Score at Mannar Thirumalai Naicker College in March 2020.
- Participated in a state-level one-day capacity-building program on Quality Assurance and Sustenance in Higher Education at Mannar Thirumalai Naicker College in March 2020.

- Attended in a state-level one-day capacity-building program on 21st Century Skills at Mannar Thirumalai Naicker College in March 2020.
- Participated in a state-level 7-day online FDP - Enhancing Quality by Unearthing Innovative Practices (EQUIP 2022) at Mannar Thirumalai Naicker College in April 2022.

Programs Organized

- Organized a national webinar on "Franchising: The Way Forward" featuring Dr. Chackochen, CEO & Founder of Franchising Right Way, Chennai, on May 28, 2020, with 449 participants.
- Hosted a national webinar on "Digital Marketing Tools for the 21st Century" with Mr. Hitesh Motwani, Digital Marketing Expert and CEO of SKILLOPEDIA, as the resource person, on May 30, 2020, with 386 participants.
- Conducted "Kona Kona Shiksha" by NISM, facilitated by Dr. G.S. Nalini, Resource Person from NISM, on March 2 and March 3, 2023, with 58 participants from the college-level 2020 Batch BBA (Aided) students.

Entrepreneurship Development Cell Activities

1. Acted as Co-Coordinator for Three Days Entrepreneurship Awareness camp on 16.12.2019 to 18.12.2019.
2. Acted as Co-Coordinator for Two Weeks Virtual Faculty Development Programme on Entrepreneurship funded by Department of Science and Technology, New Delhi from 01.03.2021 to 13.03.2021.

Resource Person

1. Acted as a Resource Person for National Science Day celebrated by Dr. Umayal Ramanathan college for Women, Karaikudi on 25-February 2021
2. Delivered Guest Lecture in the title of Role of MIS in Organizational Success - Research Department of Business Administration, Sourashtra college, Madurai on 28-February-2022
3. Acted as a Practical Examiner on 15.11.2022 at Thiagarajar College of Arts and Science.

4. Acted as Resource person for National Level Seminar on Developing Entrepreneurship Skills Among Youth at KMEA Arts and Science College on 15.12.2022
5. Acted as a Judge for Intercollegiate Meet Imperia 2023 conducted by Department of Computer Science, Mannar Thirumalai Naicker College for the event Paper Presentation.
6. Acted as Resource person in the online Technology based Entrepreneurship Development Programme(TEDP) : Electrical and Electronic Appliance Servicing and Maintenance catalyzed and supported by NEB Division,DST,Government of India,organized by Tamilnadu State Council for the Science and Technology, Chennai in Association with St.Annes college of Engineering and technology, Panruti held on 08.06.2023 Marketing Management : Product Promotion,. Sales and Advertisement.
7. Acted as a Practical Examiner on 27.10.2023 at Sourashtra College.

Additional Roles and Responsibilities in College

1. Coordinator- Certification Course on Computer Application(CCA) (**From 2019 to Till Date**)
2. MIS Convenor (**From 2019 to Till Date**)
3. IQAC – Member (**Criterion II**)
4. College Day Committee – Member (**19-20 and 20-21**)
5. Convocation Day Committee –Member (**19-20 and 20-21**)
6. Computer Stock Verification – Convenor (**20-21,21-22,22-23**)
7. Library Stock Verification Committee - Member (21-22,22-23)
8. Online Application Registration Convenor – (**20-22 & 22-23**)
9. ICT Academy Coordinator - 04.07.200 to Till Date
10. Assisted the students for intercollegiate meet conducted by Thiagarajar college, Madurai on 06.01.2023

ICT Academy Activities

- ICT Academy of Tamil Nadu organized "Bridge 2022-Kanyakumari," a high-impact industry-institute interaction event of India, on March 28, 2022, at the state level.
- "Bridge 2022-Chennai," another high-impact industry-institute interaction event, was organized by ICT Academy of Tamil Nadu on July 13, 2022, at the state level.
- ICT Academy of Tamil Nadu conducted "Bridge 2023-Chennai," an industry-institute interaction event, on March 14, 2023, at the state level.
- "Bridge 2023-Madurai," an industry-institute interaction event, was organized by ICT Academy of Tamil Nadu on September 30, 2023, at the state level.
- ICT Academy of Tamil Nadu hosted the "Youth Leadership Summit 2023" in Coimbatore on October 12, 2023, at the state level.

Research Projects

1. Received Seed Money Rs.30, 000 From Mannar Thirumalai Naicker College. Project entitled "Automatic Multi Document Data Summarization for IQAC cell using Deep Learning (DL) and Natural Language Processing (NLP) Techniques".

Appreciation Received

1. Appreciation Certificate Received from NISM for Anchoring Faculty, Student Coordinator for conduction 10 hours Session program for Kona kona Shiksha on 03.03.2023 and received Active participation certificate for College also.
2. Appreciation Certificate received for Learnathon-2022 Program for 100 students completing their 5 courses in ICT Academy from September - November 2022 and received certificate for college.
3. Appreciation Certificate Received for excellent coordination in the execution of Atos PrayasFioundation's Youth Empowerment Program from 06.02.2023 to 24.02.2023

Programs Organized

1. Conducted Three Days Hands on Training Programme on Desktop Publishing from 16-10-2023 to 18-10-2023 funded by Tamilnadu State Council for Science and Technology.
2. Conducted Three Days Hands on Training Programme on Desktop Publishing from 27-11-2023 to 29-11-2023 funded by Tamilnadu State Council for Science and Technology.

3. Acted as a Co Principal Investigator for Virtual Two Weeks Faculty Development Programme on Entrepreneurship from 06-11-2023 to 20-11-2023 funded by Department of Science and Technology.
4. Acted as a Co Principal Investigator for Virtual Two Weeks Faculty Development Programme on Entrepreneurship from 22-11-2023 to 05-12-2023 funded by Department of science and Technology.
5. Organized One Day National Conference on Recent Trends and Innovative Practices in Management on 23-02-2024.
6. Organized Faculty Development program on Design Thinking from 22-11-2023 to 23-11-2023 in association with ICT Academy.