

Dr.J.SALOMI BACKIA JOTHI

Basic Details:

- **Name:** Mrs. J.Salomi Backia Jothi
- **Designation:** Assistant Professor
- **Phone Number:** 9566100597
- **Email ID:** salomibj@srmist.edu.in
- **Area or Subject:** Tax Laws. Financial Accounting, Banking, Stock Market
- **Affiliation:** Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram Campus.

Educational Details:

- **Degree – Ph.D**
- **Area or Subject – COMMERCE**
- **College – Madras Christian College.**
- **University – University of Madras, Chennai, Tamil Nadu**
- **Awarded Year : 2022**

MASTER OF PHILOSOPHY

- **Degree – M.Phil.**
- **Area or Subject – COMMERCE**
- **College – Ayya Nadar Janaki Ammal College, Sivakasi**
- ❖ **University – Madurai Kamaraj University
Madurai , Tamil Nadu**
- ❖ **Awarded Year – April 2005.**

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- **Degree – M. Com**
- **Area or Subject – COMMERCE**

- **V.V.V. College for Women, Virudhunagar.**
- **University – Madurai Kamaraj University
Madurai , Tamil Nadu**
- **Awarded Year – April 1993**

UG

- **Degree - B. Com (Regular)**
- **Area or Subject – COMMERCE**
- **V.V.V. College for Women, Virudhunagar.**
- **University – Madurai Kamaraj University
Madurai , Tamil Nadu**
- **Awarded Year – April 1991**

❖ Other Details:

- **Courses:**

NPTEL – Principles of Management

Training & Development

- Training of Trainers Program For The Faculty – Held At Centre For Consumer Studies, Indian Institute Of Public Administration, New Delhi From 6th to 10th February 2017, Sponsored By Department Of Consumer Affairs, Ministry Of Consumer Affairs, Food And Public Distribution, Government of India.
- FDP Organized & Participated In online GAD – TLC , MHRD, New Delhi
- FDP Organized By RUSA 2.0 Entrepreneurship And Career Hub, University Of Madras.
- Attended Online FDP Organized By Spoken Tutorial Project , Bombay - Moodle LMS
- Attended Online FDP – UGC Scheme Stride Component – Research Capacity Building – Modern Teaching, Evaluation and Research Method.
- FDP PMMMNMTT – MHRD – on LMS – Moodle

- FDP on LMS by CIT – TLC - PMMMNMTT – MHRD

Research Interests: Interdisciplinary Research in Environmental Issues & Social Marketing

Selected Publications:

Publication in UGC Care & Scopus Journals

UGC care journal

- The International Journal of Analytical & Experimental Modal Analysis – Topic: “Sustainable Consumption – Role of Youth.” <http://www.ijaema.com/>
- The Infokara Research Journal “UPI Payment methods of Youth – Pros & Cons.” <https://www.infokara.com/gallery/30-nov-c103.pdf>
- The Journal of The Asiatic Society of Mumbai – “Evolution of currency – A Conceptual frame work on Crypto Currency and Blockchain Technology”
- The Journal of The Asiatic Society of Mumbai – “ Evaluation of working Capital Management in the Ramco Cements Ltd.,
- Journal of the Oriental Institute – “Perceived quality a boon or bane in building a strong brand with reference to home appliances in Chennai.

Scopus

- The International Journal of Recent Technology & Engineering – “Impact of Environmental Issues on Consumer Senses leading to Eco-friendly buying Decision.” <https://www.ijrte.org/wpcontent/uploads/papers/v8i4S3/D10081284S319.pdf>

Publication with ISSN/ISBN No

- **Presented** a paper titled “**A study on influence of social media advertising on consumer purchase intension with special reference to Chennai city**” at the International Conference on” ICNN 2021” held on 8th and 9th September 2021, organized by Sri kanyaka Parameswari Arts and Science College, Chennai.

- **Presented** a paper titled “**Pro-Environmental Concern Influencing Consumer Behavior and Generativity – A Study on Indian Youth**” at the International Conference on “Innovative Trends in Business Practices for Sustainable Development” organized by Department of Commerce, University of Madras, Chennai held on 4th March 2016.
- **Presented** a paper titled “Corporate Social Responsibility” at the International Conference on “**Competitive Business Strategies for Sustainable Development**” held at Hindustan College of Arts & Science, Chennai held on 13th &14th September 2012.
- **Submitted** a Paper titled “**A study on Testing the relationship between Emerging Markets, Sustainable Development and Green Business**” at the 2nd International Conference on “Emerging Markets and Issues in Management” held at VIT Business School, VIT University, Vellore, India on 19th &20th April 2013.
- **Presented** a paper titled “**Green Supply Chain Management Practices among MNCs.**” at the International Conference on “Business Innovations in the Globalization Era” held at A.V.V.M.Sri Puspham College, Poondi held on 22nd September 2012.
- **Presented** a paper titled “**New Trends in Advertising**” at the National Conference on “Emerging Trends in Advertising” held at Padmavani Arts & Science College for Women, Salem on October12th, 2012.

Working Papers:

Work in Progress: Technological Innovation Changing Business Management

Academic Experience:

- Assistant Professor of Commerce, SRM Institute of Science and Technology, December 2021.
- **Head, Department of Commerce Department** from 06/2015 to 25.09.2021 at Prince Shri Venkateshwara Arts and Science College, Gowrivakkam, Chennai
- **Assistant Professor of Commerce from** 09/2005 to 05/2015 at Prince Shri Venkateshwara Arts and Science College, Gowrivakkam, Chennai
- **Lecturer in Commerce from** 08/1999 to 04/2004 at S.B.K College, Aruppukottai.

Other Professional Experience

- Citizen Consumer Club Coordinator of **Prince Shri Venkateshwara Arts and Science**

College, Chennai - 06/2015 to 09/21

- Have received best club award for 2 years from Civil Supplies and Consumer Protection Department, Chennai South, Chepauk, Chennai. Government of Tamil Nadu

Conference, Symposium & Workshop Organized/ Attended

National Level

- **Organized** two days National Workshop on “A Pragmatic Approach to Consumer Awareness and Protection in the present Scenario” of Citizen Consumer Club held at Prince Shri Venkateshwara Arts & Science College, Gowrivakkam, Chennai in Association with Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi, Sponsored by Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India on 3rd & 4th August 2018.
- **Participated** in National Seminar on “ Consumer World – A 360 Perspective” organized by Department of Commerce, QUAID-E-MILLETH Government College For Women, Chennai in Association with Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi, on 8th & 9th September 2016.

State Level

- **Participated** in the seminar on Unfair Trade Practices and Consumer Protection organized by CAG and Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu on 24.03.2016 at Chennai.
- **Participated** in the One Day State Level Seminar on “Reforms in the Education System “organized by S.B.K. College, Aruppukottai under the U.G.C. IX PLAN Educational Innovation Scheme on 2nd February 2002.

Institution Level

- **Participated** in One Day Workshop titled “Portfolio Management” held at Prince Shri Venkateshwara Arts & Science College, Gowrivakkam, Chennai organized by Department of Commerce jointly with Eagle Work Skills Academy on 21st July 2018.

- **Organized** one Day Seminar on“ Impact of Climate Change in Recent Years – Educating the Youth for Mitigation and Adaptation” of Citizen Consumer Club held at Prince Shri Venkateshwara Arts & Science College, Gowrivakkam, Chennai in Association with Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu, held on 8th September2017.
- **Participated** in One Day Workshop titled “Goods and Service Tax” held at Prince Shri Venkateshwara Arts & Science College, Gowrivakkam, Chennai organized by Department of Commerce jointly with V.I.I.Institute Pvt. LTD.,on 24th August 2017.
- **Organized** “Consumer Awareness Mela” of Citizen Consumer Club held at Prince Shri Venkateshwara Arts & Science College, Gowrivakkam, Chennai in Association with Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu. Held on 2nd September2016.
- **Resource Person** for Certificate Course In Leadership Training Conducted by Career Guidance Cell of S.B.K.College, Aruppukottai from 12th to 14th September 2003
- **Participated** in the Inter Collegiate Seminar on “Business Process Outsourcing” held at Arulmigu Kalasalingam College of Arts and Science, Krishnan Koil, on 19th September 2003.
- **Participated** in the Inter Collegiate Seminar on “Entrepreneurship – The TEE time for the Baby Boomers” held at The Standard Fireworks Rajaratnam College for Women, Sivakasi, on 29th January 2003

Achievements and Awards:

- Have received Letter of Appreciation from Civil Supplies and Consumer Protection Department, Chennai South, Chepauk, Chennai. Government of Tamil Nadu for Organizing Consumer Awareness Exhibition.
- Have received GOLD MEDAL for Proficiency in M.Com.
- Have got University IV RANK in M.Com., Degree Examination 1993, Madurai Kamaraj University

Memberships:

- Have been the Examiner for Commerce (General) Board in University of Madras.
- Nodal officer for Online Examinations, University of Madras.
- Examiner and Question Paper setter @ DG Vaishnava College, Arumbakkam, Chennai.

