

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- *Name:* Dr. SHRUTHI. V
- *Designation:* Assistant Professor
- *PhoneNumber:-* 9952965319
- *Email Id:* shruthiv@srmist.edu.in
- *Area of Specialization:* Marketing & HRM
- *Affiliation:* SRM UNIVERSITY

Educational Details:

- *Degree – Ph.D*
- *Area or Subject – Commerce*
- *University – Vels University*
- *Awarded Year – 2022*
- *Degree – M.Phil*
- *Area or Subject – Commerce*
- *University – Vels University*
- *Awarded Year – 2018*
- *Degree – M.Com*
- *Area or Subject – Commerce*
- *University – Madras University*
- *Awarded Year – 2015*

- *Degree – B.Com*
- *Area or Subject – Bank Management*
- *University – Madras University*
- *Awarded Year – 2013*

Other Details:

Courses:

Research Interests: Marketing, HRM& Finance

Selected Publications:

Papers Presented:

1. A STUDY ON FAST MOVING CONSUMER GOODS WITH SPECIAL REFERENCES TO THIRUVALLUR DISTRICT.
2. A STUDY ON ICICI PRUDENTIAL LIFE INSURANCE CUSTOMERS PERCEPTION TOWARDS ONLINE INSURANCE SERVICES.
3. A STUDY ON FAST MOVING CONSUMER GOODS IN GROWTH AND CHALLENGES IN CHENNAI CITY.
4. THE IMPACT OF FAST MOVING CONSUMER GOODS DURING THE COVID – 19 PANDEMIC PERIODS WITH SPECIAL REFERENCES TO CHENNAI CITY.
5. A STUDY ON FACTORS INFLUENCING CUSTOMER LOYALTY ON FMCG.

Working Papers:

Work in Progress:

Academic Experience: 2 Years & 10 Months

Other Professional Experience: NIL

Achievements:

Workshops /Seminars/Conferences:

1. SPSS-21 & AMOS Workshop by Pranavam Research and Development Management.
2. Theory building and Research Paper Publication in Top tier journals conducted by SRM Institute of Science and Technology, Ramapuram.

Achievements and Awards:

Academic / Professional Membership:

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

