

# **FACULTY PROFILE TEMPLATE FOR WEBSITE**

## **Basic Details:**

- **Name:** Mrs.Y.Esther Reeta
- **Designation:** Assistant professor
- **Phone Number:-**8610677480
- **Email Id:** estherry@srmist.edu.in
- **Area of Specialization:** Commerce
- **Affiliation:**

## **Educational Details:**

- **Degree** –B.com
- **Area or Subject** – Commerce
- **University** – Manonmaniam sundaranar University
- **Awarded Year** –2006
- **Degree** – M.com
- **Area or Subject** – Commerce
- **University** - Manonmaniam sundaranar University
- **Awarded Year** –2009
- **Degree** – M.phil
- **Area or Subject** – Commerce
- **University** – Manonmaniam sundaranar University
- **Awarded Year** –2012
- **Degree** – MBA
- **Area or Subject** – Finance
- **University** – Manonmaniam sundaranar University
- **Awarded Year** –2014

## **Other Details:**

**Courses:**

**Research Interests: Marketing**

**Selected Publications:**

**Y Esther Reeta A Study on problems of Entrepreneurs in Market Performance of Granite Industry. European Journal of Molecular & Clinical Medicine -2020.**

**Y Esther Reeta A Study on Customer Purchasing Attitude towards Natural (Organic) food products in Chennai city. International journal of humanities, Law and social sciences -2021.**

**Y Esther Reeta A Study on Employee Performance Management System – 2021.**

**Y Esther Reeta A Study on Customer Satisfaction towards Titan. Journal of Contemporary Issues in Business and Government- 2022**

**Y Esther Reeta Analysis of Customer Satisfaction towards Banking Sector. Journal of the Asiatic Society of Mumbai, March -2022.**

**Papers Presented:**

**Presented a Paper in International conference on a topic of an A study on Customer Awareness and Satisfaction towards Organic food products March-2021.**

**Presented a Paper in an International conference on a topic of A study on Level of satisfaction of E-Banking, April 2022.**

**Working Papers: Nil**

**Work in Progress: Nil**

**Academic Experience:7 years 8 months**

**Other Professional Experience: Nil**

**Achievements:**

**Workshops /Seminars/Conferences:**

**Achievements and Awards:**

**Received Teaching Excellence Award from I20R International Award 2021 on the occasion of World Teachers day.**

**Academic / Professional Membership:**

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**Please send in your latest.**

