



Basic Details:

Name: Dr.Chitra Srinivasan

Designation: Professor and Head ,Department of Commerce

Phone Number: 9884813033

Email Id: [hod.commerce.rmp@srmist.edu.in/](mailto:hod.commerce.rmp@srmist.edu.in) chitrasl@srmist.edu.in

Area of Specialization: Entrepreneurship, Finance, Marketing and Law

Affiliation: College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram

Educational Details:

Degree – Ph.D.

Area or Subject – Management

University – SRM Institute of Science and Technology

Awarded Year – 2014

Degree – M.Phil

Area or Subject – Commerce

University – Madurai Kamaraj University

Awarded Year –2004

Degree – M.Com

Area or Subject – Commerce

University – Madras University

Awarded Year – 2002

Degree – B.Com

Area or Subject – Commerce

University – Madras University

Awarded Year – 1995

Other Details:

Courses:

HDSTSM | 1996

ICWAI – Inter Group – II | 1993

Research Experience

Area of Specialisation - Entrepreneurship, Finance and Marketing

- ✚ Recognised Research Supervisor – SRM institute of Science and Technology
- ✚ Phd Guided and Awarded – 3
- ✚ PhD Guiding - 1

Selected Publications:

- ✚ Dr.S.Chitra (2022) et.al, FMCG Consumers' Psychology Towards Goods and Services Tax Rates in India Volume No:6, Issue No:3, ISSN No: 2717-7564 pp-9381-9387
- ✚ Dr.S.Chitra (2022) et.al, The Role of social media On Impulse Buying Behaviour of Customers in Kottarakara Taluk Kerala Volume No:6, Issue No:3, ISSN No: 2717-7564 pp-7921-7929
- ✚ Dr.S.Chitra (2022) et.al, A Study on Typology of Social Entrepreneurship: Motivation, Mission and Challenges, Critics, Volume No:6, Issue No:3, ISSN No: 2717-7564 pp-7964-7973
- ✚ Dr.S.Chitra (2021) et.al, Impact of Goods and Services Tax on FMCG Sector, Turkish Journal of Computer and Mathematical Education, Volume No:12, Issue No:11, May 2021, ISSN: 1309-4653 pp-158-164
- ✚ Dr. S.Chitra (2020) et.al, Patients' Satisfaction On Treatment And Environmental Services In Primary Health Services at Kanchipuram District, Palarch Journal of Archaeology of Egypt/Egyptology, Volume No:17 Issue No:9, December 2020, ISSN No:1567-214X, pp- 534-541
- ✚ Dr. S.Chitra (2020) et.al Incredible India: COVID-19 Pandemic Lockdown Effect, Sambodhi, Volume No:43, Issue No: 4, October – December 2020, pp-69-76
- ✚ Dr. S.Chitra (2020) et.al A Study on Suitability Of Capital Asset Pricing Model In Predicting Stock Return – With Special Reference To FMCG Companies Listed In BSE, Kalasarovar, Volume No:23 Issue No:4, pp-121-128
- ✚ Dr. S.Chitra (2020) et.al Impact of Covid 19 On Indirect Tax System – With Reference To Gst Scenario In India, Kalasarovar, Volume No: 23 Issue No:4, pp-1-6
- ✚ Dr. S.Chitra (2020) et.al Micro Economic Perspective of Gst On FMCG Sector, Sambodhi, Volume No:43, Issue No: 4, October – December 2020, pp-9-16
- ✚ Dr. S.Chitra (2020) et.al Impact of Employee Engagement Practices on The Quality of Teaching Learning Practices Among Higher Educational Institutions: A Case Study of Tamil Nadu, Sambodhi, Volume No:43, Issue No: 4, October – December 2020, pp-17-22
- ✚ Dr. S.Chitra (2020) et.al Impact of Training and Development on Employee's Performance with

Reference to Hotel Industry, Sambodhi, Volume No:43, Issue No: 4, October – December 2020, pp-95-102

- ✚ Dr. S.Chitra (2020) et.al Dimensions Of New Product Development In Fabrication Engineering Industry: A Comprehensive Analysis Using Regression, Sambodhi, Volume No:43, Issue No: 4, October – December 2020, pp-131-136
- ✚ Dr. S.Chitra (2020) et.al Engineering Education And Employability Skills In The Indian Context - An Empirical Evidence, Sambodhi, Volume No:43, Issue No: 4, October – December 2020, pp-155-162
- ✚ Dr. S.Chitra (2020) et.al Performance Of Banks In India: An Assessment In The Light Of Camel Risk Management Model, Sambodhi, Volume No:43, Issue No: 4, October – December 2020, pp-107-112
- ✚ Dr.S. Chitra (2020) et.al, Revolutionizing Conservative Banking Through Fintech Services - A Structural Equation Modeling Approach, Palarch Journal of Archaeology of Egypt/Egyptology, Volume No:17 Issue No:7, December 2020, ISSN No:1567- 214X, pp- 5147-5157
- ✚ Dr. S.Chitra (2020) et.al, Women Empowerment Through Entrepreneurship In Tamilnadu – A Study With Special Reference To Rural Women Entrepreneurs, Palarch Journal of Archaeology of Egypt/Egyptology, Volume No:17 Issue No:6, December 2020, ISSN No:1567-214X, pp- 2800-2808
- ✚ Dr. S.Chitra(2020) et.al, A Study On Factors Influencing Leadership Styles And Practices In Life Insurance Industry, Palarch Journal of Archaeology of Egypt/Egyptology, Volume No:17 Issue No:6, December 2020, ISSN No:1567-214X, pp- 2767-2776
- ✚ Dr.S.Chitra (2020) et.al, The Challenging Landscape of Fintech in the Digital Era, Palarch Journal of Archaeology of Egypt/Egyptology, Volume No:17 Issue No:6, December 2020, ISSN No:1567-214X, pp-2650-2658
- ✚ Dr.S.Chitra (2020) et.al, The Role of Online Advertisement on Consumer Attitude – A Study, Palarch Journal of Archaeology of Egypt/Egyptology, Volume No:17 Issue No:6, December 2020, ISSN No:1567-214X, pp-2788-2794
- ✚ Dr.S.Chitra (2020) et.al, Teaching Pedagogy – A Study With Reference To Higher Education Institutes In Chennai, Palarch Journal of Archaeology of Egypt/Egyptology, Volume No:17 Issue No:6, December 2020, ISSN No:1567-214X, pp-2728-2738
- ✚ Dr. S. Chitra (2020) et.al, Post Implementation effects of GST on FMCG Consumers – A Study with reference to Chennai city, Alochana Chakra, Volume No:9 Issue No:6, June 2020, ISSN NO:2231-3990, pp 8879-8889.
- ✚ Dr.S.Chitra(2020)et.al, A Study on factors influencing consumer perceptions about Goods and Services Tax in India, Studies in Indian Place Names, Volume No:40, Issue No:68 May 2020, Impact Factor:6.2,ISSN:2394-3114,pp 614-618.
- ✚ Dr.S.Chitra(2020)et.al, A Study on factors influencing purchase decision of FMCG Consumers after GST Implementation, Studies in Indian Place Names, Volume No:40, Issue No:16 February 2020, Impact Factor:6.2,ISSN:2394-3114,pp 531-539.
- ✚ Dr.S.Chitra(2019)et.al Role of GST in India's Economic Development International Journal of Recent Technology and Engineering, December 2019, E-ISSN: 2277-3878
- ✚ Dr.S.Chitra(2019)et.al Social Entrepreneurship in Digital Age for Both Quality Pace for Economic

Development, International Journal of Recent Technology and Engineering, December 2019, E-ISSN: 2277-3878

- ✚ Dr.S.Chitra(2019)et.al Role of Social Media in purchase decision – An Analysis on consumer perception, International Journal of Advance Science and Technology, December 2019, P-ISSN: 2207-6360 E-ISSN:2005-4238
- ✚ Dr.S.Chitra(2019)et.al Fintech enabled Impetus to Capital flows in Mutual Fund Investments – An Empirical Study, International Journal of Advance Science and Technology, December 2019, P-ISSN: 2207-6360 E-ISSN:2005-4238
- ✚ Dr.S.Chitra(2019)et.al Social Intrapreneurs: Innovators in Making Business Sustainable International Journal of Advance Science and Technology, November 2019, P-ISSN: 2207-6360 E-ISSN:2005-4238
- ✚ Dr.S.Chitra(2019)et.al The Concept and Growth of AmazonMarketing Company, Think India Journal, December 2019, E- ISSN 0971-1260
- ✚ Dr.S.Chitra(2019)et.al A Critical Evaluation of Mutual Fund Investments in IPOs – is there a value creation or erosion for investors, Think India Journal, December 2019, E-ISSN 0971-1260
- ✚ Dr.S.Chitra(2019)et.al Motivational Factors for Social Entrepreneurs in Developing Indian Economy – An Exploratory Study, Think India Journal, December 2019, E-ISSN 0971-1260
- ✚ Dr.S.Chitra(2019)et.al Role of Goods and Services Tax in Pharmaceutical Sector Think India Journal, December 2019, E-ISSN 0971-1260
- ✚ Dr.S.Chitra(2019)et.al Role of Goods and Services Tax in influencing Common Man’s purchasing power, Think India Journal, December 2019, E-ISSN 0971-1260
- ✚ Dr.S.Chitra(2019)et.al Role of Goods and Services Tax in influencing the Disposable Income of the consumers, Think India Journal, October 2019, E-ISSN 0971-1260
- ✚ Dr.S.Chitra (2018) A Study on Agricultural Insurance, Research Explorer, March 2018, Print ISSN: 2349-1647, E-ISSN: 2250- 1940.
- ✚ Dr.S.Chitra (2018) Marketing Innovation – Digital Marketing, Research Explorer, March 2018, Print ISSN: 2349-1647, E-ISSN: 2250-1940.
- ✚ Dr.S.Chitra(2018) A Study on the Role and Performance of SHGs in promoting Social Empowerment Emperor International Journal of Finance and Management Research March 2018,ISSN 2395-5929
- ✚ Dr.S.Chitra(2018) Impact of Work and Behavioral variables on Job Satisfaction, Performance and turnover intention of employees – Empirical Evidence Emperor International Journal of Finance and Management Research, March 2018,ISSN 2395-5929
- ✚ Dr.S.Chitra (2017)Impact Of Companies Act 2013 In Corporate Governance International, Journal of Business and Administration Research Review, Vol. 2, Issue.17, Jan - March, 2017, E- ISSN -2347-856X ISSN -2348-0653.
- ✚ Dr.S.Chitra (2017) International Financial Reporting Standards – Need In India ,International Journal of Management and Social Science Research Review, Vol-1, Issue – 33, Mar -2017, E- ISSN - 2349-6746

ISSN -2349-6738.

- ✦ Dr.S.Chitra (2016), An Analytical Paper on Privacy Issues of Consumers in Unsolicited Marketing Campaign, SEUSL, Journal of Marketing, Srilanka Vol 1, No 1, 2016, ISSN 2513-3071.
- ✦ Dr.S.Chitra (2016). Role and Performance of Self Help Group in Promoting Women Empowerment, International Journal of Research in Commerce & Management – October,2016, Volume.7, Issue 10, ISSN 0976-2183.
- ✦ Dr.S.Chitra (2016), Women and Housing Rights – A Legal Overview, IJETMAS (International Journal of Engineering Technology, Management and Applied Sciences) September 2016, Volume 4, Issue 9, ISSN 2349-4476.
- ✦ Dr S.Chitra (2016). Human Resource Management in Service Organizations, International Research Journal of Advance Engineering and Science, , Sep-16, Volume -1, Issue-3, Page No.: 130-134, ISSN 2455-0924.
- ✦ Dr S.Chitra (2016). Role and Performance of Self-Help group in Promoting women empowerment, Journal of Research in Commerce and Management International, Sep, Volume, ISSN: 0976-2183.
- ✦ Dr S.Chitra (2016), Stress among Pharmaceutical Students – With Special Reference to SRM Institute of Science and Technology (formerly known as SRM University) International Journal of Pharmaceutical Sciences Review and Research, July- August 2016, Article No 36, Pages: 188-193.
- ✦ Dr S.Chitra (2016). A study on the impact of mall on the buying behavior of youngsters in Chennai city, International Journal of Advance Engineering Technology and Innovative Science ,July-August, 2016 Volume -2 , Issue -4, Page No.18-25. Dr S.Chitra (2016), Stress among Youth, International Journal of Innovative Research and Development, Jul-16, Volume -5, Issue-8, Page: 223-225.
- ✦ Dr S.Chitra (2016). A Study on Problems and Prospectus of Rural Tourism ,International Journal of Advance Information Science and Technology, MSME'S,in Hospitality sector –,June, 2016,Volume-50, Page No 75-83.
- ✦ Dr S.Chitra (2016). Organisational Climate InTamilnadu State Transport Corporation, International Journal Of Research In Management Science And Technology, Apr-16, Volume 3(6) ISSN No - 2321-3264 Impact Factor -3.23.
- ✦ Dr S.Chitra (2016), Perspective on Women Empowerment - Performance Evaluation Of SHG's in Chengalpattu District In Tamilnadu, Global Journal Of Commerce & Management,Mar-16., Volume 4(6) ISSN No - 2319 –7285 Impact Factor - .538.
- ✦ Dr S.Chitra (2016), Social Empowerment through SHG's – A Parametric Approach of Performance Evaluation of Chengalpattu District ,International Journal of Multidisciplinary Research Review(IJMDRR), Jan-16 Volume 1, Issue 1, 2016, pp 96-104 Impact Factor 2.262.
- ✦ Dr S.Chitra (2015), Best practices in Entertainment Industry: A Case of Abirami Mall - Chennai, International Journal of Business and Administration Research Review (IJBARR),Dec-15, Volume 3, Issue 12, 2015, PP 110-112 Impact Factor – 3.072 Dr S.Chitra (2015), Job Satisfaction Of Nurses In Private Health Care Centres In Chennai City,Amet Journal Of Business Management,Mar-15, Vol-5(4),

ISSN No - 2231 – 6779

- ✦ Dr S.Chitra (2015), Risks In E-Marketing- Customer Perspective In The Indian Scenario, JCJRC Journal Of Management, Feb- 15, Vol-II (2), pp: 18-25.
- ✦ Dr S.Chitra (2015), Women Empowerment Thorough Self Help Groups A Case Study Of Chengalpattu District In Tamil nadu, International Journal Of Management (IJM), Aug-12, Volume, Journal Impact Factor (2012): 3.5420,ISSN 0976-6502

Papers Presented:

- ✦ Presented a paper entitled “Impact of Goods and Services Tax on FMCG Consumers” in Research Day Celebration organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 26th February 2020.
- ✦ Presented a paper entitled “A Study on factors influencing consumer perceptions about Goods and Services Tax in India” in National Conference on Application of Analytics in Business Reengineering organized by Department of Commerce and Management, Christ (Deemed to be University) , Lavasa held on 6th and 7th March 2020
- ✦ Presented a paper entitled “Role of Goods and Services Tax in influencing Common man’s purchasing power” in 6th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 17th and 18th December 2019.
- ✦ Presented a paper entitled “FIN-TECH enabled impetus to capital flows in Mutual Fund Investment - An Empirical Study” in 6th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 17th and 18th December 2019.
- ✦ Presented a paper entitled “Social intrapreneurs: Innovators in marketing business sustainable - A study” in 6th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 17th and 18th December 2019.
- ✦ Presented a paper entitled “Motivation factors for Socio-entrepreneurs in developing economy - An Exploratory Study” in 6th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 17th and 18th December 2019.
- ✦ Presented a paper entitled “Students Interest and Expectation towards Professional Courses - with reference to ACCA and CIMA” in 6th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 17th and 18th December 2019.
- ✦ Presented a paper entitled “Role of Social Media in purchase decision - An analysis on consumer perception” in 6th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 17th and 18th December 2019.
- ✦ Presented a paper entitled “Role of Goods and Services Tax in Pharmaceutical Sector - with reference to Chennai city” in 6th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 17th and 18th December 2019.

- ✚ Presented a paper entitled “The Concept and growth of Amazon Marketing Company - A Study” in 6th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 17th and 18th December 2019.
- ✚ Presented a paper entitled “A Vision towards Financial Literacy, Measures among Rural Women in Kanchipuram District” in 6th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 17th and 18th December 2019.
- ✚ Presented a paper entitled “Consumption of Tobacco products and its vulnerability on the wellbeing of youths in Chennai city” in Research Day organized by Department of Commerce held on 1st March 2018.
- ✚ Presented a paper entitled “A Study on service quality performance of employees in service sector - Special reference to tourism industry” in Research Day organized by Department of Commerce held on 1st March 2018.
- ✚ Presented a paper entitled “Attributes of Insurance products and its impact on customer selection: a study with reference to Tamil Nadu” in Research Day organized by Department of Commerce held on 1st March 2018.
- ✚ Presented a paper entitled “Professional Environment factors and its impact on the job satisfaction of nurses in Chennai” in Research Day organized by Department of Commerce held on 1st March 2018.
- ✚ Presented a paper entitled “Emotional Intelligence, Job Satisfaction, Motivation, Leadership, Communication, Decision Making and Team Building” in Research Day organized by Department of Commerce held on 1st March 2018.
- ✚ Presented a paper entitled “Organizational Development Practices of heavy engineering industries in India” in Research Day organized by Department of Commerce held on 1st March 2018.
- ✚ Presented a paper entitled “Service Quality Performance of Employees in Tourism and Hospitality Industry” in National Conference organized by Alagappa Institute of Management held on 26th and 27th March 2018.
- ✚ Presented a paper entitled “Job Satisfaction factors of paramedical staff working in hospitals - a study among selected staff from Tamil Nadu” in National Conference organized by Alagappa Institute of Management held on 26th and 27th March 2018.
- ✚ Presented a paper entitled “A Study on Agricultural Insurance - An overview” in National Seminar organized by Government Arts College held on 24th January 2018.
- ✚ Presented a paper entitled “Green Banking - A way of sustainable growth in India” in 5th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 9th and 10th October 2018.
- ✚ Presented a paper entitled “Attributes of Insurance products and its impact on customer sections - A study with special reference to Tamil Nadu” in 5th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 9th and 10th October 2018.
- ✚ Presented a paper entitled “Modern tools and techniques of Inflation Control: New initiatives of RBI in

Indian Context” in 5th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 9th and 10th October 2018.

- ✚ Presented a paper entitled “Entrepreneurship Development Scheme Programs: Impact on Entrepreneurship India” in 5th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 9th and 10th October 2018.
- ✚ Presented a paper entitled “Professional Environmental factors in Hospitals and its impact on job satisfaction of Nurses in Chennai” in 5th International Conference on Business Research organized by Department of Commerce, SRM Institute of Science and Technology, Chennai held on 9th and 10th October 2018.
- ✚ Presented a paper entitled “The Impact of Companies Act, 2013 in Corporate Governance in Research Day held on 28th February, 2017 at SRM Institute of Science and Technology (formerly known as SRM University).
- ✚ Presented a paper entitled “International Financial Reporting Standards – Need in India in Research Day held on 28th February, 2017 at SRM Institute of Science and Technology (formerly known as SRM University).
- ✚ Presented a paper entitled “The Impact of Demonetization on MSM Enterprises in India in Research Day held on 28th February, 2017 at SRM Institute of Science and Technology (formerly known as SRM University).
- ✚ Presented a paper on Application of Green Supply Chain Strategies a Conceptual Frame Work in the National Conference organized by Department of Commerce, A.E.T. College held on 14th October,2016
- ✚ Presented a paper on Women and Land Rights : Legal Barriers Impede Women’s Access to Resources” in National Seminar on Protection of Women’s Rights; Issues and Challenges, organized by School of Law, SRM Institute of Science and Technology (formerly known as SRM University) held on 6th and 7th October,2016
- ✚ Presented a paper titled as “ Women and Housing Rights – A Legal Overview” In the conference organized by Conference Info and Academic Science at Indian Federation of United Nations Associations, New Delhi , held on 18th September,2016 Participated in Workshop on “Dodging Financial Predators” organized by Department of Corporate Secretary ship and Accounting Finance held on 2nd September,2016
- ✚ Presented a Paper on “Stress Among Higher Education Students – With Special Reference To Faculty Of Science And Humanities, SRM Institute of Science and Technology (formerly known as SRM University)” in Research Day held on 29th February 2016 in SRM Institute of Science and Technology (formerly known as SRM University)
- ✚ Presented a Paper titled “The Impact Of Social Media On Changing Mind-Set Of The Youth: A Case Study Of Chennai City” - in Research Day held on 29th February 2016 in SRM Institute of Science and Technology (formerly known as SRM University)
- ✚ Presented a article on “A Study On Student – Teacher Mentality Towards Academics With Reference To

Undergraduate Education” - in Research Day held on 29th February 2016 in SRM Institute of Science and Technology (formerly known as SRM University)

- ✚ Presented and Published an article on “Motivation and Job Performance Of Employees In Sugar Industry” in the International Conference organized by NIMS - New College Institute Of Management Studies held on May 2015
- ✚ Published a paper in the International Conference conducted by SIMS – Sairam Institute of Management at Sairam Engineering College, Oct 9-10 ,2015 titled “Financial Inclusion And Social Empowerment Of Women Through Jhandhan Accounts: An Empirical Study Of Rural Tamilnadu”
- ✚ Presented Paper Titled, "Factors Influencing Women Empowerment Among Self Help Groups – An Empirical Evidence Of Kancheepuram" In The International Conference On Economics,Business,Finanace, Human Resource And Technology For Sustainable Development Held At Sai Ram Engineering College From December 20 To December 21, 2013
- ✚ Presented Paper Titled, "Factors Influencing The Women Entrepreneurial Success In Business: An Empirical Study" In The International Conference On Economics,Business,Finanace, Human Resource And Tecmology For Sustainable Development Held At Sairam Engineering College From December 20 To December 21, 2013
- ✚ Presented Paper Titled, 'Employer Brand In India : A Strategic HR Tool' In The National Conference On Recent Trends In Service Marketing In India Held At Naina Mohamed College Of Arts And Science On September 9, 2012, ISBN No. 978-93- 80530-41-3
- ✚ Presented Paper Titled, 'Service Quality Management Gaps In Retail Sector And The Strategies To Overcome - The "Gap Model" Way' In The National Conference On Recent Trends In Service Marketing In India Held At Naina Mohamed College Of Arts And Science On September 9, 2012, ISBN No. 978-93-80530-41-3
- ✚ Presented Paper Titled, 'Impact Of Global Economic Crisis On FDI - Flows; An Overview' In The National Conference On "Innovative Marketing - Trends, Issues And Challenges" Held At SRM Institute of Science and Technology (formerly known as SRM University), Chennai On March 6, 2012 And March 7, 2012, ISBN No. 978 93 81195 161
- ✚ Presented Paper Titled, 'Financial Crisis And FDI - Impact On Retailing' In The National Conference On "Global Changes And Sustainable Consumption" - Issues And Challenges Held At Manonmaniam Sundaranar University On February 24, 2012 And February 25, 2012
- ✚ Presented Paper Titled, "SME's In Hospitality Sector" - A Study On Problems And Prospects Of Rural Tourism" In The International Conference On "Competency Building Strategies In Business And Technology For Sustainable Development Held At Sairam Engineering College On September 22, 2011
- ✚ Presented Paper Titled, "Brand Loyalty Among Employees In Private Sector" In The National Seminar On Brand Management Held At SRM Institute of Science and Technology (formerly known as SRM University) - B School On September 16, 2011

- ✚ Presented Paper Titled, "SHG's -Watsan Model"; In The National Seminar On Financial Engineering And Knowledge Discovery Held At St Mary's School Of Management Studies On April 9, 2010
- ✚ Presented Paper Titled, "Women Entrepreneurship.(Published In Book With ISBN Number)" In The National Conference On Think Global - Go Rural Held At KSR Arts And Science College On March 3, 2009
- ✚ Presented Paper Titled, "Health Management" (Published In Their Journal) In The National Conference On Health Management Held At J.V.Publishing House, Noida On March 4, 2010
- ✚ Presented Paper Titled, "Corporate Social Responsibility" (Published In Book With Isbn Number) In The International Conference On Corporate Social Responsibility Held At KLS Institute Of Management, Belgaum On March 4, 2010
- ✚ Presented Paper Titled, "Self-Help Groups - A Tool For Women Empowerment And Social Security" (Published In Book With ISBN Number) In The International Conference On Survival And Growth Strategies In Changing Business Scenario Held At Annamalai University On December 28, 2009
- ✚ Presented Paper Titled, "Human Resource Management" In The International Conference On Services Management - The Best And Next Practices Held At Vit University, Vellore On December 19, 2009
- ✚ Presented Paper Titled, "Health, Health Care And Hospital Management" In The International Conference On Services Management - The Best And Next Practices Held At VIT University, Vellore On December 18, 2009
- ✚ Presented Paper Titled, "Strengthening Communities Through Women Self Help Groups In South India - Issues And Concerns"(Published In Book With Isbn Number) In The International Conference On Impact Of Economic Crisis In Global Business Scenario Held At Sairam Engineering College On September 25, 2009
- ✚ Presented Paper Titled, "Role Of Women Entrepreneurs In South India - Issues And Concerns" (Published In Book With ISBN Number) In The International Conference On Impact Of Economic Crisis In Global Business Scenario Held At Sairam Engineering College On September 24, 2009
- ✚ Presented Paper Titled, "Ensuring Water And Sanitation Through Watson Model" In The National Level Seminar On Post Liberalization And Globalization Scenario On Micro Small And Medium Enterprises (MSME's) In India Held At Government Arts College, Nandanam On September 21, 2009
- ✚ Participated In National Workshop On Innovations In Micro Finance Held At VIT University, Vellore On December 12, 2008 Presented Paper Titled, 'Impediments Of Development Of Women' In The National Seminar On Socio Economic Development Of Women Held At Valliammai Engineering College On August 31, 2007

Working Papers:

Rural Entrepreneurship and its impact in the Growth of Indian Economy

Work in Progress:

Academic Experience: 18 Years of Teaching and Research

- ✚ Professor and Head – Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram from September 2022 to till Date
- ✚ Associate Professor - Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur from December 2021 to till date.
- ✚ Associate Professor and Head - Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur from April 2018 to November 2021.
- ✚ Assistant Professor and Head- Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur from September 2011 to April 2018.
- ✚ Assistant Professor - Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur from October 2005 to September 2011.
- ✚ Lecturer and Head – Professor Dhanapalan College for Women, Kelambakkam from September 2004 to October 2005

Consulting Services -

- ✚ Business Consultant for Hado Consultech Private Limited, Chennai
- ✚ Academic Consultant for Hrudyaa Adconser Private Limited, Chennai
- ✚ Marketing Consultant for 9 Yards

Administrative Responsibilities

- ✚ Served as Board of Studies Member for B. Com Course for Takshasheela University since 2022
- ✚ Served as Board of Studies Member for B. Com Honors course SDNB Vaishav College for Women since 2019
- ✚ Served as Board of Studies Member for B. Com Honors course DG Vaishav College for Women since 2019
- ✚ Served as Chairman for Commerce Board of Studies in SRM Institute of Science and Technology
- ✚ Served as Principal Coordinator for Online Courses under Faculty of Science and Humanities.
- ✚ Served as Chief Superintendent for University theory and practical examinations from 2014-2016
- ✚ Served as Internal Committee member for Internal Complaints Committee (University Grants Commission) from 2018-2022
- ✚ Acted as Student Coordinator for Faculty of Science and Humanities from 2011 till 2014 Acting as Coordinator for Anti Ragging Committee and Exam Committee for Faculty of Science and Humanities
- ✚ Member of Women Welfare Club of SRM Institute of Science and Technology (formerly known as SRM University)

- ✚ Advisory Board Member of Tamil Perayam, SRM Institute of Science and Technology (formerly known as SRM University)
- ✚ Academic Council Member of SRM Institute of Science and Technology (formerly known as SRM University) since 2011
- ✚ Served as “Subject Expert from other University” for B.Com (Honors) course from 2019. Chairman of Board of Studies of Commerce, CSH, SRMIST since 2010.
- ✚ Academic Coordinator for FSH from 2017-2021.

Other Professional Experience:

- ✚ Invited as Track Chair for International Conference on Changing Global Economic Landscape: Sustainable Strategies for New Normal” organized by Christ (Deemed to be University) in association with IMA held on 23-25th March 2022.
- ✚ Served as Track chair for International Conference on changing Business Landscape organized by Christ (Deemed to be University) held on 6th and 7th February 2019.
- ✚ Delivered a lecture on “Avenues in Commerce” organized by International Relations, SRM Institute of Science and Technology.
- ✚ Delivered a lecture on “Intellectual Property Rights – An overview” in student webinar series organized by SRM Institute of Science and Technology held on 28th July 2020.
- ✚ Delivered a lecture on “Crisis Management” in student webinar series organized by SRM Institute of Science and Technology held on 29th July 2020.

Achievements:

- ✚ Awarded as Best Faculty for the Year 2015-2016 by Cognizant Technologies
- ✚ Award as Best Faculty for the year 2017 by Miles Education.

Workshops /Seminars/Conferences:

Events Organized

- ✚ Organised International Faculty Professional Development Program on Academic Research from 10th October 2022 to 17th October 2022
- ✚ Organised Seminar on Digital Marketing in October 2022
- ✚ Organised Special Lecture on Entrepreneurship in September 2022
- ✚ Organised Seminar on Awareness of Investment during Investment Week in association with NSE
- ✚ Organised a Special Lecture on Writing Masters Project on 20th October 2022
- ✚ Organized COMFEST – Business Events of Commerce Department from 2013-2022.
- ✚ Convenor for International Conference on Business Research from 2014 to 2021

- ✚ Organised Workshop of Entrepreneurship in association with EDII Ahmedabad since 2012
- ✚ Organised Seminar in association with MSME Institute and SIRD since 2014
- ✚ Organized one day Workshop on Self Promotion and Sustainability in Corporate on 27th February 2016
- ✚ Convener for International Conference on Business Research on 29th& 30th September 2015
- ✚ Editor for Conference Proceeding (ISBN) Published during the International Conference Published the First Journal in Commerce – “Business Horizons”
- ✚ Organized Workshop on Innovations in Business and New Venture Creation on 29th& 30th January 2015
- ✚ Organized One Day National Workshop on Online Share Broking on 28th January 2014
- ✚ Convenor for International Conference on Human Resource Excellence in Global Scenario on 27th August 2014
- ✚ Editor for Conference Proceeding(ISBN) Published during the International Conference
- ✚ Organized Workshop on Entrepreneurial Skills on 30th January 2013
- ✚ Convenor for National Conference on “Innovations in Marketing” on 7th& 8th March 2012
- ✚ Organized Workshop on “Campus to Corporate – Corporate to Campus” on 31st January 2012
- ✚ Organized State Level Seminar on “ Talent Retention in Companies” on 22nd October 2008
- ✚ Organized State level Seminar on “Stress among ITES Employees” on 28th February 2008

Workshops

- ✚ Participated in Entrepreneurship Awareness Workshop organized by Entrepreneurship Development Institute of India in association with SRMIST held on 9th March 2017.
- ✚ Participated in two day workshop on “Statistical Data Analysis and Interpretation for Social Science Research” organized by Department of Commerce, SRMIST held on 31st July 2019 and 1st August 2019.
- ✚ Participated in three day national level workshop on “Multivariate Analysis using SPSS AMOS and Spreadsheet” organized by Department of Commerce, SRMIST held on 5th July 2019 to 7th July 2019.
- ✚ Participated in two day workshop on “Statistical Data Analysis and Interpretation for Social Science Research” organized by Department of Commerce, SRMIST, held on 3rd and 4th January 2019.
- ✚ Participated in One Day workshop on “Investor Awareness on investment” organized by Department of Corporate Secretary ship and Accounting Finance, SRMIST, held on 20th February 2019.
- ✚ Participated in One week workshop on “Application of Research methods in Social Sciences” organized by Department of Commerce, SRM Institute of Science and Technology, held from 6th July 2020 to 12th July 2020.
- ✚ Participated in One Week STTP on Emerging Trends in Research Methods organised by Rest Society for Research International from 17th October 2022 to 22nd October 2022

Faculty Development Program

- ✚ Participated in one day FDP on “Transformation in Teaching and Learning” organized by ASAN Institute of Management held on 20th January 2018.

- ✚ Participated in one day FDP on “Changing Trends of Ph.D. research in Global Arena” organized by IQAC, Dhanraj Baid Jain College held on 11th August 2018.
- ✚ Participated in FDP titled “Income Tax Filing” organized by Department of Commerce, SRM Institute of Science and Technology held on 22th July 2020.
- ✚ Participated in FDP titled “Entrepreneurship - Business Opportunity Identification” organized by Department of Commerce, SRM Institute of Science and Technology held on 23th July 2020.
- ✚ Participated in Two Weeks IFDP on Data Science organised by Department of Computer Applications, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram held from 29th August 2022 to 10th September 2022
- ✚ Participated in National FDP on New Education Policy organised by St.Peters Institute of higher Education and Research from 19th September 2022 to 25th September 2022
- ✚ Participated in 8 days IFPDP on Academic Research organised by Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram held from 10th October 2022 to 17th October 2022
- ✚ Participated in Six Days FDP on Digitalisation in Accounting organised by KG College of Arts and Science, Coimbatore from 08th November 2022 to 14th November 2022

Academic / Professional Membership:

- ✚ Member in IMA
- ✚ Member – Learning Partner for CIMA, ACCA & CMA

Memorandum of Understanding

- ✚ Initiated and Signed MOU with the following organizations Association of Chartered Certified Accountants, UK
- ✚ International Skill Development Corporation, UK (Learning Partner for ACCA Course)Chartered Institute of Management Accountants, UK
- ✚ Hrudyaa Adconser Private Limited
- ✚ Institute of Management Accountants (IMA), USA
- ✚ Miles Education
- ✚ Tally - Hrudyaa Adconser
- ✚ NSE Academy, Chennai