

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** Dr.J. Srinivasan
- **Designation:** Assistant Professor
- **Phone Number:-** 90802 94481
- **Email Id:** srinivaj1@srmist.edu.in
- **Area of Specialization:** Marketing, HR
- **Affiliation:** Deemed University

Educational Details:

- **Degree –** B.Com(E-Com)
- **Area or Subject –** E- Commerce
- **University –** Ayya Nadar Janaki Ammal College, Sivakasi
- **Awarded Year –** 2013
- **Degree –** M.Com CA
- **Area or Subject –** Commerce with Computer Application
- **University –** Hindusthan College of Arts and Science, Coimbatore
- **Awarded Year –** 2015
- **Degree –** M.Phil
- **Area or Subject –** Commerce
- **University –** Ayya Nadar Janaki Ammal College, Sivakasi
- **Awarded Year –**2016
- **Degree –** Ph.D
- **Area or Subject –** Commerce
- **University –** Madurai Kamaraj University, Madurai
- **Awarded Year –**2022

- **Other Details:**

Courses:

- Completed NPTEL Courses on Marketing Management

Research Interests:

Marketing Management, Human Resource Management, Finance.

Selected Publications:

- Asia Pacific Journal of Marketing & Management Review, Employees Morale in Fireworks Industry Sivakasi, ISSN 2319-2836, Vol.4 (9), September (2015), Page No. 51-61
- International Journal of Marketing, Financial Services & Management Research, Conveyance Quality Influence the Employees in Supreme Fireworks in Sivakasi, ISSN 2277-3622, Vol.4 (11), November (2015), Page No. 1-10.
- International Journal of Marketing, Financial Services & Management Research, Financial analysis of retail company: Reference to titan company ltd, ISSN: 2277-3622, Vol.4 Issue (12), Page No.55- 60.
- Researcher World: Journal of Arts and Sciences & Commerce International Refereed Research Journal, A Study On Problems of Online Shopping in Sivakasi, ISSN: 2229-4686, Volume VII, Issue 1 (2), January 2016, Page No.118-125.
- International Journal of Cyber-Security and Digital Forensics, Disaster Recovery, an Element of Cyber Security- A Flick Through, ISSN: 0976-6510, International Journal of Management (IJM), Volume 08, Issue 4, (Jul-Aug 2017).
- Shanlax International Journal, A Comparative Study Between Consumers and Sellers with Regards to Innovation in Business, ISSN: 2321-4643, Sepical issues 3, Vol 5 Page no: 82-88.
- Asia Pacific Journal of Research, E- Governance Challenges and Opportunity – A Case Study, ISSN:2347-4793, Volume I, Issue 1 (2), September 2017,Page No:136-138
- Asia Pacific Journal of Research, Digitalization of Banking Sector in Recent Times, ISSN:2347-4793, Volume I, Issue 1 (2), September 2017,Page No:45-47.
- Scope, International Journal of Science, Humantites, Management and Technology, Teaching and Learning in Digital Era, ISSN: 2455- 068X, Volume 3, Issues 3,September 2017 Page No; 10 -17.
- International Journal of Management (IJM), Social Media Marketing in Coimbatore, ISSN 0976-6510, Volume 9, Issue 1, Jan-Feb 2018 , Page No. 78-83.
- International Journal of Commerce and Management Research, A Study on Smart Card and Mobile Payment, ISSN 2455-1627, Vol.4 (2), March (2018), Page No. 10-11
- Asian Pacific Journal of Marketing and Management, Role of Artificial intelligence in E-Commerce Platform, ISSN 2319-3836, Volume 9, Issue 1, May-July2018 , Page No. 78-83.
- International Journal of Commerce and Management Research, An Analysis of Sensor Shopping technology used in E-Commerce Platform, ISSN 2455-1627, Vol.4 (4), Aug (2018), Page No. 67-72.
- International Journal of Marketing Financial Services and Management, Impact and Effect of GST on unorganized Sector in Indian Economy, ISSN 2277-3622, Vol.2 (4), Aug (2018), Page No. 57-62.

- International Journal in Management & Social Science (IJMSS), A Study on Comparative Analysis of Red Ocean of Microsoft and Blue Ocean of Google Product Strategy and Its Risk Factor: An Blue Ocean Vs Red Ocean Model, ISSN 2321-1784, Vol.4 (4), Sep (2018), Page No. 62-72.
- International Journal of Commerce and Management Research, An analysis of Cyber Attack and Defense Strategy of Banking Sector, ISSN 2455-1627, Vol.3 (2), Sep (2018), Page No. 67-72.
- International Journal of Commerce and Management Research, An innovative marketing model based on AIDA: A case from E-bank campus-marketing by ICICI bank, ISSN 2455-1627, Vol.5 (1), Jan (2019), Page No. 67-72.
- International Journal of Management (IJM), Analysis of Customer Churn Through OWA Algorithm: An Hybrid Approach Model, ISSN 0976-6510, Volume 9, Issue 1, Jan-Feb 2019 , Page No. 78-83.
- International Journal of Emerging and Technologies and Innovation Research, Role of Cyber Crime in Banking, ISSN: 2349 – 5162, Vol 2(3),Feb 2019, Page No:62-65.
- International Journal of Innovative Technology and Exploring Engineering (IJITEE), Patron Attitudes Towards Modern Banking Services and Innovation in Virudhunagar District, ISSN: 2278 -3075, Volume I, Issue 8 (2), September 2019, Page No:629-633
- International Journal of Innovative Technology and Exploring Engineering (IJITEE), A Research on Volatility in the Indian Stock Market with Special Reference to Nifty and Selected Companies of financial Service Sector of NSE, ISSN: 2278 -3075, Volume I, Issue 8 (2), October 2019,Page No:641-654.
- International Journal of Science and Research (IJSR), Inability of Gearing Ratio as Predictor for Early Warning System, ISSN: 2319-7064, Volume III, Issue 5 (4), January 2020,Page No:67-78.
- International Journal of Psychosocial Rehabilitation (IJPR), Social Networking Sites: Antecedents of social formation and Social presence of Millennial Generation in Digital Era, ISSN: 1475 -7192, Volume I, Issue 8 (2), March 2020,Page No:253-258
- International Journal of Disaster Recovery and Business Continuity (IJDRBC), Components Influencing Patrons in bank selection: A study on Southern Region of India, ISSN: 2207-8363, Volume II, Issue 4 (2), April 2020, Page No:140-148.
- International Journal of Management (IJM), Understanding Customer Attitude and Opinion towards Banking Products and Services, ISSN: 0976-6502, Volume 11, issue 10, Oct 2020, Page No: 2065 -2072.
- International Journal of Management (IJM), Analysis of Customer Behaviour in Banking Sector with Special Reference to Virudhunagar District, ISSN: 0976-6502, Volume 11, issue 11, Nov 2020, Page No: 2586 -2596.
- Elementary Education Online, Redefine the demand on blended learning towards academic and corporate, ISSN: 1305-3515, Volume 4, Issue 5 Dec 2020, Page No: 162 -173.
- International Journal of Science and Research (IJSR), A Study on Internet banking Problem with reference to Virudhunagar City, ISSN: 2319-7064, Volume III, Issue 5 (4), January 2021, Page No:67-78.

Papers Presented:

1. Presented a paperentitled as “**Role of Small Scale Industry**” at**ANJAC College of Arts and Science**, Sivakasi.
2. Presented a paperentitled as “**Impact on Climate Change in Health Care**” at**ANJAC College of Arts and Science**, Sivakasi.
3. Presented a paperentitled as “**Growth & Challenges in Service Sector in India**” at**AnnaiVeilankanni College of Arts and Science**, Thanjavur.

4. Presented a paperentitled as **“Tax Evasion in India”** at**Sri Kaliswari College of Arts and Science, Sivakasi.**
5. Presented a paperentitled as **“HR Practices in Fireworks Industries”** at**Rathinam College of Arts and Science, Coimbatore.**
6. Presented a paperentitled as **“Women Entrepreneurs in Sivakasi”** at**Dr. NGP College of Arts and Science, Coimbatore.**
7. Presented a paperentitled as **“A Study on Consumer preference towards Magazines”** at**St. Antony’s College of Arts and Science, Dindigul.**
8. Presented a paperentitled as **“CSR in Supreme Fireworks Factory”** at**St. Xavier’s College of Arts and Science, Thirunelveli, Palayamkottai.**
9. Presented a paperentitled as **“A Study on CRM in Insurance Sectors”** at**Theni Kammavar Sangam College of Arts and Science, Theni.**
10. Presented a paperentitled as **“Present Green Marketing in India”** at**ArulmiguPalaniandavar College of Arts and Science, Palani.**
11. Presented a paperentitled as **“A Study on Labour Attitudes towards Match Works in Sivakasi”** at**St. Xavier’s College of Arts and Science, Palayamkottai.**
12. Presented a paperentitled as **“Indian Budget 2015- 2016 in Finance Level”** at**JP College of Arts and Science, Tenkasi.**
13. Presented a paperentitled as **“Financial Analysis of Retail Company: Reference to Titan Company LTD ”** at**Sri Kaliswari College of Arts and Science, Sivakasi.**
14. Presented a paperentitled as **“Growth and Services Sector in India ”** at**Ayya Nadar Janaki Ammal College of Arts and Science, Sivakasi.**
15. Presented a paperentitled as **“Electronic Waste Management in India”** at**Sri Kaliswari College of Arts and Science, Sivakasi.**
16. Presented a paperentitled as **“Growth of Service Sector in India- what does it Augar for the Future”** at**Ayya Nadar Janaki Ammal College of Arts and Science, Sivakasi.**
17. Presented a paperentitled as **“A Study on Problems of Banking Services Products in Sivakasi”** at**Alpha Arts and Science College, Chennai.**
18. Presented a paperentitled as **“Labour Attitude towards Match works industry in Sivakasi”** at**ST. Xavier’s College of Arts and Science, Sivakasi.**
19. Presented a paperentitled as **“Customer Perceptions towards Service Quality of life insurance firm- LIC of India in Sivakasi Using SERVQUAL Model”** at**Ayya Nadar Janaki Ammal College of Arts and Science, Sivakasi.**
20. Presented a paper entitled as **“Comperition of E-Commerce & Trading Commerce”** at **SadakathullahAppa College of Arts and Science, Thirunelveli.**
21. Presented a paper entitled as **“Global Liquidity & Financial Flows to Developing Countries”** at**Hindusthan College of Arts and Science, Coimbatore.**
22. Presented a paper entitled as **“Future of E-Comerce in India”** at**G. Venkataswamy College of Arts and Science, kovilpatti.**
23. Presented a paper entitled as **“ICT as Marketing Tools and Uses and Impacts”** at **SourashtraCollege of Arts and Science, Madurai.**
24. Presented a paper entitled as **“E- Governance Challenges and Opportunity – A Case Study”** at**Sri Ramakrishna College of Arts and Science, Coimbatore.**
25. Presented a paper entitled as **“Digitalization of Banking Sector in Recent Times”** at**Sri Ramakrishna College of Arts and Science, Coimbatore.**
26. Presented a paper entitled as **“What are the needs for cyber crime”** at**Krishtu Jayanthi College of Arts and Science, Bangalore.**
27. Presented a paper entitled as **“Redefine the demand on blended learning towards academic and corporate”** at **Dr. D.Y Patil B School, Pune.**

28. Presented a paper entitled as “**Role of GIG Economy Insight of HR Perspective**” at **Ramaiah Institute of Management**, Bangalore.
29. Presented a paper entitled as “**Understanding Customer Attitude and Opinion Towards Banking Sector**” at **Society for education**, Pune.
30. Presented a paper entitled as “**Analysis of Customer Behaviour in Banking Sector with Special References to Virudhunagar City**” at **AMIS**, Mumbai.
31. Presented a paper entitled as “**Problem of Online Banking**” at **Sri Krishna Arts and Science College of Arts and Science**, Coimbatore.

Working Papers:

S. No	Title	Journal Name	IF
1.	Export Analysis of Indian Coir Industry for Global Needs- Under review	Small Enterprises Development, Management & Extension, Manuscript ID is SDE-2020-0162.	-

Work in Progress:

Academic Experience:

1. Assistant Professor / Commerce, SRM Institute of Science and Technology, Feb 2022 – Till Now.
2. Assistant Professor / Commerce, Kalasalingam University, Sep 2021 – Jan 2022.
3. Assistant Professor / Commerce Thiagarajar College /Madurai, Tamil Nadu, Aug 2020 - Feb 2021
4. Assistant Professor / Commerce, Sri Krishna Arts and Science College /Coimbatore, Tamil Nadu, June 2017- June2020
5. Assistant Professor / Commerce, Sri Krishnaswamy Arts and Science, Sattur, Tamil Nadu, May 2016 - June 2017.

Other Professional Experience: Nil

Achievements:

S.No	Degree	Rank	College/University
1.	B.Com(E-Com)	1 th Rank	College

Workshops /Seminars/Conferences:

Name of the Program	Date	Venue
One day state level workshop in “SPSS”	07-10- 2015	Sri S. Ramasamy Nadiu Memorial College Sattur.
One day National Seminar “ Labour and Employment Scenario in India”.	25-09-2015	S.T Hindu College Nagarkovil.
Two days seminar on “Online.comm”	25-09-2015& 26-09-2015	Arul Anandar College Madurai.
One Week National Level Workshop in Financial Accounting with BPS	24-04-2021 to 1 -5-2021	TCS, Bangalore

Achievements and Awards: Nil**Academic / Professional Membership:**

- Editor in International Journal of Commerce and Management Research.
- Member in SIRA Research Association.

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