

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** Dr. S. Vijayalakshmi
- **Designation:** Assistant Professor
- **Phone Number:-** 9790911375
- **Email Id:** vijayals4@srmist.edu.in
- **Area of Specialization:** Commerce
- **Affiliation:** SRM Institute of Science and Technology Ramapuram Chennai

Educational Details:

- **Degree – PhD**
- **Area or Subject –** Management
- **University –** Mother Teresa Women's University
- **Awarded Year –**2018
- **Degree –** MBA
- **Area or Subject –** HR and Marketing
- **University –** Dr. MGR Educational and Research Institute Chennai
- **Awarded Year –**2011
- **Degree –** BCom
- **Area or Subject –** Commerce
- **University –** Osmania University
- **Awarded Year –**1999

Other Details:

Courses:

Research Interests:

Selected Publications:

- ❖ Magesh S., Vijayalakshmi S Purchaser's Optimistic Response to Social Media Advertisements—A Data Mining Approach, Journal of Computational and Theoretical Nanoscience Volume 16, Issue 2, pp 664-668 February 1, 2019

- ❖ Vijayalakshmi, S., Mahalakshmi, V., Home Appliance Retailing: The case of Retail Chain Stores, Asian Journal of Multidisciplinary Research (AJMR) Volume 02, Issue 07, pp.1-5, E-ISSN: 2395-1710, P-ISSN: 2395-1729
- ❖ Vijayalakshmi, S., Mahalakshmi, V., “An impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): An empirical study”, Elixir International Journal (Refereed, Indexed & Peer Re-Viewed) Elixir Marketing Mgmt. Volume No.59 (2013) Pages 15267-15273, 31st May, 2013 © , ISSN: 2229-712X, 2013.
- ❖ Vijayalakshmi, S., Mahalakshmi, V., Magesh, S., “Knowledge Discovery from Consumer Behavior in Electronic Home Appliances Market in Chennai by Using Data Mining Techniques”, African Journal of Business Management. (Refereed, Indexed & Peer Re - Viewed) Vol. 7(34),pp. 3332-3342, 14 September, 2013 DOI:10.5897/AJBM2013.7038. ISSN 1993-8233 © 2013 Academic Journals
- ❖ Vijayalakshmi, S., Mahalakshmi, V., Magesh, S., “A Study on Consumer Buying Behaviour Towards Selective Electronic Home Appliances In Hyderabad City”, Pezzottaite Journals®, Transforming Education for Social Change & Business Excellence, A series of Double Blind Peer Reviewed Referred International Journals Volume: 2 Number: 4(October-December 2013) Pages 616-623, Print ISSN: 2319-9032, ISSN : 2319-9040 (Online).
- ❖ Vijayalakshmi, S., Mahalakshmi, V., Evolving Markets of Commercializing Underwater Vehicle Technology International Journal of Science and Application, 2015, 1(1), 23 - 25, ISSN: 2395-048X (printed version); ISSN: 2395-0498 (online version)
- ❖ Vijayalakshmi, S., Mahalakshmi, V., Novelty, and its responsibility for Manufacturing in today’s Consumer Service Economy with Creativity, Scope International Journal of Science, Humanities, Management & Technology. Volume 1, Issue 1, 2015, 1(1) , pp 25 - 38, ISSN : 2455-068X.
- ❖ Vijayalakshmi, S., “Customer Purchase Satisfaction and Loyalty Levels of Home Appliances Products in Hyper Markets”, Shanlax International Journal of Management, ISSN: 2321-4643 UGC App.No. 44278, March 2018, Vol.5 Issue4, pp.1-8.
- ❖ Vijayalakshmi, S., Mahalakshmi, V., A Study on Consumer’s Ownership, Acquire and Usage of Home Appliances in Chennai”, International Journal of Managerial Studies and Research (IJMSR), Volume 2, Issue 7, August 2014, PP 16-21, ISSN 2349-0330 (Print) & ISSN 2349-50349 (Online), www.arcjournals.org
- ❖ Vijayalakshmi, S., Mahalakshmi, V., Purchase Dynamics of Home Appliance at Hypermarkets, Asian Journal of Applied Research (AJAR) Volume 02, Issue 07, pp. 1-6, E- ISSN: 2395-1702, P-ISSN: 2395-0382.
- ❖ 21.09.2013 – National Level Faculty Development Programme on Research and Development – The Recourse on Continuous Learning – Ranganathan Engineering College, Coimbatore.
- ❖ 11.06.2016 - National Level Faculty Development Programme on Research and Development – The Recourse on Continuous Learning (Theme, Research Insights & Publication strategies)– Hotel Apple Park, Coimbatore.
- ❖ 03.08.2016 – 05.08.2016 - National Level Faculty Development Programme on Empowering Faculty in Academic skills & Holistic Approach, Dr. M.G.R Educational and Research Institute University, Chennai.
- ❖ 22.10.2016 - National Level Faculty Development Programme on Research and Development – The Recourse on Continuous Learning (Theme, Research Insights & Publication strategies) at Lead College of Management, Palakkad, Kerala.

Academic Experience: 10 years plus

Other Professional Experience:

Achievements:

Workshops /Seminars/Conferences:

- ❖ 22nd and 23rd March 2013 - Presented a research paper titled “Descriptive Study on Marketing Aspects in Consumer Behaviour in Purchasing Involvement Amongst Selective Retail Products in Chennai -“National Conference on Emerging Business Opportunities & Challenges” , R.V.Institute of Management, Jaya Nagar Bangalore, Karnataka, India.
- ❖ 20th February 2016 – Presented a research paper titled “Consumer Behaviour in Kitchen Appliances subject to Chennai City – “National Conference on Emerging trends in Sciences and Humanities, J.H.A Agarsen College, Chennai.
- ❖ † 29th & 30th March 2016 – Presented a research paper titled “Urban self-employed women and retail consumer buying behaviour – “Entrepreneurship 2.0 – Changing Models in New Economic Era”, PVP Siddhartha Institute of Technology, Vijayawada, Andhra Pradesh.
- ❖ † 28.01.2017 – National Conference on Innovative Practices in Engineering, Sciences and Management . Organised by Jupiter Publications Consortium & NFED at Grand Treat, Chennai.
- ❖ 28th March 2018 – Research paper titled “Customer Purchase Satisfaction and Loyalty Levels of Home Appliances Products in Hyper Markets”. International Conference on Emerging Trends in Management (ICETM 2018) at Veltech Rangarajan Dr. Sakunthala R&D Institute of Science and Technology, Deemed-to-be-University, Chennai.
- ❖ † 19th and 20th December 2013 – Research paper titled “A Study on Consumer Buying Behaviour Towards Selective Electronic Home Appliances In Hyderabad City- “International Conference on Social media: Driving Changes in Business and Society –ICSM’ 13”, Karpaga Vinayaga College of Engineering & Technology , Chengalpattu Tamil Nadu, India.
- ❖ 17.04.2013 - National Level Seminar on Entrepreneurship Development at JSN School of Management, Kalakattur-Dusi Road, Kalakattur, Kanchipuram – 631 501, Tamilnadu, India.
- ❖ 02.05.2018 – 03.05.2018 – National Seminar on “Learning from the Leader: Best Practices in Education Sector” by Internal Quality Assurance Cell, Dr. M. G. R. Educational And Research Institute, Chennai.
- ❖ 23.02.2018 – International Seminar on Business Analytics, GST & Artificial Intelligence with Ministry of Corporate Affairs, Institute of Cost Accountants of India (SIRC), Chennai.
- ❖ 22.02.2019 – International Colloquium on Developing Employability Skills using ICT Tools, Alpha Arts and Science College, Porur, Chennai.
- ❖ 15-06-2020- E-Shodh Sindhu Web of Science Certification Series Conducted by Clarivate& INFLIBNET Center

Achievements and Awards:

- ❖ Received the **Senior Women Educator and Award** on Teachers' Day Awards and Celebrations 2018 for the outstanding contribution in teaching from "The National Foundation for Entrepreneurship Development" Chennai on 05.09.2018

Academic / Professional Membership:

Please send in your latest **PASSPORT SIZE photograph.**

