

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** Mrs. U. KARTHIGAI SELVI
- **Designation:** ASSISTANT PROFESSOR
- **Phone Number:** 8056104232
- **Email Id:** karthigu@srmist.edu.in
- **Area of Specialization:** **MARKETING**
- **Affiliation:** UNIVERSITY OF MADRAS

Educational Details:

- **Degree –** M.PHIL
- **Area or Subject –** MARKETING
- **University –** UNIVERSITY OF MADRAS
- **Awarded Year –** 2014
- **Degree –** M.COM
- **Area or Subject –** HUMAN RESOURCE MANAGEMENT
- **University –** UNIVERSITY OF MADRAS
- **Awarded Year –** 2011
- **Degree –** B.COM (Corporate Secretaryship)
- **Area or Subject –** FINANCE
- **University –** UNIVERSITY OF MADRAS
- **Awarded Year –** 2009
- **Degree –**
- **Area or Subject –**
- **University –**
- **Awarded Year –**

Other Details:

Courses: NPTEL – Consumer Behaviour

Research Interests: MARKETING

Selected Publications:

U. Karthigai Selvi, A STUDY ON ADVERTISEMENT ETHICS AND VIEWERS PERCEPTION ABOUT SURROGATE ADVERTISEMENTS, in ISSN 0971 – 1260 with impact factor 6.2, UGC Paper published in THINK INDIA JOURNAL Vol. 22, No. 21 - 2019

U. Karthigai Selvi, A STUDY ON IMPACT OF VISUAL MERCHANDISING ON APPAREL PURCHASE DECISION, in ISSN: 2278 – 4632 with impact factor 6.625, UGC Paper published in JUNI KHYAT JOURNAL Vol. 10 Issue 7 No. 2 Month July 2020.

U. Karthigai Selvi, A STUDY ON PROBLEMS OF ENTREPRENEURS IN MARKET PERFORMANCE OF GRANITE INDUSTRY, in ISSN 2515-8260, Scopus Paper published in European Journal of Molecular & Clinical Medicine Vol. 07, Issue 11, 2020

U. Karthigai Selvi, CONSUMER PREFERENCES TOWARDS ORGANISED RETAIL OUTLETS- WITH SPECIAL REFERENCE TO SUPERMARKETS IN CHENNAI, ISSN: 0972-0766, UGC Paper published in Journal of The Asiatic Society of Mumbai, Vol. XCIV, No.6, 2021.

U. Karthigai Selvi, CONSUMER BEHAVIOUR TOWARDS BIG BAZAAR IN SOUTH CHENNAI, ISBN – 978-93-5607-239-8, International E - Conference on Economic Challenges and Business Opportunities – COVID – 19 ERA

U. Karthigai Selvi, PERCEPTION ABOUT CYBER CRIMES AMONG COLLEGE STUDENTS IN CHENNAI DISTRICT in ISSN: 0030-5324, UGC Care Approved, Group I, Peer Reviewed and Referred Journal, Vol. 71, Issue. 01, No. 02 January - March: 2022

U. Karthigai Selvi, DIGITAL TRANSFORMATION ON HUMAN RESOURCES in ISSN 0974-0066, UGC paper published in Journal Madhya Bharti, Vol. 82, No. 01, January - June: 2022

Papers Presented: 2

U. Karthigai Selvi, A STUDY ON ADVERTISEMENT ETHICS AND VIEWERS PERCEPTION ABOUT SURROGATE ADVERTISEMENTS, in ISSN 0971 – 1260 with impact factor 6.2, UGC Paper published in THINK INDIA JOURNAL Vol. 22, No. 21 - 2019

Working Papers:

Work in Progress:

Academic Experience: 7 Years 6 Months

Other Professional Experience:

Achievements:

Workshops /Seminars/Conferences:

Achievements and Awards:

Academic / Professional Membership:

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