

## FACULTY PROFILE TEMPLATE FOR WEBSITE

### Basic Details:

- Name: Ms. A.N. AMRIN FATHIMA**
- Designation: ASSISTANT PROFESSOR**
- Phone Number:-9342937665**
- Email Id: amrinfaa@srmist.edu.in**
- Area of Specialization: Marketing & HRM**
- Affiliation: SRM UNIVERSITY**

### Educational Details:

- Degree – B.A. CORPORATE ECONOMICS**
- Area or Subject – ECONOMICS**
- University – UNIVERSITY OF MADRAS**
- Awarded Year –2013**
- Degree – M.COM**
- Area or Subject – COMMERCE**
- University – UNIVERSITY OF MADRAS**
- Awarded Year –2015**
- Degree – M.PHIL**
- Area or Subject –COMMERCE**
- University – UNIVERSITY OF MADRAS**
- Awarded Year –2017**
- Degree – PH.D**
- Area or Subject – COMMERCE**
- University – SRM UNIVERSITY**
- Awarded Year –PURSUING**

## **Other Details:**

### **Courses:**

- **Ten Days online Short term Course on Social Media Marketing**
- **Short term online course on “SPSS PACKAGE” with A+ Grade certification in Exam.**
- **Formal Financial Accounting**
- **Digital Product Management: Modern Fundamentals**
- **Business Transformation with Google Cloud**
- **Investment Risk Management**
- **Google Ads for Beginners**
- **Change Leadership: Developing Strategic Gap Analysis in Micro**
- **Analyzing Market Attractiveness Using Creatively**
- **Business Analysis & Process Management**
- **New product Development For Small Business and Start-Ups**
- **VUCA Leadership**
- **Content Marketing Basics**
- **Introduction to Digital Marketing**

### **Research Interests: Marketing, HRM & Finance**

### **Selected Publications: (UGC CARE / WOS / SCOPUS)**

- “A study on consumer brand preference towards mobile phones” published in JGRS journal vol. 21, Issn no: 0374-8588; Issue.13 December 2019.
- “Adoption of green marketing in business, challenges and intervention strategies – a conceptual paper” published in the international journal of Analytical and experimental modal Analysis, Vol.11, and Issue.8 August 2019 with the Issn no: 0886-9367.
- “India’s legal position in multi-level marketing (MLM)” published in the international journal of Analytical and experimental modal Analysis, Vol.11, and Issue.08 August 2019 with the Issn no: 0886-9367.
- “Motivational factors and Brand loyalty towards Indian apparel brands in Chennai” published in Vol.43 No.4 December 2020 of sambodhi with Issn no: 2249-6661.
- “A study in the application of SWOT Analysis in Urban Cooperative banks” in JICR Journal Vol.12, Issue.01 January 2020 with ISSN no 0022-1945.
- “Conceptualization framework on management of customer experience in the hotel industry”. WHJJ Journal, Volume XVI, Issue X, October-2020.
- “Green Marketing: An emerging way to deal with feasible business growth” International journal of humanities, law and social sciences. Issn no: 2348 -8301, Vol.08, Issue.06 2021.
- “Consumer attitude towards online shopping in Mayiladudurai district” journal of Asiatic society of Mumbai, Issn no: 0972-0766, Vol. XCIV, No.10, 2021.
- “A study on effectiveness of Internet advertisement in Chennai city” Journal of the Asiatic society of Mumbai, ISSN: 0972-0766, Vol. XCIV, No.6, 2021.

- “E-Hr system a new paradigm -An conceptual Study” in Journal of contemporary Issues in Business and Government Vol.27, No.01, 2021 P-ISSN: 2204-1990; E-ISSN: 1323-6903.
- “A study on impact of digital banking in Chennai city” in Journal of the oriental Institute; ISSN: 0030-5324, Vol.71, Issue.01, No.02 January-March: 2022.
- “Digital transformation on human resource” in Madhya Bharti: ISSN 0974-0066 with IF=6.28, Vol.82, No.01, and January- June: 2022.
- “A theoretical exploration of Brand Evaluation”, **BOOK TITLED:** Emerging trends in finance, marketing and human resource management, and Academic province publication with ISBN.978-81-948555-2-1.
- **BOOK PUBLISHED:** Stock Market operations –Charulatha Publication.

**Papers Presented:**

- “A study on consumer brand preference towards mobile phones” published in JGRS journal vol. 21, Issn no: 0374-8588; Issue.13 December 2019.
- “Adoption of green marketing in business, challenges and intervention strategies – a conceptual paper” published in the international journal of Analytical and experimental modal Analysis, Vol.11, and Issue.8 August 2019 with the Issn no: 0886-9367.
- “India’s legal position in multi-level marketing” published in the international journal of Analytical and experimental modal Analysis, Vol.11, and Issue.08 August 2019 with the Issn no: 0886-9367.
- Presented paper in International conference on “Innovations and challenges in Global Business” under the title “A study on the concepts of Green Marketing with special reference to Chennai city” on 2020.
- Presented paper in International conference on “Innovations and challenges in Global Business” under the title “E-Finance evolution, trend, impact, risk and challenges – A conceptual Paper” on 2020.
- Presented paper on “A study on the stress management of employees (Lecturer) of Polytechnic colleges in tamilnadu” in the International E-Conference on Advances in information Technology, Business Management and e-Commerce on 2020.
- Presented paper on “An empirical study on work from home” in National E-Conference on challenges and chances for Indian business in post covid-19 era during 2021.
- Presented paper on “A theoretical study about Financial Instruments” in the International Conference on “Emerging Trends in Banking, Finance, Marketing and Management” held on 29<sup>th</sup> & 30<sup>th</sup> November 2021.
- Presented paper on “The business impact of social media analytics” in the International E-Conference on “Economic challenges and business Opportunities – covid-19 ERA (INECECBO-2022)”.
- Presented paper on “A study in impact of gender on consumer purchasing behavior” in the National Conference on recovery strategies for business sustainability post covid-19, held on 2022.
- Presented paper on “Empowering women through micro finance” in the International Conference on Emerging business innovations and trends in India, held on 2022.

**Working Papers: 1**

**Scopus**

**Work in Progress: 1**

**Scopus**

**Academic Experience: 5 YEARS 1 MONTH**

**Other Professional Experience: NIL**

**Achievements:**

“3rd ALL INDIA TALLY COMMERCE APTITUDE TEST”, 27th SEP 2019.

**Workshops /Seminars/Conferences:**

**WORKSHOPS**

- Participated in the One Day workshop on SPSS held on 6<sup>th</sup> January 2018.

- Participated in the Seven Days workshop on Teaching, Learning and Research Methods held between 18<sup>th</sup> June to 25<sup>th</sup> June 2018.
- Participated in the National Level Workshop on “Awakening the Entrepreneur within You” 31st Aug 2019.
- Participated in the One Day National Workshop on “Export Documentation and Procedure” 30th Sep 2019.
- Participated In The State Level Workshop On Goods And Services Tax” on 21<sup>st</sup> February 2020
- Participated in the National Level workshop on “The Journey of GST” held on 14<sup>th</sup> March 2020.
- Participated in the Four Days National Workshop on skill Building: Creating & Empowering Leaders of Tomorrow held on 28<sup>th</sup>, 29th August and 3<sup>rd</sup>, 4<sup>th</sup> September 2020.
- Participated in the Three Days Online Research Methodology Workshop between 12<sup>th</sup> to 14<sup>th</sup> April 2020.
- Participated in the Three Days Online workshop on “Statistical analysis & interpretation using SPSS” held between 4<sup>th</sup> to 6<sup>th</sup> January 2021.
- Participated in the Two Days Workshop on “Business Case Writing” 5<sup>th</sup> & 6<sup>th</sup> August 2021.
- Participated in the One Week Workshop on Emerging Trends Data Analysis in MS Excel between 10<sup>th</sup> to 14<sup>th</sup> January 2022.

### **SEMINARS**

- One Day seminar on “Commercial Bank Merger – Issues and Challenges” on 13<sup>th</sup> September 2017.
- Participated in One day state level seminar on “Mutual Funds and Private Equity – Investor Protection” on 10<sup>th</sup> January 2019.
- Participated in the National Seminar on “e-resource for Learning, Teaching and Research” on 8<sup>th</sup> April 2019.
- One Day National Seminar, “Leadership Performance & Entrepreneurial Development” on 25th Sep 2019.
- International Seminar on Recent Innovative Trends and Challenges in Career Management” on 3rd Oct 2019.

### **SYMPOSIUM**

- Participated in the International Symposium on “The key role of Financial Institutions for the sustainable development in India” held on 27<sup>th</sup> November 2010.
- One day National Level online symposium on Mahatma Phule & Dr. B. R. Ambedkar Contribution for Women Empowerment held on 3<sup>rd</sup> January 2021.
- One Day National Symposium on the “Empowerment of women in the globalized Era-Road Ahead” held on 8<sup>th</sup> March 2021.

### **CONFERENCES (NATIONAL / INTERNATIONAL)**

- Participated on International E-Conference Survive & Thrive during a crisis on 7<sup>th</sup> August 2020.
- Participated on Teachers’ conference on “Empowering Educators” held on 19<sup>th</sup> September 2020.
- Participated in Webonference 2020 on “Change of work culture in Future with Impact of pandemic situations” on 24<sup>th</sup> September 2020.
- Participated on Two Days National conference on Entrepreneurship – “Awaken the Entrepreneur in you” during 26<sup>th</sup> & 27<sup>th</sup> September 2020.
- Participated in Web-Conference on National Education Policy 2020: Transformational Reforms in school Education on 28<sup>th</sup> & 29<sup>th</sup> September 2020.
- Participated in One day National level workshop on “How to plan a Research” held on 3<sup>rd</sup> October 2020.
- Participated and presented paper in International conference on “Innovations and challenges in Global Business” under the title “A study on the concepts of Green Marketing with special reference to Chennai city” on 2020.
- Participated and presented paper in International conference on “Innovations and challenges in Global Business” under the title “E-Finance evolution, trend, impact, risk and challenges – A conceptual Paper” on 2020.
- Four days International Conference on Examination – IDEA 2021 – International debate on Examination & Assessment – 2021 held between 8<sup>th</sup> to 11<sup>th</sup> July 2021.
- Participated in One Day National E-Conference on “Intellectual Property Rights” held on 8<sup>th</sup> August 2021.
- Participated and presented paper on “A theoretical study about Financial Instruments” in the International Conference on “Emerging Trends in Banking, Finance, Marketing and Management” held on 29<sup>th</sup> & 30<sup>th</sup> November 2021.
- Participated and presented paper on “An empirical study on work from home” in National E-Conference on challenges and chances for Indian business in post covid-19 era during 2021.
- Participated and presented paper on “The business impact of social media analytics” in the International E-Conference on “Economic challenges and business Opportunities – covid-19 ERA (INECECBO-2022)”.
- Participated and presented paper on “A study in impact of gender on consumer purchasing behavior” in the National

Conference on recovery strategies for business sustainability post covid-19, held on 2022.

- Participated on “Empowering women through micro finance” in the International Conference on Emerging business innovations and trends in India, held on 2022.

#### **Achievements and Awards:**

- BEST FACULTY AWARD received by Puducherry Academic Researchers Association in 2020.
- I20R NATIONAL YOUNG RESEARCHER AWARD 2021 received From International Institute of Organized Research (I20r) 2020.
- BEST RESEARCH PAPER AWARD received in International E-Conference by the Quaide millet college for men in 2020.
- I20R NATIONAL ELITE TEACHER AWARD 2021 received From International Institute of Organized Research (I20r) 2021.

#### **Academic / Professional Membership:**

- Life time member in Indian Academic Researchers Association.
- Life member at I20R Research Foundation.
- Life time member in commerce division by REST Society for research international board of council.
- Member in Asian Exercise and Sport Science Association.

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