

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name** : **Dr.S.Lakshmi**
- **Designation** : Assistant Professor
- **Phone Number** : 9176656855
- **Email Id** : lakhmis7@srmist.edu.in
- **Area of Specialization** : **Marketing & Accounting**
- **Affiliation** : SRMIST, Ramapuram, Chennai

Educational Details:

- **Degree** : **B.C.S**
- **Area or Subject** : Corporate Secretaryship
- **University** : Pondicherry University
- **Awarded Year** : 1998
- **Degree** : **M.Com**
- **Area or Subject** : Commerce (General)
- **University** : Pondicherry University
- **Awarded Year** : 2000
- **Degree** : **M.Phil**
- **Area or Subject** : Marketing
- **University** : Pondicherry University
- **Awarded Year** : 2001
- **Degree** : **Ph.D**
- **Area or Subject** : Commerce - Marketing
- **University** : Bharathiar University
- **Awarded Year** : 2020

Other Details:

Courses: D.C.A..P.G.D.C.A,

Research Interests: Marketing, Accounting and Finance

Selected Publications:

1. Published a research article titled “Impact of Brand Equity on Customer Satisfaction and Purchase Intention of Air Conditioners in Chennai” 2016, ISSN 2278 – 0211, Feb/2016/Vol 5- Issue 3, International Journal of Innovative Research & Development (IJIRD).
2. Published a International research article titled “Factors Influencing Customer Satisfaction of Home Appliance with reference to Chennai”, ISSN 2319 – 7943, Mar 2016, Vol 4 – Issue 6, Tactful Management.
3. Published a research article titled “Impact of Brand Equity on Purchase Intention of Home Appliances”, ISSN 0972 – 9097, Dec/2016/Vol XIII – Issue 4, The IUP Journal of Brand Management.
4. Published a research article titled “Factors contributing to Brand Positioning of Smart Phones among College students in Chennai: A study “ ISSN 0972 – 9097, Mar/2018/Vol XV – Issue 1, The IUP Journal of Brand Management.
5. Published a research article titled “Brand Trust on Purchase Intentions of Television - with reference to Chennai city” ISSN 0974 – 438x, Mar 2018/Vol 10 – Issue 9, Pacific Business Review International.
6. Published a online International research paper titled “Brand Trust – its impact on Customer Satisfaction of Television with reference to consumer of Chennai”, ISSN 2320-4168, Vol 8,Special Issue I, Shanlax International Journal of Commerce.
7. Published a research article titled “Does Brand Awareness have impact on the Television Purchase?”, ISSN 2394-3114, Vol:40 issue: 34, Month: March Year: 2020, Studies in Indian Place Names
8. Published a research paper titled “3D Printed human organ- A \$56 billion Industry in 2030”, ISSN: 0011-9342 | Year 2021 Issue: 8 | Pages: 413-424, Design Engineering

Papers Presented:

1. Presented a paper titled “Brand trust – its impact on customer satisfaction” in the National Conference on Changing Global Economic Scenario in commerce- opportunities and Challenges organized by Srimath Sivagnana Balaya Swamigal Tamil, Arts and Science College.
2. Presented a parer titled “CSR”, in the UGC sponsored Two-Day National Conference on National Paradigm for Corporate Sustenance-Planet, People and Profit Management, by Post Graduate & Research Dept of Corporate Secretaryship, Bharathidasan Government College for Women
3. Presented a International parer titled “A study of factors contributing brand loyalty of Mixer in Chennai” in International Seminar on Strategies for Frontier Global Business Issues and Challenges of Emerging Economies, by Justice Basheer Ahmed Sayeed College for Women
4. Presented a parer titled “Impact of dimensions of brand equity on customer satisfaction and purchase intention of Home Appliances -A Case Study with reference to Chennai”, in International conference on insights in Marketing (ICIM) by Rajagiri College of Social Science.

Academic Experience:

1. Asst.Professor, Commerce, SRM Institute of Science and Technology, Ramapuram Chennai, August 2021 to till date .
2. Asst. Professor, Prince Shri Venkateshwara Arts and Science College, June 2011 to August 2021.
3. Asst. Professor, Prince Shri Venkateshwara Arts and Science College, June 2006 to Sept 2006.

Other Professional Experience:

- Invited for State level seminar titled “Awareness Programme on Entrepreneurship Development” by Srimath Sivagnana Balaya Swamigal Tamil, Arts and Science College.
- Invited for 5 days International webinar titled “Impact of Covid-19 and global trade”, by Srimath Sivagnana Balaya Swamigal Tamil, Arts and Science College

Achievements:

- **Authored a book “Financial Management”**

Workshops /Seminars/Conferences:

1. Participated in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on “Capacity Building through Emotional

Intelligence for Women” by Dr.SNSRajalakshmi College of Arts and Science from 16th Aug 2021 to 20th Aug 2021.

2. Participated in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on “Corporate Restructuring of Public Sector Banks in India-Present Scenario” by Alagappa University from 26th July 2021 to 30th July 2021.
3. Participated in the 5 day online FDP on “Innovation,Incubation, start-ups and Research Challenges in India” conducted by St.Mary’s Centenary Degree College from 29th June 2021 to 3rd July 2021.
4. Participated in the 6 days FDP on “ Research and Application Perspectives of Artificial Intelligence” by KPR Institute of Engineering and Technology and Sree Saraswathi Thyagaraja College from 16th June 2021 to 21st June 2021.
5. Participated in the AICTE sponsored six days STTP on “interpersonal Skills of Best Behavioral Teachers” by P.S.R. Engineering College, from 17th August 2020 to 22nd august 2020.
6. Participated in Two Day National Level Online Workshop “ICT-Enabled Higher Education in India” by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under PMMMNMTT of MHRD and Prince Shri Venkateshwara Arts and Science College on 12th and 13th August 2020.
7. Participated in Twelve Days FDP on “Online Teaching -Learning and Research Methodology” by Govt.P.G.College,U.P. in Association with RUSA AND IQAC from 18th July 2020 to 29th July 2020.
8. Participated in Online One Week FDP on “Engaging Students Online and Offline” by Sathyabama Institute of Science and Technology in association with STIKI MALANG Indonesia from 06th July 2020 to 11th July 2020.
9. Participated in the 3 day FDP on “Role of Technology Institutes in Rural Areas for Livelihood and ATMNIRBHAR” by Unnat Bharat Abhiyan, Sathyabama Institute of Science and Technology from 10th July 2020 to 12th July 2020.
10. Participated in the 10 days National Level Webinar Series on “Quality Enhancement in Teaching and Learning Strategy by Sri Sarada College for Women from 15th June 2021 to 25th june 2021.
11. Participated in One Week International FDP on “Teacher’s Leadership Quality in Higher Education” by Sairam Institute of Management Studies in Association with AIMS from 24th June 2020 to 30th June 2020.
12. Participated in Two Weeks online FDP on “Pedagogy and Research Methods” by AMET from 24th May 2021 to 06th June 2021.
13. Participated in Two days Online FDP on ”Project proposals for funding agencies (UGC stride and ICSSR Impress) Preparation and submission protocol” organized by Patrician College on 16th may 2020 and 17th may 2020.
14. Participated in One Week National Level online Workshop on “Techno-Pedagogy and Research Methodology” by B.Ed Section & IQAC of Kalna College, West Bengal in Collaboration with school of Education, Mahatma Gandhi Central University, Bihar From 17th July to 23rd July 2020.

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