

SRI GANESH SCHOOL OF BUSINESS MANAGEMENT
(Approved by AICTE, New Delhi, Affiliated to Anna University of Technology)

Name of the Faculty : J.POORNIMA
Designation : Asst. Professor
Educational Qualification : MBA., M.Phil
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Gender : Female
Date of Birth : 22.09.1985
Experience (Academic) : 3 years and 6 Months



PUBLICATIONS:

S.NO	AUTHOR NAME	TITLE OF THE ARTICLE	JOURNAL NAME	YEAR OF PUBLICATION
1.	J.POORNIMA	“Recent Trends in HR Practices in selected Banks in India”	IJAR (International Journal)	2011
2	J.POORNIMA	“A study on Employee Stress management in selected private Banks in Salem”	IJMRA (International Journal)	2011
3.	J.POORNIMA	“Small scale industries in India, problem & prospects- a study on Pre & Post reform period”	Journal of Management & Science. (National Journal)	2012
4.	J.POORNIMA	“Corporate financing in Indian Capital Market”	Journal of Management & Science. (National Journal)	2012

PAPER PRESENTED AND WORK SHOP ATTENDED:

S.NO	TITLE OF THE PAPER	NAME OF THE SEMINAR	INSTITUTION	NATIONAL/ INTERNATIONAL
1.	Global Warming	Innovation – The Corporate Mantra in the era of Globalization.-2007	Muthayammal engineering college, Rasipuram	International
2.	Global Crisis Impact on the banking sector	Recent Trends in Global Business order – Impact in Asia-2009	Vivekanandha Institute of Information & Mgt studies, Thiruchengode	International
3.	Financial Services	Contemporary Business Trends-2009	AVS college of Arts & Science, Salem	National
4.	Management education in India: History & Present Scenario	Action for sustainable, Efficacious development and Awareness-2011	Omkarananda Institute of Mgt & Technology Rishikesh	AICTE Sponsored National level seminar
5.	CRM in Banking Sector	Emerging trends in global business-2011	RVS Institute of Management Studies	International
6.	Merchant Banking	Challenges of Indian business in global Economy-2011	AMS Engineering College	International
7.	Role Of Corporate Strategies Towards Global Financial Crisis	Modern Business Practices in Global Scenario-2011	Annamalai University.	UGC Sponsored National level seminar
8.	Cross Selling	Global trends in Management-2011	Adithya Institute of Technology	International
9.	Research on Risk Evaluation of SME financing based on grey Theory”	Business Ecosystem For Small And Medium Enterprises – A Focus On Rural Segment-2012	Muthayammal Engineering College	AICTE Sponsored National level Seminar
10.	Micro Finance – A credit for poverty reduction	Emerging Trends in banking sector-2012	SNR Institute of Management Sciences	National
11.	Financial Derivatives	Competency Building Strategies in Business Technology for Sustainable Development-2011	Sri Ganesh School Of Business Management	International
12.	Venture Capital	Data analysis and interpretation in social Sciences-2012	P.K.R Arts College For Women	ICSSR Sponsored National conference

OTHER RESPONSIBLE POSITION HOLDING AND HELD:

- Act as a Class Advisor
- Supporting Document in charge for Academic
- Act as a coordinator in National conference on Contemporary Business Trends
- Act as a coordinator in International conference on Competency Building Strategies in Business Technology for Sustainable Development-2011

COMPUTER SKILLS:

- Efficient in MS Office and Tally.
- Efficient to work with SAP Business one.
- Able to work with SPSS, TORA
- Able to work in visual Basic, Oracle.

PROJECTS GUIDED:

Guided around 45 Projects for Regular Education.