

### Dr. B.MEENA PROFILE

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**QUALIFICATION:** M.Com.,M.Phil.,MBA.,Ph.D.,NET(Commerce)

**NO. OF YEARS OF EXPERIENCE:** 17 years

**AREA OF EXPERTISE:** Cost and Management Accounting, Corporate Accounting, Business Economics, Marketing, HRM, Business Economics

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#### PUBLICATIONS IN PEER REVIEWED IN NATIONAL/INTERNATIONAL JOURNALS

<b>Title of the Paper</b>	<b>Date of Publication</b>	<b>Name of the Journal</b>	<b>National/International</b>	<b>Journal Number</b>
A study on application of business intelligence in ICICI bank to improve its collection – performance and to reduce the credit losses	15.03.2014	International Journal of Business Intelligence & Innovations	International	2348-4705
“A study on consumer (youth) behaviour towards carbonated, Non carbonated drinks and health drinks with special reference to scenario of protest for cultural heritage”	18.02.2017	International Research Journal of Management and Humanities	International	2347-3274

**PUBLICATIONS IN ISBN BOOKS IN STATE/NATIONAL/INTERNATIONAL SEMINAR  
/CONFERENCE**

<b>Title of the Paper</b>	<b>Date of Publication</b>	<b>Organised by</b>	<b>State/National/International</b>	<b>ISBN Number</b>
Micro finance in India and inclusive growth”	07.10.2010 & 08.10.2010	WCC,Chennai	National conference on Inclusive growth In India An Emphasis on Financial And Social Inclusion	93-80697-21-X
“Change in the recruitment process”	16.12.2010& 17.12.2010	D.G VAISHNAV College,Chennai	National Seminar on” <i>changing facets of human resource management in public sector banks-an inevitable paradigm shift</i> ”	
Branding strategies of DETTOL- An empirical study	05.03.2011	Patrician college,Chennai	National Seminar on”Transformation,Adaptation,and Sustainability towards a bright future...	81-88331-19-8
“Impact of Foreign direct investment in retail stores on Kirana Shops in India”	25.01.12	Guru Nanak College Chennai	National Seminar on” Innovative Strategies for Corporate Management in Globalized Scenario ”	978-81-90792-48-6
FDI in retail Marketing	8.02.12 & 9.02.12	New College,Chennai	National Seminar on” FDI in India- Issues & Challenges ”	

Corporate espionage in India	15.03.12 & 16.03.12	University of madras	National Seminar on” Corporate crime,Governance-Issues,Challenges and Remedies”(	978-93-81992-55-5
“Beauty care business booms: A new gate way for successful women entrepreneurs with special reference to Chengalpattu	10.02.2014	K.C.S KASI NADAR COLLEGE,Chennai	National Conference on “ Emerging trends & challenges of women Entrepreneurship in India	978-93-81992-71-5
Environment sustainability through green	27/8/2014	Patrician college of arts and science along with PCRA	International Seminar on “Impact of sustainable development on	

Banking			Global Environment”	
“Custmer perception towards Internet Banking Services With Respect to HDFC banks in Chengalpattu”	27/8/2014 & 28/8/2014	Asan Memorial College Of Arts And Science	International conference On “e- A Paradigm shift in the contemporary scenario”	ISBN-13:978-81-8209-185-6  ISBN-10:81-8209-185-3
Consumer Behaviour towards mobile phones in Chennai		MGR Janki College For Women	National Conference on “Inclusive growth of India AS AN Emerging Economy through sustainable strategies”	978-93-80627-34-2
“Digital transformation in retail sector opportunities and challenges”	24/08/2018	ICSSR and Ministry of HRD in association with School of business & school of information technology, Vidhya Sagar Women’s college	International conference On “Social Impact of Internet of Things (IOT) –Boon or Bane”	978-93-81899-92-2