

BIO-DATA

- 1 Name **Dr. B. BARANI RANI**
- 2 Permanent Address 247, Shree Krishna Nivas,
Nethaji Street,
Jaihindpuram,
Madurai – 625 011
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3. **EDUCATIONAL QUALIFICATION:**

- | | | | | |
|----|---------|------------|---|-------|
| a. | SSLC | March 1995 | Board of Secondary Education, Tamilnadu | 84.2% |
| b. | DCP | April 1998 | State Board of Technical Education and Training | 70.3% |
| c. | B.Com. | April 2000 | Madurai Kamaraj University | 57.9% |
| d. | M.Com. | April 2008 | Sourashtra College, Madurai | 84.3% |
| e. | M.Phil. | 23.10.2009 | Sourashtra College, Madurai | 81% |
| f. | Ph.D. | 24.07.2015 | Sourashtra College, Madurai | |

Topic: Consumers Satisfaction towards retail trade with special reference to Fast Moving Consumer Goods – A study in Madurai District. under the guidance of: Dr. K. Jeyachandran

- g. NET 29-09-2015 Commerce

4. **TECHNICAL SKILLS:** e office including spread sheet
SPSS
Accounting Software

- 5 Area of Specialisation: Cost and Management Accounting and Financial Accounting

6. • University I Rank Holder in M.Com.
7. • Alumna Representative in Board of Studies Meeting, B.Com, Sourashtra College

8. COMMITTEE

S.No.	Committee	Designation	Academic Year
1	Research Culture Promotion Committee And Research Mentors	Member	2025-2026
2	Curriculum Planning And Evaluation Cell	M.Com.	2025-2026
3	PG CPEC	Member	2024-2024
4	Research Culture Promotion Committee And Research Mentors	Member	2024-2025
5	Annual Quality Assurance Report (AQAR)	Member_ Criterion - III	2024-2025
6	Curriculum Planning And Evaluation Cell	Member	2024-2025
7	Rangering (SF)	Convenor	2023-2024
8	Research Culture Promotion Committee And Research Mentors	Member	2023-2024
9	Annual Quality Assurance Report (AQAR)	Member_ Criterion - III	2023-2024
10	Rangering (SF)	Convenor	2022-2023
11	Rangering (Sf)	Convenor	2021-2022
12	Discipline Committee	Member	2020-2021
13	Life Centre	Member	2020-2021
14	Rangering (SF)	Convenor	2020-2021
15	Rangering (SF), Part V Programme	Convenor	2019-2024
16	Discipline Committee	Member	2019-2020
17	Rangering (SF)	Convenor	2019-2020
18	Womens Studies Club	Member	2018-2019
19	Life Centre	Member	2018-2019
20	Womens Studies Club	Member	2017-2018
21	Lady Doak Community College	Member	2017-2018

9. PUBLICATIONS

S.No.	Title of the Paper	Journal Name	ISSN	Impact Factor	Month & Year of Publication	Vol No	Issue
1	Effectiveness Of E-Advertisements In Buying Decision	Indian Journal Of Applied Research	2249 - 555X	6.03	Feb-22	12	2
2	A Study On Impact Assessment Of Life Frontier Engagement At Lady Doak College	New Frontiers in Education	0972-1231	1.85	Oct-21	54	4
3	A Study on Customer Attitude towards Online Cab Services with Special Reference to Madurai City	ComFin Research	2582-6190	1.54	Oct-20	8	4

S.No.	Title of the Book	Title of the Chapter	Page No.	ISBN	Year	Month
1	Global Trends in Accounting and Finance – A Paradigm Shift	Digital Transformation - A Milestone In Bankingindustry	115	978-81-962552-0-6	2023	March
2	Entrepreneurship, Innovation & Management- Futuristic Approach	A Study On Problems And Challenges of Fishermen In Thoothukudi	44	978- 93-95196- 23-9	2022	September

No. of Conferences /FDP/Workshops participated: 20

No. of Conferences presented: 12