

# Dr.SABITHA PROFILE

## Basic Details:

- **Name:** Dr.J.Sabitha
- **Designation:** Assistant Professor
- **PhoneNumber:-** +91 8015486965
- **Email Id:** Sabithakausik@gmail.com
- **Area of Specialization:** Commerce
- **Affiliation:** Assistant Professor , Department of Commerce, SRMIST Ramapuram

## Educational Details:

- **Degree** –Doctor of Philosophy in Commerce
- **Area or Subject** – Commerce
- **University** – Manonmaniam Sundaranar University
- **Awarded Year** –2015
- **Degree** – MPhil
- **Area or Subject** – Commerce
- **University** – Madurai Kamaraj University
- **Awarded Year** –2003
- **Degree** – Master of Arts
- **Area or Subject** – Corporate Secretaryship
- **University** – Madras University
- **Awarded Year** –2000
- **Degree** – Bachelor of Arts
- **Area or Subject** – Corporate Secretaryship
- **University** – Madras University
- **Awarded Year** –1998

## **Other Details:**

**Research Interests: Marketing**

**Courses: PG DIPLOMA IN TALLY,A1 &A2 GERMAN**

### **Selected Publications:**

1. J.Sabitha , Dr.Sakthivel Murugan(2013), “A Micro **Study of ATM Service Quality and Women Customer Satisfaction in Chennai**”, Journal of Management and Science , Loyala College Chennai. ISSN -2249-1260, Vol3.
2. J.Sabitha , Dr.Sakthivel Murugan(2013), “Non-Conscious of Women Consumer Behaviour “,HRD Times , ISSN-0976-7401.
3. J.Sabitha , Dr.Sakthivel Murugan(2013), “A Micro **Study ON Consumer Behaviour Towards Window Display In Shopping Malls** ”, DBJC , Journal of Business Research, ISSN -2248-9711, issue-6,Voll
4. Dr.J.Sabitha, “**The Role Of Physical Bank in Digital Life**” , in an Edited Volume **FUTURISTIC BANKING** with ISBN (978-81-948552-1-7)
5. Dr.J.Sabitha, Dr.S.Chandramouli, Dr.Krishnakumari “A Study On Impact Of Leadership Styles On It Professionals In Information Technology Industry”, Turkish online journal of Qualitative inquiry, Issue 8 Pages-Volume 12, 6833-6845 IF-1.41
6. Dr.T.V.Ambuli, Dr.J.Sabitha, “A Study On Customer Perception On Print Advertisement With Reference to Express Publication(Madurai) Ltd” , Turkish Journal of Physiotherapy and Rehabilitation, Eissn 2651-446X, 32(3) 2379-23740,2021 IF-0.14
7. Dr.J.Sabitha , “ How Do We Meet This Unprecedented Moment?-Brand Marketing and Its Impact COVID-19” , Kalyan Bharat, ISSN NO.0976-0822.
8. Dr.J.Sabitha, Dr. Kabirdoss Devi , “Paradigm Shift in Education During Covid '19 - Boon or Bane– An Overview” Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135 Vol. 71, Issue. 01, No.14, 2022, pp. 97-100.
9. Dr.J.Sabitha, B.SriHari., “A study on Marketing of advance technology in the field of medical science with special reference to vaso meditech”, Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135,Vol. 71, Issue. 01, No.16, 2022.
10. Dr.J.Sabitha, J.Anuraj, “A study on sales promotion activities implemented at bigbazzar with special reference to vadapalani branch”, Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135,Vol. 71, Issue. 01, No.16, 2022.

**11. ESTABLISHMENT OF E-NEGOTIATOR CHAT BOT FOR BUILDING ECOMMERCE WEBSITE- ISSUE NO.** The Patent Office Journal No. 07/2022 Dated 18/02/2022

**Papers Presented:**

1. .J.Sabitha , Dr.Sakthivel Murugan(2012), “**A Comparitive Study of Consumer Behaviour Among Working Women and Home Makers in Chennai City**”,International Conference on Emerging Trends practices in Management 2013.ISBN-13-978-81
2. J.Sabitha (2013), “A Study on Green Marketing”, International Conference on Green Marketing , SRM University.
3. Dr.J.Sabitha, “**The Role Of Mobile Marketing In Today's Consumer Environment**” ,national Conference on Latest Innovations In Management Science-A Global Perspceptive 2016 .ISBN.
4. Dr.J.Sabitha “ **The Major Implications On Consumer Perceptions Towards Digital Marketing**” , International Virtual Conference on Recent Trends and Innovation in Science and Management 2021 .
5. Dr.J.Sabitha, “An Empirical Study on Lack of Scientific Training and its Overall Impact on Quality Research in India”. International Conference on Contemporary Researches in Engineering , Science, Management and Arts 2022.
6. Dr.J.Sabitha, “ Challenges and Opportunities In Online Marketing”, National Conference on Recovery Strategies For Business Sustainability –Post COVID-19, May 2022.

**FDP/Workshop/Conference Attended:**

S.No	Program	Title	Conducted By	From	To
1.	Workshop	Data analysis in R using STATCRAFT	Shri Krishnaswamy College for Women-Chennai	31.01.2020	31.02.2020
2.	FDP	Web Tool for online teaching	Shri Krishnaswamy College for Women-Chennai	27.03.2020	27.03.2020
3.	FDP	Emotional Intelligence	KG College of Arts and Science-Coimbatore	28.04.2020	02.05.2020
4.	FDP	Empowering Teachers with Multi-Dimensional Teaching Skills	Periyar Maniammai Institute of Science & Technology-Thanjavur	27.01.2021	03.02.2021
5.	FDP	Financial Planning and Investment Avenues for different Segment of Investors	The Institute of Company Secretaries of India and Anna Adarsh College for Women- Chennai	23.07.2021	23.07.2021
6.	FDP	Models and Tools to Advanced Electronic Teaching and Learning Program	Chennai National Arts and Science College -Avadi	31.08.2021	04.09.2021

7.	FDP	Transformation from Traditional Practices to Digital Practices in Business World	Holy Cross College -Trichy	20.09.2021	24.09.2021
8.	FDP	Capacity Building Programme	ICSSR Organized By MSU-Tirunelveli	15.12.2021	29.12.2021
9.	FDP	Role of Microfinance Institutions in Empowering Women Entrepreneurs	Dr.MGR-Janaki College of Arts and Science for Women	26.02.2022	26.02.2022
10.	FDP	Advanced Research Methodology	SRMIST-Ramapuram Campus	09.05.2022	20.05.2022
11.	FDP	Best Practices for Next Gen Teachers	SRMIST-Ramapuram Campus	30.05.2022	07.06.2022
12.	FDP	An Innovative Teaching and Learning Practices of LMS	SRMIST-Ramapuram Campus	20.06.2022	28.06.2022
13.	International Conference	Redefining Pedagogy	B-School Bangalore	14.10.2022	15.10.2022

#### **MOU :**

1. Memorandum of Understanding between **Madhu Balan & Associates**, Chennai and **SRM Institute Of Science And Technology, Ramapuram Campus** on 25.02.2022.

#### **Academic Experience: 21 Years**

#### **Achievements:**

#### **Workshops /Seminars/Conferences:**

1. Convener for the International Conference on 'LATEST INNOVATIONS IN MANAGEMENT SCIENCE-A GLOBAL PERSPECTIVE 'in the year 2016-17.
2. Convener for the International Conference on 'CHANGING GLOBAL ECONOMIC SCENARIO: STRATEGIES FOR BUSINESS SUSTAINABILITY' in the year 2017-18.
3. Convener for the International Conference on 'PROCEEDINGS OF INTERNATIONAL CONFERENCE ON PARADIGM SHIFT IN BUSINESS AND ECONOMY: CHALLENGES, INITIATIVES AND STRATEGIES IN GLOBAL CONTEXT 'in the year 2022
4. Five Days National level workshop on "INCOME TAX" 11<sup>th</sup>July -15<sup>th</sup> July 2022 & 25<sup>th</sup> July - 27<sup>th</sup> July 2022.
5. Webinar on "CV-Writing Skills" Chennai and **SRM Institute Of Science And Technology, Ramapuram Campus** on 28.01.2022.

**Achievements and Awards:**

1. Dr.Sarvepalli Radhakrishnan National Award by Consortium of School and College Teachers in India.
2. Golden Guru Award By GRT-Group
3. Wonder Women Award By Shri Krishnaswamy College for Women-Chennai

**Academic Experience:21YRS****Other Professional Experience: WORKING AS BOOK REVIWER FOR PAST 2 YRS****Academic / Professional Membership:MEMBER IN STUDENT CHAPTER (ISD,CHENNAI)**

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