

DR RAMU VASU PROFILE FOR WEBSITE

Basic Details:

- **Name:** Dr.Ramu Vasu
- **Designation:** Assistant Professor (Selection Grade)
- **PhoneNumber:**-9842782143
- **Email Id:** ramuv@srmist.edu.in
- **Area of Specialization:** Finance, Human Resource and Marketing.
- **Affiliation:** Department of Commerce, Ramapuram Campus, SRM Institute of Science and Technology

Educational Details:

- **Degree – B.Com**
- **Area or Subject – Commerce**
- **University – Madras University**
- **Awarded Year – 2003**
- **Degree – M.B.A**
- **Area or Subject – Finance & Marketing**
- **University – Anna University**
- **Awarded Year – 2011**
- **Degree – M.Phil (Management),**
- **Area or Subject – Human Resource Management**
- **University – Alagappa University,**
- **Awarded Year – 2013**
- **Degree – Ph.D –Management,**
- **Area or Subject – Finance**
- **University – Bharathiar University**
- **Awarded Year – 2019**

Other Details:

Courses:

NPTEL Swayam : 3

Coursera : 2

Short Term Courses : 3

Research Interests:

- Finance - Indian Stock Market

Selected Publications:

- Ramu V, A study on Investors Attitude and Behaviour towards Trading In Chennai, International Journal of Business Intelligence & Innovations, ISSN: 2348-4705, Vol. I, Quarterly Issue II, June 2017, pp.202-208.
- Ramu V, Role of Computer application in service sector with special reference to Hotel Industry. 3rdNational Conference on Hospitality and Tourism Industries – A Promising sector of Indian Economy ISBN 978– 93- 81521-54-0, December 2014.
- Ramu V , Hris and its Implication in HRM Industry , International Journal Of Management and Social Science Research Review, ISSN: 2349-6738, Vol I, Issue 2,Augest 2014,pp. 46-50.

Papers Presented:

- Ramu V, The Impact of Demonetisation on Indian Stock Market with special reference to CNX Nifty. International Journal of Social Research Practices, ISSN: 0976-7061, Vol. I, Quarterly Issue I September 2017, pp.108-113.

Working Papers:

- Green buying: the impact of green marketing mix and environmental awareness on green purchase decision.

Work in Progress:

Academic Experience: Total 12 Years

- Currently working as Asst. Prof for past 3 years from 1st July 2019 - till date in the Department of Commerce SRMIST, SRM University - Ramapuram Campus, Chennai.
- Worked as Asst. Prof for past 5 Years (from 16th June 2014 to June 2014) in the *Department of Management Studies*, MNM Jain Engineering - Chennai, Affiliated to Anna University.

- Worked as Asst. Prof for 1.2 Years in Sri Venkateswara College of Engineering and Technology (SVCET), Chennai.

Other Professional Experience:

Organization : ICICI Prudential Life Insurance Co. Ltd.,

Job Title : Sr Financial Service Manager – Corporate Alliances (IIL Ltd)

Experience : November 2007 – Feb 2009

Achievements:

- Produced University Rank Holders - SRM University

Workshops /Seminars/Conferences:

- Attended One Day National Seminar on the topic “Plagiarism free report writing techniques in Social Science Research” on 28th September 2018.
- Attended One Day Faculty Empowerment Program on “Presentation Skills” on 26th October 2018. Conducted by TCS.
- Attended Faculty Development Programme in the topic “Changing Trend of Ph.D. Research in Global Arena” on 11th August 2018.
- Attended Faculty Development Programme in the topic “Decision Making Skills” on 30th & 31st August 2018.
- XIME - Chennai Conducted MDP on “Text Analytics Using R- Studio and GEPI” on 1st and 2nd of Dec 2017.
- ICT - ACADEMT Organized FDP on “Business Strategy Simulation” organized in MSCAS Chennai on 30th & 31st Oct 2017.
- Attended a Work shop on Multivariate analysis and model construction Organized by Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya Dated 5th March 2017.
- EOP In Association with NSIC ORGANIZED a Seminar on “Entrepreneurship Orientation Programme” on 28th Feb 2017.
- Attended a Workshop on Research Methodology and Social Science conducted by Department of Management Studies- IIT Madras on 2nd Jan to 7th 2017.
- SIIMS Business School Conducted FDP on “Business Analytics Programme” on 26th Dec 2016.
- FDP on “ Research Writing and Articles Publishing” organized by MNMJEC on 27th September 2016.
- EAC Sponsored EDII - Under DST- NIMAT Project on Entrepreneurship Awareness Camp” conducted on 08th to 10th August 2016.
- ICT - ACADEMT Organized FDP on “ Emotional Intelligence” organized in MSCAS Chennai on 28th & 29th July 2016.

- SIDBI Sponsored Seminar on Entrepreneurship organized by MNMJEC on 31st March 2016.
- EAC Sponsored EDII - Under DST- NIMAT Project on Entrepreneurship Awareness Camp” conducted on 17th to 19th Feb 2016.
- FDP Organized by MNMJEC on “Entrepreneurship Development” on 11th September 2015.
- MHRD -Quality Improvement Programme on topic “ Instructional Design and Delivery System” Organized by NITTTR ON 15th to 19th of Dec 2014.
- Presented Paper on “World Trade Organization: Its Impact on Indian Economy” One Day International Seminar On “Foreign Trade and Investment in India: Trends, Challenges and opportunities” on 28th August 2014.

Achievements and Awards:

- Produced University Rank Holders (B.Com Batch 2018-21) - SRM University.

Academic / Professional Membership:

Please send in your latest **PASSPORT SIZE photograph**.

