

# **FACULTY PROFILE TEMPLATE FOR WEBSITE**

## **Basic Details:**

- **Name:** Dr.P.Suseela
- **Designation:** Associate Professor
- **Phone Number:-** 9443774678
- **Email Id:** suseelap@srmist.edu.in
- **Area of Specialization:** Finance, Marketing and Human Resource Management
- **Affiliation:** SRM Institute of Science and Technology

## **Educational Details:**

- **Degree –** Ph.D.
- **Area or Subject –**Human Resource Management
- **University –** Periyar University
- **Awarded Year –** September – 2014
- **Degree -** MBA
- **Area or Subject -**Marketing
- **University -**IGNOU
- **Awarded Year -** August 2009
- **Degree –** M.Phil.
- **Area or Subject –** Commerce
- **University –** University of Madras
- **Awarded Year –** November 1991
- **Degree –**M.Com

- **Area or Subject** – Commerce
- **University** – University of Madras
- **Awarded Year** – April - 1990
- **Degree** –B.Com
- **Area or Subject** – Commerce
- **University** – University of Madras
- **Awarded Year** – April – 1988

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### **Other Details:**

**Courses:** Nil

**Research Interests:** Finance, Marketing and Human Resource Management

### **Selected Publications:**

1.Monetary Education and Monetary Prosperity of Public Sector Employees : A Critical Literature Review, Journal of Oriental Institute, Vol.72,No.17 June – August : 2022

2. Brand Communication and Customer Engagement – Housing Loan Strategies During COVID – 19, Journal of Asiatic Society of Mumbai, Vol, XCVI, No. 3, 2022.

3. A Study on Customer Satisfaction towards Internet Banking, International Journal of Advance and Innovative Research, Vol, 9 Issue 1(VI) January – March 2022.

4. A Study on Customer Satisfaction towards Royal Enfield Bikes in Chennai City, Utkal Historical Research Journal, Vol. 34(IX), 2021

5. A Study on Customer Satisfaction towards Organic Products with Special Reference to Chennai City, UTKAL Historical Research Journal, Vol. 34(IX), 2021.

6. A Study on Dimensions of HRM Practices undertaken by Industries – a Conceptual Framework, Wutan Huatan Jisuan Jishu(Scopus), Vol. XVI, Issue X, October 2020.

7. A Study on HRM Practices in Private Sector Undertakings in Chennai(WOS), Journal of Contemporary Issues in Business and Government, Vol.27, No. 1, 2021.

8. Human Resource Management Practices in Cement Industry(Scopus), Journal of Shanghai Jiaotong University, Vol. 16, Issue 8,, August 2020.

9. Active Rural Evolution Strategies for the Progress of Bhutanese Economy, Think India Journal, Vol. 22, Issue 10, November 2019.

**Papers Presented: 5**

**Working Papers: 1**

**Work in Progress: 1**

**Academic Experience:**

- SRM Institute of Science and Technology, Ramapuram campus, Associate Professor, June 2017 to Till date.
- Thanthai Hans Roever College of Arts and Science, Perambalur, Associate Professor, from July 1994 to May 2017.

**Other Professional Experience: Nil**

**Achievements: Nil**

**Achievements and Awards:**

- **Teaching Excellence Award – I2OR International Award 2021**
- **World Women’s Day Award for best Social and Education Services by The Social Guide Trust and Jetlee Books of Records.**
- **Academic Excellence Award for achieving 100% result for more than 15 years.**

**Academic / Professional Membership: Nil**

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