

PROFILE



NAME : **Dr. D . UNIKA**

QUALIFICATION : **M.Com., M.Phil., M.B.A., Ph.D., NET**

NO. OF YEARS OF EXPERIENCE : **21YEARS & 10 MONTHS**

AREA OF EXPERTISE : **BUSINESS LAWS, COMPANY LAWS,
MARKETING,BANKING , HRM
PRINCIPLES OF MANAGEMENT AND
MANAGEMENT ACCOUNTING**

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ACADEMIC QUALIFICATION

| Specialization | Year | Board/University/College |
|--------------------------------|-------------|---|
| SSLC | 1990-91 | St, Helen's Girls Higher secondary School, Chennai / State Board, Tamilnadu |
| HSC | 1991-93 | St, Helen's Girls Higher secondary School, Chennai / State Board, Tamilnadu |
| B.Com (Commerce) | 1993-96 | Queen Mary's College (Autonomous), Chennai- 4 / University of Madras, Tamilnadu |
| M.Com., (Commerce) | 1996-98 | Queen Mary's College (Autonomous), Chennai- 4 / University of Madras, Tamilnadu |
| M.Phil., (Commerce) | 1998-99 | Presidency College, Chennai / /University of Madras, Tamil Nadu |
| M.Phil., (COMMERCE) | 1998-99 | Presidency College, Chennai / University of Madras, Tamil Nadu |
| M.B.A., (FINANCE) | 2011 | Indira Gandhi National Open University, New Delhi. |
| Ph.D (COMMERCE) | 2020 | Bharathiar University , Coimbatore, Tamil Nadu |

UGC – NET

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| UGC - NET | Commerce – September , 2012 |
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- ❖ Valuation of UG and PG answer papers in
 - University of Madras ,Chennai Women's Christian College ,Chennai
 - Dr. Ambedkar Government Arts College, Chennai
 - D.G Vaishnav College , Chennai
 - SDNB College , Chennai
- ❖ Question paper setting in UG & PG level (Autonomous Colleges in Chennai)
- ❖ Research and Project skills
- ❖ Recognized supervisor for M. Phil Commerce by Madras University from the year 2017
- ❖ **External Examiner in Viva Voce Examination:**, Tagore College of Arts and Science Chennai.

VARIOUS OFFICIAL CAPACITIES AND ASSIGNMENTS

- Assistant Professor and Co-Ordinator of Retract ,2006-2008
- Co-Ordinator for foreign Students Association 2008-2010
- Assistant Professor and Head 2008-2015
- Associate Professor and Nodel Officer 2016-2018
- PCEC Co-Ordinator for Certificate and Value Added Courses 2018-2020
- Associate Professor and Head 2020- Till Date
- Member in Editorial Committee for International and National Seminar Journals
- Member is Organising committee in International and National Workshops and competitions
- Mentor for Entrepreneur and Innovation cell for EUNDIA 21 in Manipal University, Jaipur.

PUBLICATIONS IN ISBN BOOKS IN STATE/NATIONAL/INTERNATIONAL

- Presented a paper entitled **“An Emerging Role of Rural Women in Entrepreneurial Development ”** in the “National Conference on Transformation, Adaptation, and Sustainability towards a Brighter Future ” organized by Patrician College of Arts and Science , Chennai 05th March ,2011.
- Presented a paper entitled **“A Study on Innovation of Life Insurance Products for Long Term Financial planning with References to Chennai City ”** in the “National Seminar on Innovative Strategies for Corporate Management I the Globalized Scenario “ organized by Guru Nanak College , Chennai 25th January 2012.
- Presented a paper entitled **“A Study on Consumer Tastes and Preferences for Instant Food Products with special reference to Chennai ”** in the International Conference on “Consumerism in the Global Economy ISBN: **978-81-925376-0-1** organized by Department of Corporate Secretaryship Ethiraj College for Women on 12th & 13th December 2013.
- Paper Titled **“A study on Green Marketing and its Impact on Consumer Buying Behaviour with Special Reference to Chennai City”**. ISBN:978-81-8209-134-4 International Seminar Organised by Department of Commerce, Management and Corporate Secretaryship, Patrician College of Arts & Science, Chennai, India in association with PCRA 27th August 2014.
- Paper Titled **“A Study on Consumer behaviour towards Technology driven Entrepreneurship with special reference to Uber eats in Chennai City.** National Seminar on “Ethics , Entrepreneurship and Sustainable development “Organised by Department of Commerce, Management and Corporate Secretaryship, Patrician College of Arts & Science, Chennai, India. International Journal ISSN NO 23219637 Impact Factor 5.15, IJRA Approved Journal of National Institute of science Communication and Information Resources (NISCAIR) Council of Science and Industrial Research, New Delhi, India, On 18 and 19 March 2019.

- **‘A Study on Consumer Attitude and Awareness of Green Products and Green Environment with a Special Reference to Chennai City’**, paper published International Journal of Managerial Herald Issue No:2 ISBN No – 978-93-80 686-13-4 July – September 2012.
- **‘A Study on Consumer Behaviour Towards Instant food Products in Tamil Nadu’**. Paper Published in International Journal “Business and Administration Research review E-ISSN NO: 2347-856X ISSN NO 2348-0653 ” 5, April – June 2014.
- **‘A Study on Factors Influencing the Purchase Behaviour of Instant Food Consumer’** Paper published in International Research Journal “Management and Humanities” ISSN NO 2347-3274, February 2017.
- **‘Consumer Behaviour Impact On Online Food Delivery Applications (Swiggy, Zomato, Dunzo.) In Chennai (Tamil Nadu, India)’** UGC care list journal. Studies in Indian place Names. ISSN 2394-3114, March 2020.
- **A Critical Review on Impact of Urbanization n Consumer Behaviour and It’s Challenges’** Published in The Journal of Indian Art History Congress , Vol 25 , No.2(XII) : 2020-2021.

- **An Empirical Study on Shift of Lecturers Attitude (Lectures Of Higher Education) During Online Classes In Chennai, TN.** Published in the International Journal of Aquatic Science. ISSN: 2008-8019 VOL 12, Issue 2- Serial Number 2 winter and spring 2012.

- **A Study on Factors Influencing Impulse Behaviour of Z Generation Towards Food Products.** Published in the International Journal of Contemporary Manager Theory and Practices. ISSN 2395-4728 vol 6, Issue 1, 2020.

NPTEL – AICTE COURSES

- ❖ Successfully completed the course on Marketing Management -I conducted by NPTEL during August-September 2018.
- ❖ Successfully completed the course on Principles of Human Resource Management conducted by NPTEL during January-March 2019.
- ❖ Successfully completed the course on Intellectual Property Rights and Competition Law conducted by NPTEL during July-September 2021

FACULTY DEVELOPMENT PROGRAM

- Participated in FDP on Financial Markets conducted by Department of Management Studies, University of Madras, on 13/11/2009.
- Participated in Intensive Training Programme for the Faculty of Self Financing Colleges conducted by University of Madras from /5/2010 to 20/5/2010.
- Participated in FDP on Academic Development conducted by Patrician College of Arts and Science on 18/6/2011
- Participated in Workshop on Effective Teaching conducted by Patrician College of Arts and Science on 7/6/2012,
- Participated in the Workshop on Introduction to Data Analysis organized by the Department of Commerce , University of Madras on 13/11/2013.
- Participated in FDP on Building Relationship with the Young by Patrician College of Arts and Science on 20/6/2013.
- Participated in National level Research Colloquium organized by the School of Social Sciences , Tamil Nadu open University, from 31/10/2014 to 1/11/2014,
- Participated in FDP on Academic Development conducted by Patrician College of Arts and Science on 13/6/2014.
- Participated in FDP on Motivation and Personality Development conducted by Patrician College of Arts and Science on 16/8/2014.
- Participated in training on SPSS Programme conducted by Patrician college of Arts and Science from 6/9/2014 to 13/9/2014.
- Participated in FDP on Personal and Institutional Growth conducted by Patrician College of Arts and Science on 20/6/2015.
- Participated in FDP on Holistic Approach to Life conducted by Patrician College of Arts and Science on 11/6//2016.

- Participated in National Level FDP on Case Teaching and Writing Methodology organized by Measi Institute of Management on 9/9/2017.
- Completed the FDP on Marketing Management -I organized by NPTEL-AICTE during August – September 2018’
- Participated in workshop on Qualitative and Quantitative Aspects of Thesis Writing conducted by Patrician College of Arts and Science on 13/8/2019.
- Participated in FDP on Intellectual Property Rights conducted by Tamil Nadu State Council for Science and Technology and Patrician College of Arts and Science on 13/9/2019.
- Participated in Presentation on Sexual Harassment of Women-Prevention, Prohibition and Redressal and Legal Protection of Women in Workplace and Educational Institution organized by Computer Society of India – Chennai Chapter on 26/9/2019.
- Participated in National Level workshop on Intellectual Property Rights and Entrepreneurship organized by Programme Monitoring Office-Innovation and Entrepreneurship Development Programme from 2/12/2019 to 3/12/2019.
- Participated in FDP on Digital Marketing – A Hands on Experience conducted by Guru Nanak College on 21/12/2019.
- Participated in National Level Workshop on Research Methodology , Statistical Data Analysis and Interpretation organized by Institute for Statistics and Analytical Research from 27/12/2019 to 29/12/2019.
- Participated in National Level FDP on Research Methodology for Social Science conducted by Indian Academic Researchers Association from 6/4/20 to 12/4/20.
- Participated in National Level MOOC FDP on Managing Online classes and Co-creating conducted by MHRD from 20/4/20 to 6/5/20
- Participated in National Level MOOC COURSE workshop on Management of Environment of Environment and its Resources conducted by Nesamony Memorial Christian College from 28/4/20 to 11/5/20.
- Participated in National Level in FDP on Project Proposals for Funding Agencies Preparation and Submission Protocol conducted by Patrician College of Arts and Science on from 16/5/21 to 17/5/20.
- Participated in National Level FDP on GST Registration Assessment and Filing of Returns Under GT Law conducted by Bharathiar University. From 17/8/20 to 28/8/20.
- Participated in National Level FDP on Social Media Digital Marketing

conducted by Bharathiar University. From 2/9/20 to 12/9/20.

- Participated in National Level FDP on Intellectual Property Literacy on Filing Patent and Copyrights conducted by Patrician /college of Arts and Science on 20/1/21.
- Participated in National Level FDP on Entrepreneur development Programme conducted by Entrepreneurship Development and Innovation Institute from 20/1/21 to 22/1/21.
- Participated in National Level FDP on Entrepreneurship and Innovation conducted by Patrician College of Arts and Science from 8/3/21 to 15/3/21.
- Participated in National Level FDP on National Education Policy conducted by Dr, N.S.A.M. First Grade College from 24/5/21 to 29/5/21.
- Participated in National Level FDP on Methodology of Research in Social Sciences conducted by Seshadrpuram Academy Business Studies from 3/3/21 to 12/3/21.
- Participated International FDP on Workshop on Statistical Analysis and its Interpretation Using SPSS conducted by Institute for Statistics and Analytical Research from 28/6/21 to 30/5/21.
- Completed the Innovation Ambassador Training Advanced Level conducted by Ministry of Education Government of India from 30/6/21 to 30/7/21.

WEBINAR

- Participated in National Level Webinar on An effective Research Paper Writing Skills conducted by Bhagwan Mahavir University from 13/4/21 to 16/4/21.
- Participated in National Level Webinar on Prior Art Search and Patent Filing conducted by Northcap University on 23/4/20.
- Participated in National Level Webinar on Your Contribution Towards Prosperous Country conducted by Arasu Women's College on 10/5/21.
- Participated in National Level MOOC COURSE workshop on Management of Environment of Environment and its Resources conducted by Nesamony Memorial Christian College from 28/4/20 to 11/5/20.
- Participated in National Level Training on Research Methodology conducted by Mar Gregorios College of Arts and Science from 19/5/20 to 23/5/21.
- Participated in International webinar on Personality Profiling conducted by Patrician College of Arts and Science on 27/5/21.

- Participated in International webinar on Excellent in Qualitative Research in Social Sciences conducted by Tamandu Open University on 28/5/20.
- Participated in International webinar on Entrepreneurship Training and Opportunity in Leather Industry conducted by Patrician College of Arts and Science on 30/6/20.
- Participated in International webinar on Impact of Covid 19 conducted by Tamandu Advanced Technical Training Institute from 1/7/20 to 5/7/20.
- Participated in International webinar on International Media fest conducted by Tamandu Advanced Technical Training Institute from 7/8/20 to 10/8/20.
- Participated in National Level webinar on Pandemic and Changing World Economy India's Opportunities conducted by Loganatha Narayansamy Government College on 12/8/21.
- Participated in National Level webinar on Kapila Program on Intellectual Property conducted by Patrician College of Arts and Science on 18/11/20.
- Participated in National Level on An Entrepreneurial Activity on Production of Spirulina conducted by Patrician College of Arts and Science on 18/12/20.
- Participated in International Symposium on Strengthening Social Solidarity and Social Work Intervention conducted by Periyar University on 16/3/21.
- Participated in State Level webinar on Funding Research Projects A Road Map for Research Aspirants conducted by Patrician College of Arts and Science on 8/4/21.
- Participated in State Level webinar on National Innovation and Startup Policy conducted by Patrician College of Arts and Science on 25/4/21.
- Participated in International webinar on Positive Business Perspectives During the Times of Covid conducted by School Management CMR University Bangalore on 24/4/21.
- Participated in State Level webinar on National Innovation and Startup Policy conducted by Patrician College of Arts and Science on 25/4/21.
- Participated in National Level webinar on New Education Policy conducted by Patrician College of Arts and Science on 25/4/21.
- Participated in International Level webinar on Sustainable Innovation Research Emerging trends in Entrepreneurs conducted by School of Management Studies Pratap University 3/4/21.

- Participated in National Level webinar on Bampoo New Age Products conducted by Patrician College of Arts and Science on 13/5/21.

NATIONAL PAPER PUBLISHED

- Paper Titled “**A Study on Quality of Work Life in Information Technology Sector**” International Journal “Journal of Science and Humanities”. Vol 3 ISSN 23949236, January – June 2017.
- "Post Lock down Economy-Employment and Empowerment" One day webinar on 04/05/2020 was conducted by Department of Business Administration, Patrician College of Arts & Science, Adyar and Chennai.
- "Examination in the wake up Covid 19" Possible Solution in line with UGC Guidelines Published on 29th April 2020 One day webinar on 08/05/2020 was conducted by Department of Commerce Shift - II, Patrician College of Arts & Science, Adyar and Chennai.
- "Data Analytical and Real Time Application" One day webinar on 13/05/2020 was conducted by Department of Computer Application, Patrician College of Arts & Science, Adyar and Chennai.
- Participated One day Webinar on " Understanding Tele - Counselling" on 15th May 2020, Organised by Department of Psychology, Patrician College of Arts & Science, Adyar, and Chennai.
- "COVID-19 POST LOCK DOWN: STRENGTHENING SOCIAL, ECONOMIC AND PSYCHOSOCIAL RESILIENCE" One day Webinar on 22/05/2020, Organised by Department of Social Work, Patrician College of Arts & Science, Adyar, and Chennai.
- Participated One day Webinar on "My Life My Pride My Career" on 18th May, 2020 Organised by Department of Accounting & Finance Shift - II, Patrician College of Arts & Science, Adyar, and Chennai.
- "Challenges and Prospects of Employability and Skills required Post Covid 19" on 18/05/2020, One day webinar was organised by Source Hub, Patrician College of Arts & Science, Adyar and Chennai.
- "Intellectual Property Rights and Basics of Patent practices in India" on Saturday, 16th May 2020, One day webinar was organised by Mechanical Engineering Department & Institutions Innovation Council, St. Peter's College of Engineering and Technology, Avadi, Chennai.

- One day National webinar on "Impact of Covid-19 on Investor Behaviour" on 23.05.2020, organised by Department of Commerce Shift - I in Association with IQAC, Patrician College of Arts & Science, Adyar and Chennai.
- Participated One day National webinar on "Impact of Covid on Future of Commerce & Management Education - Insightful Discussion" on 15th July 2020, organised by Department of
- Commerce & Management Studies. In association with IQAC, St. Thomas' College (Autonomous) Thrissur.
- Participated One day National webinar on "Finance Act 2021 - Key Changes in Direct Tax Proposals" on 15th March 2021, organised by Department of Corporate Secretary ship, Patrician College of Arts & Science, Adyar and Chennai.
- Participated One day webinar "Introduction to the Securities Market and Role of Depository" on 26th March 2021, Organised by Patrician Institutions Innovation Cell (PIIC) & Entrepreneurship Development Cell in association with the Department of Commerce (shift II), Patrician College of Arts & Science, Adyar and Chennai.
- Participated One day Webinar on "IMPACT OF COVID-19 ON GLOBAL ECONOMY" on 15th May 2020, Organised by Inspira Research Association, Jaipur and Indian Accounting Association, Jaipur Branch.
- Participated One day Webinar on "Psychological Strategies to Overcome COVID - 19" on 15th May 2020, Organised by SRM INSTITUTE OF SCIENCE & TECHNOLOGY, FACULTY OF SCIENCE & HUMANITIES, VADAPALANI CAMPUS, Chennai.
- Participated One day National Level Webinar on "Entrepreneurial Challenges & Opportunities" on 20th May 2020, Organised by Entrepreneurial Development Club, Rathinam College of Arts & Science (Autonomous), Coimbatore.
- Participated One day NATIONAL WEBINAR ON "SILVER LINE BEHIND THE DARK CLOUDS EXPLORE OPPORTUNITIES

DURING COVID-19 PANDEMIC" on 21st May 2020, Organised by Department of Business Administration, Faculty of Arts and Science, Bharath Institute of Higher Education and Research, Chennai.

- Participated One day National Level Webinar on "Impact of COVID-19 on Investor Behaviour" Organised by Department of Commerce Shift- I, Patrician College of Arts & Science, Adyar and Chennai on 23rd May 2020.
- Participated One day National Workshop through Webinar on "Role of MSME for Entrepreneurial and Incubation" Organised by Patrician Institution Innovation Cell, Patrician College of Arts & Science, Adyar and Chennai on 22nd May 2020.
- Participated One day Workshop through Webinar on "COMMUNICATION SKILLS, RESUME SKILLS AND INTERVIEW SKILLS" Organised by Dept. of Human Resource Management, D.G Vaishnav College (Autonomous) Chennai on 25th May 2020
- Participated One day National Research Webinar on "Research Design" on 6th June 2020, Organised by The Global Association of Social Sciences and The International Research Journal of Social Sciences and Humanities, Indore School of Social Work, Indore, Madhya Pradesh.
- Participated One day Nation Level Webinar on "Digital Marketing for Business and Career Growth" on 6th June 2020, Organised by Skills123 in association with National Foundation for Entrepreneurship Development (NFED), Coimbatore and Tamil Nadu.
- Participated One day Nation Level Webinar on "Quantitative Techniques in Economics Science" on 3rd June 2020, Organised by Department of Economics, VELS Institute of Science Technology and Advanced Studies (VISTAS).
- Participated Three days International Webinar on "The Role of ICT in Education Sector and its Impacts on Students, Faculties and Policy Makers" Organised by Department of Business Administration, St.Joseph's College of Arts and Science (autonomous) Cuddalore from 01-06-2020 to 03-06-2020.
- Participated One day national workshop through webinar "Role of NABARD in Entrepreneurship" 30th May 2021, Organised by Patrician Institutions Innovation Cell (PIIC) in association with NABARD,

Patrician College of Arts & Science, Adyar and Chennai.

- Participated in the Online Webinar on "IMPACT OF COVID-19 ON INDIAN ECONOMY" Organised by Department of Economics, Kristu Jayanti College (Autonomous), Bengaluru on 13th May, 2020.
- Participated Webinar on "Progressive Social Work in Post COVID Era" Organised by Department of Social Work, PSG College of Arts & Science (Autonomous) Coimbatore on 19th May 2020.
- Participated Webinar on "ESSENTIAL QUALITIES OF EFFECTIVE TEACHERS IN HIGHER EDUCATION" Organised by Department of Commerce (General), VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS), Chennai on 09/06/2020.
- Participated National Level Webinar on "Issues and Challenges faced by Consumers during COVID- 19" Organised by Department of Commerce (Shift - II), Sacred Heart College (Autonomous), Tirupattur on 09th June 2020.
- Participated Webinar on "Enhancing Immunity Naturally" Organised by Arasu Women's College, Karur on 21st may 2020.
- Participated Webinar on "Variables and Measurement" Organised by The Global Association of Social Sciences, Indore School of Social Work, Indore, Madhya Pradesh on June 28, 2020.
- Participated International Webinar on "Approaches on Online Teaching and Assessment Methods" Organised by Department of Commerce (Shift II) & IQAC, Patrician College of Arts & Science, Chennai on 4th July 2020.

FACULTY DEVELOPMENT PROGRAMME (FDP)

- “Recent Trends in Colour Image Processing” One day Online FDP on 11/05/2020 was conducted by Department of Computer Application Shift – II, Patrician College of Arts & Science, Adyar and Chennai.
- Online FDP on Fuzzy Sets and Systems on 16th May, 2020, was conducted by Department of Mathematics Shift – II, Patrician College of Arts & Science, Adyar, and Chennai.
- Two day Online Faculty Development Programme (FDP) on Project Proposal for Funding Agencies (UGC STRIDE & ICSSR IMPRESS): Preparation & Submission Protocol on 16.05.2020 and 17.05.2020, was conducted by Patrician College Research Committee, Patrician College of Arts & Science, Adyar, and Chennai.
- One week National Level Faculty Development Programme on “Effective & Quality Research Writing” from 7th to 13th June, 2020, Organised by Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts & Science, Adyar, and Chennai.
- Participated Five Day International Faculty Development Programme on “New Age Teaching” Organised by Department of Commerce (Shift I) in association with IQAC, Patrician College of Arts & Science, Adyar and Chennai from 15.06.2020 to 19.06.2020.
- Participated Seven Day International Faculty Development Programme on “Libraries' Response to COVID 19: Enhanced Online Library Services” Organised by SHPT School of Library Science SNDT Women University, Mumbai from 12.05.2020 to 18-05-2020.
- Participated One week Faculty Development Programme on “Engineering and Management Teaching Pedagogy- an Industry Perspective” Organised by Department of Management Studies & Department of Mechanical Engineering, Sri Sairam Institute of Technology, Chennai 11 th may to 16th May 2020.
- Participated Five Day National level Interdisciplinary Faculty Development Programme on “Recapitulating Billion Years of Bharathiya Wisdom for Molding Millennials” Jointly Organised by Arasu College of Arts & Science from 08-05-2020 to 12.05.2020.

- Participated One Day International Faculty Development Programme on “Fuzzy Sets and System” Organised by Department of Mathematics (Shift II), Patrician College of Arts & Science, Adyar and Chennai ON 16TH May 2020.
- Participated One Day FDP on "My Life My Pride My Career" Organised by Department of Accounting & Finance (Shift II), Patrician College of Arts & Science, Adyar and Chennai ON 18th May 2020.
- Participated One Day Faculty Development Programme on “Recent Amendments in Companies Act, 2013” Organised by Department of Commerce, The New College (Autonomous) Chennai on 27th May 2020.
- Participated 4 Days Faculty Development Program & Management Development Program on "ACADEMIC ENHANCEMENT ON RESEARCH METHODOLOGY" Organised by Inspira Research Association(IRA) & LBSPG College, Jaipur on 29th May 2020 to 31st May 2020
- Participated One week Faculty Development Programme on “Effective and Quality Research Writing” Organised by Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts & Science, Adyar and Chennai from 7th June to 13th June 2020.
- Participated One Week International Faculty Development Programme on “Challenges in Restructuring the Innovative Teaching Learning Techniques” Organised by Department of Commerce, Auxilium College, Vellore, Tamil Nadu from 2nd June to 8th June 2020.
- Participated Three Days National Level Faculty Development Programme on “Workplace Enhancement” Organised by Department of MA HRM, Soka Ikeda College of Arts & Science for Women, Chennai from 27th May to 29th May 2020.
- Participated Seven Days National Level Faculty Development Programme on “PEDAGOGICAL METHODS SUITABLE FOR A PANDEMIC SITUATION: A WEBINAR SERIES” Organised by Department of Economics, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi from 27.05.2020 to 02.06.2020.