

## FACULTY PROFILE TEMPLATE FOR WEBSITE

### Basic Details:

- Name:** Mr. ENOCK I
- Designation:** Assistant Professor (OG)
- Phone Number:-** 9677093152
- Email Id:** enocki@srmist.edu.in
- Area of Specialization:** Marketing, Finance, Human Resource Management
- Affiliation:** .

### Educational Details:

- Degree –** B.Com.
- Area or Subject –** COMMERCE
- University –** MADRAS UNIVERSITY
- Awarded Year –** 2008
- Degree –** M.Com
- Area or Subject –** COMMERCE
- University –** MADRAS UNIVERSITY
- Awarded Year –**2010
- Degree –** M.Phil
- Area or Subject –** COMMERCE
- University –** MADRAS UNIVERSITY
- Awarded Year –** 2012
- Degree –** P.Hd (Pursuing)
- Area or Subject –** Marketing
- University –** Srm Institute of Science And Technology
- Awarded Year –**

**Other Details:**

**Courses:**

**Research Interests: Marketing, Finance & HR**

**Selected Publications:**

**“Profitability and Leverage Analysis: A Study on Lupin Pharmaceuticals Ltd.”, RESEARCH REVIEW International Journal of Multidisciplinary, 4 (6) 156-159, IF: 5.167, 2019**

**Corona Virus It’s Present And Prospective Influence Happening The Fiscal Segment” Journal of XIAN SHIYOU UNIVERSITY (JXSU) , V17119 - 09**

**Papers Presented:**

Presented a Paper entitled “A Developing Agricultural Extension For Women Farmers” in the ICSSR Sponsored National seminar on women in Indian Agriculture organized by AVVM SRI PUSHPAM COLLEGE, Thanjavur.

Presented a Paper entitled “A Report on Customer Relationship management With special Reference to Financial Services” in two day national seminar on MARKETING OF FINANCIAL SERVICES” organized by SRI VENKATESWARA UNIVERSITY, TIRUPATI, AP.

Presented a Paper entitled “Customer Satisfaction Index As A Base For Strategic Marketing Management” in International E-Conference on Economic Challenges And Business Opportunities” organized by Bharath Institute of Science And Technology.

**Working Papers:**

**Work in Progress:**

**UNDERSTANDING THE INFLUENCE OF VISUAL MERCHANDISING ON CONSUMER IMPULSE BUYING BEHAVIOUR (WITH SPECIAL REFERENCE TO CHENNAI CITY)**

**Academic Experience: 7 Years & 5 Months**

**Other Professional Experience: 3 Years**

**Achievements:**

**Workshops /Seminars/Conferences:**

Workshop on recent trends in stock market in SRM Institute of Science & Technology

National level workshop on Goods and Service Tax – A way to road ahead organized by Department of Management Studies, Thanthai Hans Rover College.

National level workshop on “Awakening the entrepreneur within you” conducted by Department of Commerce, SRM IST.

One day national seminar on the “Leadership performance & Entrepreneurial Development” and “Corporate Social Responsibility & Transformational Leadership” organized by the Department of Business administration, Mar Gregorios College of Arts and Science.

Participated in the UGC sponsored national conference on “The Indian corporate conundrum- panacea for the menace- start or stagnate “ organized by Loyola college

Participated in the UGC sponsored International conference on “The Global Leviathan- Managing Finance , Investment and Trade” Organized by Loyola college.

**Achievements and Awards:** Best Outgoing PG Student Award and Best NSS Volunteer.

**Academic / Professional Membership:**

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