

Mrs.B.HANNAH

Assistant Professor,
Department of Commerce,
Bishop Heber College,
Tiruchirappalli - 17.

E-mail : hannah.cm@bhc.edu.in

Phone : 9965845274

Web:

Qualification

Degree	Branch	Institution / University	Year of Passing
Doctorate	Commerce	Bharathidasan University	2017
M.B.A	Management	Alagappa University	2014
M.Phil	Commerce	Bharathiar University	1999
M.Com	Commerce	Bharathiar University	1997
B.Com	Commerce	Bharathiar University	1995

Ph.D. Details

Title of Thesis A study on service quality of Government Hospital and Mission Hospital in Tiruchirappalli, Tamilnadu.	Area of Specialization Marketing	Year of Award April 2017
Research Supervisor Dr. B.J. Parimala Kalarani	Research Centre Bishop Heber College, Trichy	
Obtained Post Doctoral Fellowship : Host Institution :	Agency	
Obtained Post Doctoral Fellowship : Host Institution :	Agency	
Obtained Post Doctoral Fellowship : Host Institution :	Agency	
Obtained Post Doctoral Fellowship : Host Institution :	Agency	

Cleared NET / SET :	Details	Year of Passing
SET	1202460	February 2016

Cleared NET / SET :	Details	Year of Passing
NET	10080043	June 2011

Additional Qualification

Name of Course	Place of Study	Date	Duration
ARPIT Refresher Course in Commerce	Online	February 2020	16 weeks
ARPIT Course for CAS- Skills For New Educational Architecture			
NPTEL-Marketing Management I	Online	September 2019	8 weeks
Effective Business Communication	SWAYAM	July 2023	6 weeks
Online Refresher Course in Commerce and Management	Ramanujan College , University of Delhi	February 2024	Two-Week

Work Experience

Name of Institution	Address of Institution	Designation	From	To
BISHOP AMBROSE COLLEGE	SUNGAM BYE PASS, COIMBATORE.	LECTURER	JUNE 1999	NOVEMBER 1999
BISHOP HEBER COLLEGE	PUTHUR, TRICHY-17.	ASST. PROFESSOR	01-12-2006	TILL DATE

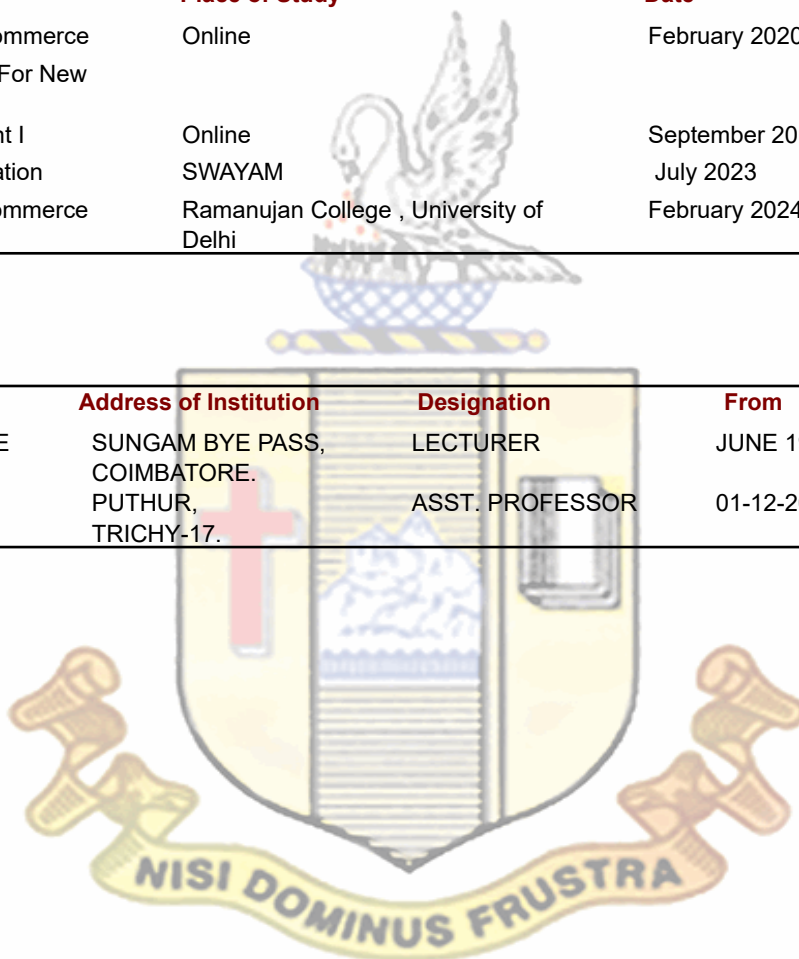


Table of Contents

1.	Conferences / workshops / Seminars Attended	29
2.	Research Papers Presented	29
3.	Publication in Journals	15
4.	Publication in Books	1
5.	Books Published / Edited	0
6.	Conferences / Workshops / Seminars Organised	1
7.	Research Projects	0
8.	Resource Person	7
9.	Consultancy	0
10.	Awards Recieved	0
11.	Patent	0
12.	Extension Activities Undertaken	0
13.	Professional Membership	0
14.	M.Phil. / Ph.D. Produced	0 / 0

1. International level Conference on **"Asian Academy of Campus Ministry"** sponsored by United Board organized by Ateneo de Davao University, Davao, Philippines at Davao, Philippines during 25/05/2023 to 08/06/2023.
2. International level Conference on **"DYNAMIC QUADRANTS IN THE WORLD OF COMMERCE"** sponsored by DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE organized by DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE at TRICHY during 16/02/2023 to 17/02/2023.
3. College level Workshop on **"Concept and Key Elements of Service-Learning"** sponsored by United Board of Christian Higher Education organized by Bishop Heber College at Trichy during 07/06/2022 to 08/06/2022.
4. International level Conference on **"DIGITAL TRANSFORMATION IN BANKING AND FINANCE"** sponsored by DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE organized by DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE at TRICHY during 23/03/2022 to 24/03/2022.
5. National level Conference on **"TECHNOPRENEURSHIP"** sponsored by DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE organized by DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE at TRICHY during 15/03/2022 to 16/03/2022.
6. International level Conference on **"STEP UP SUSTAINABLE DEVELOPMENT GOALS INTO ACTIONS"** sponsored by DEPARTMENT OF COMMERCE organized by BISHOP HEBER COLLEGE at TRICHY during 31/03/2021 to 01/01/1900.
7. College level Workshop on **"E-Content Development"** sponsored by Deanery of Academics, Bishop Heber College, Trichy organized by Deanery of Academics, Bishop Heber College, Trichy at Trichy during 27/10/2020 to 02/11/2020.
8. College level Workshop on **"Management Development Programme on LADDERSHIP"** sponsored by MBA Dept organized by Bishop Heber College at Trichy during 19/02/2020 to 01/01/1900.
9. National level Workshop on **"Research Methodology and Data Analysis using SPSS and AMOS"** sponsored by Bishop Heber College & PRIMAX organized by Bishop Heber College & PRIMAX at Trichy during 30/01/2020 to 01/01/1900.
10. International level Conference on **"Opportunities and Challenges of Business in the Changing Scenario"** sponsored by UGC Autonomous Grant organized by Jamal Mohamed College at Trichy during 23/01/2020 to 23/01/2020.
11. International level Conference on **"Current Issues in the Indian Economy"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 08/01/2020 to 08/01/2020.
12. National level Refresher on **"Refresher course in Commerce"** sponsored by SWAYAM & MHRD organized by Shri Ram College of Commerce at New Delhi during 01/09/2019 to 15/01/2020.
13. Regional level Seminar on **"Catalytic Commerce Curriculum"** sponsored by Lady Doak College organized by Lady Doak College at Madurai during 22/02/2019 to 01/01/1900.
14. International level Conference on **"Sustaining a competitive advantage in the changing business scenario"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 12/09/2018 to 01/01/1900.
15. Regional level Workshop on **"International Financial Reporting Standards"** sponsored by Dept. Of Commerce, Bishop Heber College organized by Dept. Of Commerce, Bishop Heber College at TRICHY during 09/02/2018 to 01/01/1900.
16. International level Conference on **"Finance and Banking (FIBA-2018)"** sponsored by Sengunthar Arts & Science College organized by Sengunthar Arts & Science College at Tiruchengode during 01/02/2018 to 01/01/1900.

17. International level Conference on **"SOCIAL INNOVATION AND SOCIAL RESPONSIBILITY- a KEY TO SUSTAINABLE DEVELOPMENT AND SOLUTIONS"** sponsored by Ethiraj College for Women(Autonomous) organized by Ethiraj College for Women(Autonomous) at Chennai during 24/01/2018 to 01/01/1900.
18. International level Conference on **"International Conference on Emerging trends in Services Sector in the transformation of Indian economy"** sponsored by Dept. Of Commerce, Bishop Heber College organized by Dept. Of Commerce, Bishop Heber College at TRICHY during 01/12/2017 to 01/01/1900.
19. College level Workshop on **"Curriculum Design and Evaluation Techniques"** sponsored by DBT organized by Bishop Heber College at Bishop Heber College during 21/11/2016 to 22/11/2016.
20. Regional level Workshop on **"Human Values Development Programme"** sponsored by AIACHE organized by AIACHE at Poondi, Tanjore during 12/09/2016 to 01/01/1900.
21. College level Workshop on **"Effectively Imparting religious values to students"** sponsored by Religious Life Committee organized by Religious Life Committee at Bishop Heber College, Trichy during 22/07/2016 to 22/07/2016.
22. College level Workshop on **"Research Techniques and Data Analysis"** sponsored by Dept. of Commerce organized by Dept. of Commerce at Bishop Heber College, Trichy during 21/10/2013 to 21/10/2013.
23. State level Workshop on **"SPSS Package"** sponsored by organized by at Cauvery College during 08/04/2009 to 10/04/2009.
24. College level Workshop on **"Capacity building programme"** sponsored by organized by at Bishop Heber College, Trichy during 01/01/1900 to 01/01/1900.
25. State level Workshop on **"Investor Awareness and Portfolio Management"** sponsored by organized by at Bharathidasan University, Perambalur during 01/01/1900 to 01/01/1900.
26. College level Workshop on **"Reforms in Question Paper setting"** sponsored by organized by at Ooty during 01/01/1900 to 01/01/1900.
27. College level Workshop on **"Faculty development Programme"** sponsored by organized by at Bishop Heber College, Trichy during 01/01/1900 to 01/01/1900.
28. College level Workshop on **"Examination Reforms and Evaluation"** sponsored by organized by at Bishop Heber College, trichy. during 01/01/1900 to 01/01/1900.
29. National level Conference on **"Business Process Outsourcing"** sponsored by organized by at Holy Cross College, Trichy during 01/01/1900 to 01/01/1900.

1. **"Impact of Green Marketing on Consumer Behaviour"** in the National conference on *Technological Advancement and its impact on Entrepreneurship* sponsored by , organized by Jamal Mohamed College at Trichy during 24/01/2024 to 24/01/2024.
2. **"DIGITAL MARKETING-BOON OR BANE?"** in the International conference on *DYNAMIC QUADRANTS IN THE WORLD OF COMMERCE* sponsored by , organized by DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE at TRICHY during 16/02/2023 to 17/02/2023.
3. **"A COMPARATIVE STUDY ON STUDENTS PERCEPTION TOWARDS ONLINE AND CLASSROOM LEARNING ENVIRONMENT"** in the International conference on *STEP UP SUSTAINABLE DEVELOPMENT GOALS INTO ACTIONS* sponsored by DEPARTMENT OF COMMERCE, organized by BISHOP HEBER COLLEGE at TRICHY during 31/03/2021 to 01/01/1900.
4. **"Influence of advertisements in Consumer buying behaviour"** in the International conference on *Opportunities & challenges of business in the Changing Scenario* sponsored by UGC Autonomy Grant, organized by Jamal Mohamed College at Trichy during 23/01/2020 to 23/01/2020.
5. **"A study on Junk Food Consumption Pattern"** in the International conference on *Current Issues in Indian Economy* sponsored by , organized by Bishop Heber College at Trichy during 08/01/2020 to 01/01/1900.
6. **"A study on saving habit and investment pattern of salaried class in Trichy, Tamilnadu"** in the International conference on *Sustaining a competitive advantage in the changing business scenario* sponsored by , organized by Bishop Heber College at Trichy during 12/09/2018 to 01/01/1900.
7. **"A study on customer satisfaction toward services provided by UNISEX salons"** in the International conference on *Finance & Banking* sponsored by , organized by Dept of Commerce, Sengunthar Arts & Science College at Tiruchengode during 01/02/2018 to 01/01/1900.
8. **"CAMEL analysis of select public sector banks"** in the International conference on sponsored by Social Innovation and Social Responsibility- a key to sustainable development and solutions, organized by Ethiraj College for Women at Chennai during 24/01/2018 to 25/01/2018.
9. **"A study on stress management of night shift women nurses at a private hospital in Tiruchirapalli"** in the International conference on *International Conference on Business, Finance and Management: Challenges in the Global Era* sponsored by , organized by UDC college at Urumu Dhanalakshmi College, Trichy during 20/01/2017 to 20/01/2017.
10. **"Digitalising Hospital services through Hospital Information Services"** in the International conference on *Digital India- Prospects and Challenges* sponsored by , organized by Bishop Heber College. at Trichy during 20/08/2015 to 20/08/2015.
11. **"Study on Mobile phone Usage among college students of Tiruchirapalli"** in the International conference on *Applied Research in Commerce & Management* sponsored by , organized by Bishop Heber College. at Trichy during 22/01/2014 to 22/01/2014.
12. **"A Study on Investment Pattern among Working Women in Tiruchirapalli City"** in the International conference on *Applied Research in Commerce & Management* sponsored by , organized by Bishop Heber College. at Trichy during 22/01/2014 to 01/01/1900.
13. **"A study on Service Quality of a hospital at Tiruchirapalli"** in the National conference on *Contemporary Trends in the Avenues of Commerce & Management* sponsored by , organized by Cauvery College at Trichy during 20/09/2013 to 20/09/2013.
14. **"Human Resource Planning in Hospitals"** in the National conference on *Marketing Strategies for the 21st Century* sponsored by , organized by Periyar Maniammai University at Thanjavur during 08/08/2013 to 08/08/2013.

15. **"A Holistic approach to talent Management of Aided Teachers at Bishop Heber College"** in the National conference on *Talent Management* sponsored by , organized by Bishop Heber College. at Trichy during 05/10/2012 to 05/10/2012.
16. **"The effect of Employee Behaviour on service quality dimensions"** in the National conference on *Contemporary Issues in Business Practices* sponsored by , organized by Kongunadu Arts & Science College at Coimbatore during 29/09/2012 to 29/09/2012.
17. **"Personality Traits in Organisational Behaviour"** in the International conference on *Personal Dynamism in Organisational Development* sponsored by , organized by Bishop Heber College. at Trichy during 12/03/2012 to 01/01/1900.
18. **"Issues on Flexi Time Management"** in the National conference on *Global Competitiveness of Indian Business* sponsored by , organized by RVS School of Business Management at Coimbatore during 04/03/2011 to 04/03/2011.
19. **"Issues in Entrepreneurial Marketing"** in the National conference on *youth Entrepreneurship-Issues, Challenges and Opportunities* sponsored by , organized by Bishop Heber College. at Trichy during 23/02/2011 to 23/02/2011.
20. **"Foreign Direct Investment"** in the National conference on *Global economy: Paradigms, Practices, Problems and Prospects* sponsored by , organized by Park Global School of Business Excellence at Coimbatore during 25/02/2010 to 25/02/2010.
21. **"Green Marketing:New Hopes and Challenges"** in the National conference on *New Business Development - Issues, Challenges and Opportunities* sponsored by UGC, organized by Bishop Heber College. at Trichy during 12/02/2010 to 12/02/2010.
22. **"Corporate Fraud Detection"** in the National conference on *Corporate Governance* sponsored by UGC, organized by Ayya Nadar Janaki Ammal College at Sivakasi during 05/02/2010 to 05/02/2010.
23. **"Capital Market Access to SMEs in India"** in the International conference on *Recent trends in Capital Markets and Financial Innovations* sponsored by UGC, organized by Bharathidasan University at Trichy during 09/01/2010 to 09/01/2010.
24. **"Communication Through Interactive Marketing"** in the National conference on sponsored by Marketing Opportunities and Challenges in Emerging Markets in the new Millennium, organized by Dhanalakshmi Srinivasan College of Arts & Science at Perambalur during 24/09/2009 to 24/09/2009.
25. **"Marketing Mix of Airline Services"** in the National conference on *Services Marketing: Trends, Challenges and Strategies* sponsored by , organized by Annamalai University at Annamalai Nagar during 27/12/2008 to 27/12/2008.
26. **"Mobile Banking"** in the Regional conference on *M-Commerce and M-Banking in the Real World* sponsored by , organized by Lady Doak College at Madurai during 18/12/2008 to 18/12/2008.
27. **"Lease Financing"** in the International conference on *Emerging Paradigm in Financial Services* sponsored by , organized by Cauvery College at Trichy during 07/04/2007 to 01/01/1900.
28. **"Retail Marketing"** in the National conference on *Emerging trends in Retail Management* sponsored by UGC, organized by Bishop Heber College. at Trichy during 30/03/2007 to 30/03/2007.
29. **"Business Process Outsourcing"** in the National conference on *E- Commerce- The Permeating Phenomenon of the Indian Business in the Post-Globalized Era.* sponsored by , organized by Holy Cross College at Trichy during 13/02/2007 to 01/01/1900.



1. **"Impact of Word of Mouth on communication and consumer decision making: an exploratory study"** published in Asian and Pacific Economic Review (PEER REVIEW) Vol. 17, Issue No. 1, February 2024 ISSN : 1000-6052.
2. **"Impact of Green Marketing on Consumer Behaviour"** published in International Journal of Commerce and Management Research (NON PEER REVIEW) Vol. II, Issue No. Special, January 2024 ISSN : 23213612.
3. **"DIGITAL MARKETING-BOON OR BANE?"** published in KANPUR PHILOSOPHERS (PEER REVIEW) Vol. IX, Issue No. 1, June 2022 ISSN : ISSN 2348-8301.
4. **"SERVICE QUALITY OF A PRIVATE HOSPITAL IN TIRUCHIRAPALLI"** published in Anvesak (NON PEER REVIEW) Vol. 51, Issue No. 01(II), June 2021 ISSN : 0378-4568.
5. **"Impact of the consumption of fast foods among higher secondary school students"** published in KALA: Journal of Indian Art History Congress (NON PEER REVIEW) Vol. 26, Issue No. 2(XXI), January 2021 ISSN : 0975-7945.
6. **"A Study on Junk Food consumption pattern and awareness of its side effects among college students in Trichy"** published in Our Heritage (NON PEER REVIEW) Vol. 68, Issue No. 45, February 2020 ISSN : 0474-9030.
7. **"Influence of Advertisements in Consumer Behavior"** published in Our Heritage Journal (NON PEER REVIEW) Vol. 68, Issue No. 1, January 2020 ISSN : 0474-9030.
8. **"Perception of social media marketing among teachers in a private school in Chennai"** published in Shanlax International Journal of Commerce (PEER REVIEW) Vol. 6, Issue No. special, December 2018 ISSN : 2320-4168.
9. **"A study on savings habit and investment pattern of salaried class in Trichy, Tamilnadu"** published in International Journal of Scientific Research and Review (PEER REVIEW) Vol. VII, Issue No. 7, September 2018 ISSN : 2279-543X.
10. **"A study on customer satisfaction toward services provided by Unisex salons"** published in Emperor International Journal of Finance and Management Research (PEER REVIEW) Vol. I, Issue No. 02, February 2018 ISSN : 2395-5929.
11. **"CAMEL analysis of select public sector banks"** published in Shanlax International Journal of Management (PEER REVIEW) Vol. 5, Issue No. 1, January 2018 ISSN : 2321-4643.

12. **"Evaluation of Hospital Performance"** published in Journal of exclusive Management Science (PEER REVIEW) Vol. 4, Issue No. 2, February 2015 ISSN : 2320-866X.
13. **"A study on work stress among hospital staff"** published in SELP Journal of Social Science (NON PEER REVIEW) Vol. V, Issue No. 22, November 2014 ISSN : 0975-9999.
14. **"Waste Management in Hospitals"** published in Research Explorer International Journal (PEER REVIEW) Vol. III, Issue No. 9, October 2014 ISSN : 2250-1970.
15. **"A study on service quality of a hospital at Tiruchirapalli"** published in Cauvery Reserch Journal (PEER REVIEW) Vol. 7, Issue No. 1 & 2, June 2013 ISSN : 09751300.

Publication in Books

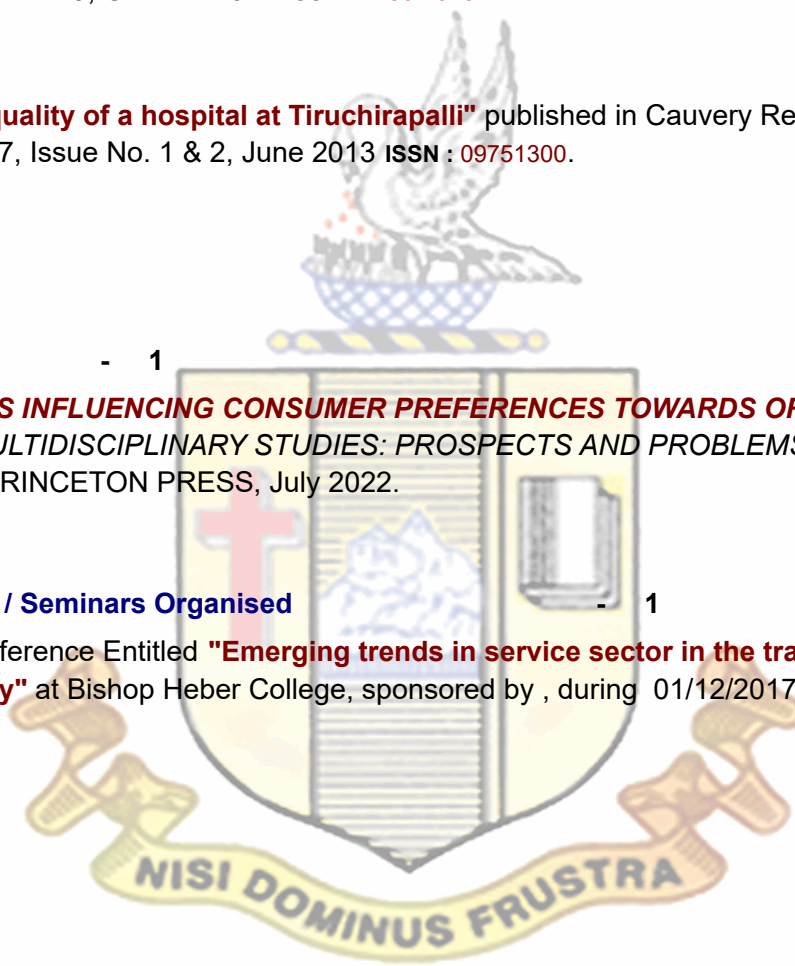
- 1

1. **A STUDY ON FACTORS INFLUENCING CONSUMER PREFERENCES TOWARDS ORGANIC FOOD PRODUCTS.** MULTIDISCIPLINARY STUDIES: PROSPECTS AND PROBLEMS IN MODERN ERA. KANSAS, USA :PRINCETON PRESS, July 2022.

Conferences / Workshops / Seminars Organised

- 1

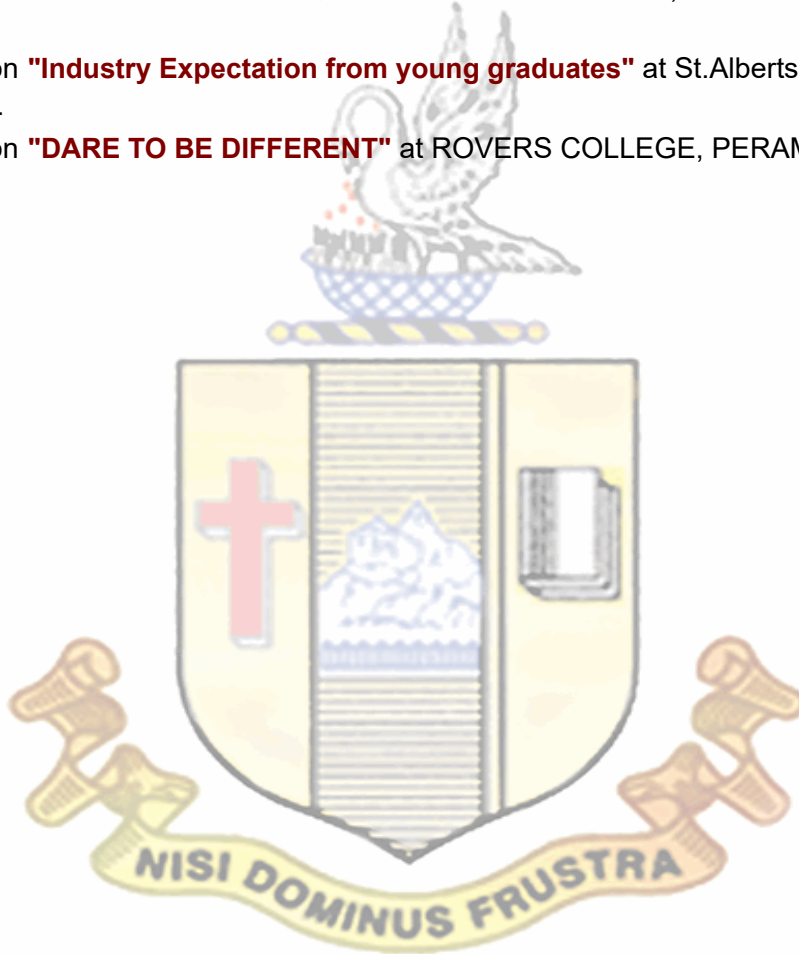
1. International level Conference Entitled **"Emerging trends in service sector in the transformation of the Indian Economy"** at Bishop Heber College, sponsored by , during 01/12/2017 to 01/12/2017.



- # REGIONAL level FDP on **"AI TOOLS FOR EVERYONE"** Sponsored by , Organized by BISHOP HEBER COLLEGE, TRICHY at ONLINE during 25/09/2023 - 30/10/2023.
- # NATIONAL level FDP on **"FROM RESEARCH TO PUBLICATION"** Sponsored by , Organized by ADHIYAMAN COLLEGE OF ARTS AND SCIENCE, SALEM at ONLINE during 04/09/2023 - 11/09/2023.
- # COLLEGE level FDP on **"Faculty development program on Six Sigma Strategy"** Sponsored by Department of Commerce, BHC, Organized by Synergy SBS at Trichy during 07/10/2021 - 01/01/1900.
- # NATIONAL level FIP on **"Faculty in Universities/Colleges/Institutes of Higher Education"** Sponsored by MHRD & Pandit Madan Mohan Malaviya National Mission on Teachers and Learning, Organized by Ramanujan College, Delhi at Online during 04/06/2020 - 01/07/2020.
- # NATIONAL level FDP on **"Statistical Applications using SPSS software"** Sponsored by G.L.Research Academy, Organized by G.L.Research Academy at Online during 24/05/2020 - 28/05/2020.
- # NATIONAL level FDP on **"Statistical Applications using SPSS software"** Sponsored by G.L.Research Academy, Organized by G.L.Research Academy at Online during 24/05/2020 - 28/05/2020.
- # NATIONAL level FDP on **"Managing Online Classes & Co-creating MOOCS"** Sponsored by MHRD & Pandit Madan Mohan Malaviya National Mission on Teachers and Learning, Organized by Ramanujan College at Online during 20/04/2020 - 06/05/2020.
- # COLLEGE level FDP on **"Tally with GST"** Sponsored by Dept of Commerce, Bishop Heber College, Organized by Bishop Heber Collge at Trichy during 30/08/2019 - 01/01/1900.
- # NATIONAL level on **"Faculty Development Programme"** Sponsored by Ministry of HRD, Organized by IIT, Kanpur at Online during 29/07/2019 - 20/09/2019.
- # NATIONAL level FDP on **"Marketing Management I"** Sponsored by Ministry of HRD, Organized by IIT, Kanpur at Online during 29/07/2019 - 20/09/2019.
- # COLLEGE level Faculty Recharging Program on **"Faculty Recharging Program"** Sponsored by IQAC, Organized by Bishop Heber College at Trichy during 12/06/2019 - 13/06/2019.
- # SELECT level FDP on **"Managing Online Classes & Co-creating MOOCS"** Sponsored by , Organized by at during 01/01/1900 - 01/01/1900.



1. Regional level Invited Lectures on **"Thodu Vidum Thooram Thaan Ilaku"** at CSI School, Nagapattinam, 12/09/2023.
2. College level Invited Lectures on **"GROOMING TOWARDS EXCELLENCE"** at SELVAAM COLLEGE, NAMAKKAL, 28/07/2023.
3. College level Invited Lectures on **"SOARING TO GREATER HEIGHTS"** at JJ COLLEGE, PUDUKOTTAI, 12/07/2023.
4. College level Orientation on **"Beginning Afresh"** at Bishop Heber College, 15/11/2021.
5. College level Seminar on **"DARING TO BE UNIQUE"** at SELVAM COLLEGE, NAMAKKAL, 20/09/2021.
6. College level Seminar on **"Industry Expectation from young graduates"** at St.Alberts College, Ernakulam, 18/12/2020.
7. College level Seminar on **"DARE TO BE DIFFERENT"** at ROVERS COLLEGE, PERAMBALUR, 22/08/2018.



Signature of Staff
(B.HANNAH)