

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** Dr.C.Sahila
- **Designation:** Assistant Professor
- **Phone Number:-** 9944693333
- **Email Id:** sahilac@srmist.edu.in
- **Area of Specialization:** Marketing & Finance
- **Affiliation:** Periyar University

Educational Details:

- **Degree –** Ph.D
- **Area or Subject –** Commerce
- **University –** Periyar University
- **Awarded Year –** 2015
- **Degree –** M.Phil
- **Area or Subject –** Commerce
- **University –** Bharathidasan University
- **Awarded Year –** 2007
- **Degree –** M.Com
- **Area or Subject –** Commerce
- **University –** Bharathidasan University
- **Awarded Year –** 2004
- **Degree –** B.Com
- **Area or Subject –** Commerce
- **University –** Bharathidasan University
- **Awarded Year –** 2004

Other Details:

Courses: 6 online courses

Research Interests: Marketing

Selected Publications:

- Published a online International research paper in International journal of analytical and experimental modal analysis ISSN : 0886 - 9367| Volume xi, issue xii, December/2019 titled A study on factors Influencing purchase decision towards Selected FMCG with special reference to Karur district.
- Published a online International research paper in Journal of interdisciplinary cycle research ISSN NO: 0022-1945 | Vol xii, issue 1 Jan 2020 titled A study on factors influencing the SHG Products in Karur District.
- Published a online International research paper in Wesleyan Journal of Research ISSN : 0975-1386 | Vol 13 Dec 2020 titled A Study on customers perception towards credit card services provided by SBI with special reference to Namakkal City.
- Published a paper in The Journal of Oriental Research Madras ISSN: 0022-3301, Vol. XCII-VIII August 2021 titled A Study on Role of Entrepreneurship in Regional Development.
- Published a research paper in Published In Anvesak, ISSN : 0378 – 4568 Vol. 51, No. 02(VI) : July – December 2021 UGC Care Group – 1, Peer Reviewed, bi-annual Journal , titled Emerging Trends in E-Business in India.
- Published a research paper in Published In Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135, Vol. 71, Issue. 01, No.16, 2022, titled A Study on Consumer Behavior Related to Social Media Marketing With Reference To Chennai City.
- Published a research paper in Published In Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135, Vol. 71, Issue. 01, No.16, 2022, titled A Study On Impact Of Team Work On Employee Performance On Safire Printing And Packaging Pvt Ltd.
- Published a research paper in Published In Education and Society, ISSN: 2278-6864 (UGC Care Journal) Vol-46, Issue-3, No.-02, 2022, titled A Study On Consumers' Perception And Buying Behaviour Towards Organic Food Products With Special Reference To Karur District, Tamilnadu.
- Published a research paper in Published In Journal of Pharmaceutical Negative Results, Volume 13 Special Issue 6 DOI: 10.47750/pnr.2022.13.S06.118, 2022, titled AN ANALYSIS OF UPCOMING TRENDS OF ONLINE MARKETING IN CHENNAI CITY.

Papers Presented:

- Dr. **C.Sahila** “A Study on Social Entrepreneurship in India”-2022, May 10, Jamal Mohammed College, Trichy, Tamilnadu.
- **Dr. C.Sahila** , presented paper on “A study on Technology Innovations in Banking Industries in India”, national conference on 29th April 2022 , Sona College of Arts and Science, Salem -05.
- **Dr. C.Sahila** , presented paper on “A study on the role of entrepreneurship in regional development”, International conference on 21st August 2021, Jaidurga Bahuddeshiya Jankalyan Sanstha's Green Heaven Institute of Management and Research, Nagpur.

- **Dr. C.Sahila** , presented paper on “Challenges and issues in Micro, Small and Medium Enterprises in India”, International conference on 5th and 6th March 2021, Vivekanandha Colleg of Arts and Science for Women, Namakkal
- **Dr. C.Sahila** , presented paper on “A Study on Payment and Settlement systems in Indian Banks”, national conference on 26th February 2020, Annai Womens College (Arts and Science) Karur.

Working Papers:

Work in Progress:

Academic Experience: 11 Years

Other Professional Experience: Nil

Achievements:

Workshops /Seminars/Conferences:

Achievements and Awards:

Academic / Professional Membership: -

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