

## **FACULTY PROFILE TEMPLATE**

**Please ensure that this Template is ‘Thoroughly Followed/Replicated’ in your profile**

- ❖ **Please mention year of passing (Educational Qualifications)**
- ❖ **In case of Updating Existing Faculty profiles, please send the new additions in ‘Highlighted Form/Text’.**



### **Basic Details:**

- **Name:** Dr.S.MANI
- **Designation:** Assistant Professor
- **Phone Number:** 9842420231
- **Email ID:** manismani1987@gmail.com
- **Area or Subject:** Commerce with Computer Application
- **Affiliation:** Department of Commerce, Ramapuram Campus, SRM Institute of Science and Technology

### **Educational Details:**

- **Degree –** M.COM CA., M.Phil., MBA., PGDCA., PGDCCM., Ph.D.,
- **Area or Subject –** Commerce
- **University –** (Bharathiar University)

- **Awarded Year – (PhD in Commerce, Bharathiar University 2017)**

## **Other Details:**

**Courses:** [B.COM](#), [M.COM](#)

**Research Interests:** ([Marketing](#) )

## **Selected Publications:**

1. Mani.S, “**Financial performance with special reference to EID Parry limited karur**”, International Journal of Research and Business Innovation, December, 2013, Vol.1 No.4, pp480-482. ISSN NO. 2321-5615.
2. Mani.S, “**Customer Preference and Satisfaction Towards Banking Services with Special Reference to Salem District**”, Hikey Media, Tamil Nadu, September, 2014, pp299-301. ISBN NO. 978-93-82570-40-0.
3. Mani.S, “**A Study on Customer Satisfaction on Services Provided by Selected Private Sector Banks in Salem District**”, International Journal of Commerce, August, 2015, Vol No.2, pp180-184. ISSN NO. 2394-9597.
4. Mani.S, “**Customer Preference and Satisfaction on Services Provided by SBI Banks in Salem City**”, Bonfring International Journal of Industrial Engineering and Management Science, August, 2015, Vol No.5, pp32-34. ISSN NO. 2250-1096.
5. Dr.S.Mani“**Customer Preference and Satisfaction on Services Provided by ICICI Banks in Salem City**”, SHANLAX International Journals of Commerce, UGC Approved journal number 44120, January 2018, Vol No.6, pp155-158, ISSN 2320-4168.
6. Dr.S.Mani “**Digital India – Recent Development in Health Care Industry**”, Published by Sankara College, February 2018, pp355-360, ISBN 978-93-5300-474-3.
7. Dr.S.Mani “**A Study on Customer Perception towards Value-Added Services of Commercial Banks in Salem City**”, SHANLAX International Journals of Arts, Service and Humanities, UGC Approved journal number 43960, February 2018, Vol No.2, pp153-157, ISSN 2321-788X.
8. Dr.S.Mani “**A Study on Customer Perception and Satisfaction of Life Insurance Policyholder in Salem City**”, Self-Journal of Social Science, UGC Approved journal number 46622, February 2018, Special Issue, pp317-320, ISSN 2349-1655(O) and ISSN 0975-9999(P).
9. Dr.S.Mani “**Leadership and creativity in HRM**”, International Journal of Scientific Research and Review, UGC Approved journal number 64650, August 2018, vol. VIII, pp230-232, ISSN 2279-543X.
10. Dr.S.Mani “**Consumer’s Perception Towards Mobile Banking Services in Salem City**”, International Journal of Human Resource Management and Research, December 2018, Special Issue, pp327-332, ISSN 2249-6674.
11. Dr.S.Mani “**A Study on The Impact of Online Shopping**”, Journal of Emerging Technologies and Innovative Research, February 2019, vol. 6, Issue 2, pp156-159, ISSN 2349-5162.
12. Dr.S.Mani “**Customer’s Perception and Satisfaction on Service Provided by Commercial Banks in Salem City: An Empirical Study**”, AnUGC- CARE Approved Group A (Scopus Indexed till 1993), Journal, Journal of interdisciplinary Cycle Research, October 2019, vol. XI, Issue X, pp105-114, ISSN 0022-1945.
13. Dr.S.Mani “**Customer’s Perception Towards Mobile Banking Services in Salem City**”, UGC- CARE List Group I Journal, Studies in Indian Place Names, February 2020, vol. 40, Issue 13, pp1986-1991, ISSN 2394-3114.

14. Dr.S.Mani “**A Study on Customer Satisfaction Towards E-Banking With Special Reference in Salem City**”, UGC- CARE List Group I Journal,DogoRangsang Research Journal , December2020, vol. 10, Issue 12, pp39-43, ISSN 2347-7180.
15. Dr.S.Mani “**A Study on Consumer’s towards fast moving consumer goods in Mohanur taluk** ”, UGC- CARE List Group I Journal of Education , December 2021, vol. XXIII, Issue 12(V), pp1-6, ISSN 0972-7175.
16. Dr.S.Mani “**A Behavioral study on internet users with special reference to Salem City**”, UGC- CARE List Group I Journal of the Asiatic Society of Mumbai , May 2022, vol. XCV, Issue 20, pp52-56, ISSN 0972-0766.
17. Dr.S.Mani “**Customer satisfaction on service provided by private banks Chennai City**”, UGC- CARE List Group I Journal of the Asiatic Society of Mumbai , May 2022, vol. XCVI, Issue 3, pp55-59, ISSN 0972-0766.

#### **FACULTY DEVELOPMENT PROGRAMME**

1. Participated in Faculty development program on “**Appreciative Inquiry a Positive Approach**” organized by Hindusthan College of Arts and Science held on 25<sup>th</sup> August 2012
2. Participated in Faculty development programme on “**Accelerated Learning Program**”organized by John Haynes managing director and Periyaruniversity held on 17<sup>th</sup> February 2015.
3. Participated in Faculty development program on “**Personal Effectiveness to Organizational Excellence**”organized by CII – Education panel and KBSS held on 24<sup>th</sup> January 2015
4. Participated in the two day orientation on “**Quality Enhancement (FARO 2018)**”organized by PASAM held on 14<sup>th</sup>& 15<sup>th</sup> Sep 2018.
5. Participated in A Two Day National Level Faculty Development Program on “**Quality Enhancement in Teaching, Learning and Research (QETLR-2018)**”organized by Internal Quality Assurance Cell (IQAC) and Sri VidyaMandir Arts & Science College held on 30<sup>th</sup>Nov & 1<sup>st</sup> Dec 2018.
6. Participated in A Seven Days National Level Faculty Development Program on “**Investor Education**” Conducted Online by sraddha Academy for Financial Education in association With Department of Commerce, Rathinam College of Arts & Science, Coimbatore, held on 17<sup>th</sup> Jan to 23<sup>rd</sup> Jan 2022.
7. Participated in A Webinar on “**Financial Empowerment Through Wealth Creation** “organized by Faculty of Arts, Science and Humanities, Department of Management, Karpagam Academy of Higher education and Association of Mutual Funds in India held on 25<sup>th</sup> Feb 2022.
8. Participated in One Day National Webinar on “**Financial Empowerment Through Wealth Creation** “organized by ICAR - Indian Agriculture Research Institute, Indore, MP. In collaboration with Association of Mutual Funds in India (AMFI) held on 15<sup>th</sup> Feb 2022.
9. Participated in One Week Online Faculty Development Program on “**Research Methodology and Pedagogy of Writing Research Papers**” Organized by St. Joseph’s College of Arts & Science, held on 23<sup>rd</sup> Feb to 2<sup>nd</sup> March 2022.
10. Participated in a Webinar on “**Financial Empowerment through Wealth Creation** “organized by Department of Commerce, Mathabhanga College, Cooch Behar, and Wet Bengal In collaboration with Association of Mutual Funds in India (AMFI) held on 5<sup>th</sup> March 2022.

11. Participated in Five Days Online Faculty Development Program on “**Introduction to Modern Technologies of Smart Grid (IMTSG)**” Organized by Graphic Era (Deemed to be University), held on 7<sup>th</sup> March to 11<sup>th</sup> March 2022.
12. Participated in One Day National Webinar on “**Financial Planning and Wealth Creation through Mutual Fund**” “organized by the Department of Studies and Research in Management, Gulbarga University, Kalaburagi and Association of Mutual Funds in India in India held on 31<sup>st</sup> March 2022.
13. Participated in Ten days virtual Faculty Development Program on “**Advanced Research Methodology**” Organized by Department of Commerce, SRMIST, Ramapuram, Chennai, held from 9<sup>th</sup> May to 20<sup>th</sup> May 2022.
14. Participated in Fifteen Days international virtual Faculty Development Program on “**Frontiers of Mathematics**” Organized by Department of mathematics, SRMIST, Ramapuram, Chennai, India in association with “1 Decembrie 1918 University” of Alba Iulia, Romania from 19<sup>th</sup> May to 2<sup>nd</sup> June 2022.
15. Participated in Seven days virtual Faculty Development Program on “**Best Practices for Next Gen Teachers**” Organized by Department of Business Administration, SRMIST, Ramapuram, Chennai, held from 30<sup>th</sup> May to 7<sup>th</sup> June 2022.
16. Participated in Two Week Multidisciplinary International Faculty Development Program on “**Research Methodology**” Organized by Department of English and other Foreign Languages, SRMIST, Ramapuram, Chennai, held from 6<sup>th</sup> June to 21<sup>st</sup> June 2022.
17. Participated in One Week Professional Development Program on “**Avenues of Biotechnology**” Organized by Department of Biotechnology, SRMIST, Ramapuram, Chennai, held from 20<sup>th</sup> June to 26<sup>th</sup> June 2022.
18. Participated in Seven Days National Level e-Professional Development Program on “**Business Analytics: A Way forward for Organization**” Organized by the College of Management, SRMIST, Ramapuram, Chennai, held from 20<sup>th</sup> June to 28<sup>th</sup> June 2022.
19. Participated in One Week e-Faculty Development Program on “**Integration of Pedagogical Strategies with ICT for Transformation of Business Studies**” Organized by Department of BBA, SRMIST, Ramapuram, Chennai, held from 20<sup>th</sup> June to 27<sup>th</sup> June 2022.
20. Participated in Eight Days National Level Virtual Faculty Development Program on “**21<sup>st</sup> Century Development in Inventions and Innovations: A Quality initiative in Teaching and Learning Strategies**” Organized by Department of Fashion Designing, SRMIST, Ramapuram, Chennai, held from 20<sup>th</sup> June to 27<sup>th</sup> June 2022.
21. Participated in One Week Virtual Professional Development Program on “**An Innovative Teaching & Learning Practices of LMS**” Organized by Department of Computer Science, SRMIST, Ramapuram, Chennai, held from 20<sup>th</sup> June to 28<sup>th</sup> June 2022.
22. Participated in One Day National Webinar on “**A Road Map to Inclusive Education in NPE 2020: Reaching to Unreached**” “organized by the Department of Education, Mandsaur University, held on 7<sup>th</sup> July 2022.
23. Participated in One Day National Webinar on “**cognitions and learning**” “organized by the Department of Education, Mandsaur University, Mandsaur, MP held on 2<sup>nd</sup> August 2022.

## **NATIONAL LEVEL SEMINAR AND CONFERENCE**

1. National Conference on **“The Global Financial Crisis and Its Impact on India”** organized by Department of Commerce with Commerce CA, Maharaja Arts and Science, held on 25<sup>th</sup> Sep 2009.
2. National Seminar on **“Financial Re-engineering – Strategies and Regulations “** organized by Dept of Commerce, Dr.N.G.P. Arts and Science college, held on 28<sup>th</sup> Jan 2010.
3. National Seminar on **“Emerging Trends in Commerce, Economics and Management-2010”**, organized by Department of Commerce, Hindusthan College of Arts and Science, Coimbatore, held on 29<sup>th</sup> Jan 2010.
4. National seminar on **“Financial markets – innovations and growth”** organized by Department of Commerce and Research, VLBJanakiammal College of Arts and Science, held on 6<sup>th</sup> Feb 2010.
5. National Conference on **“Emerging Paradigms in International Business”** organized by Department of International Business, Dr.N.G.P. Arts and Science college, held on 10<sup>th</sup> Feb 2010.
6. National seminar on **“Emerging Trends in Service Sector”** organized by Department of Commerce, Hindusthan College of Arts and Science, Coimbatore, held on 27<sup>th</sup> Jan 2011.
7. Two Days National Conference on **“Global Innovative Practice in Business”** organized by PG and Research Department of Commerce, SreeNarayana Guru College, held on 17<sup>th</sup> & 18<sup>th</sup> Feb 2011.
8. National seminar on **“Role of Bnking Sector in Rural Economic Development”** Sponsored by Indian Council of Social Science Research, organized by Post Graduate and Research Department of Commerce with Computer Application, Dr.N.G.P. Arts and Science college, held on 23<sup>rd</sup> Sep 2011.
9. National seminar on **“Emerging Dimensions of Globalisation in the Indian Economy”** organized by Department of Commerce with Computer Application, K.S.G. College Arts and Science, held on 30<sup>th</sup> Sep 2011.
10. National seminar on **“Impact of Globalization on Indian Economy”** organized by Department of Commerce, Hindusthan College Arts and Science, held on 25<sup>th</sup> Jan 2012.
11. Indian Council of Social Science Research New Delhi Two Days National conference on **“ Impact of Public – Private Partnership Rural Economic Development”** organized by Department of Management, Kaamadhenu Arts and Science College, held on 10<sup>th</sup> & 11<sup>th</sup> Jan 2013.
12. National seminar on **“Consumerism – Challenges and prospects”** organized by PG and Research Department of Commerce, Hindusthan College Arts and Science, held on 1<sup>st</sup> Feb 2013.
13. National conference on **“Emerging Challenges & Opportunities of Indian Business in Global Scenario”** organized by IQAC, PG & Research Department of Commerce, Vyaya College, held on 11<sup>th</sup> September 2014.
14. National conference on **“Digital India: Prospects & Challenges”** Organized by Vivekanadha College & Periyar University, Department of Commerce, held on 9<sup>th</sup> & 10<sup>th</sup> August, 2017.
15. National conference on **“Earnings Manaement Practices in India”** organized by Department of Commerce, K.S.R College of Arts and Science for Women, held on 5<sup>th</sup> Jan 2018.
16. National conference on **“India’s Foreign Policy with Neighbouring Countries”** organized by PG and Research Department of Commerce, Vivekanandha College of Arts and Science College for Women, and sponsored by Indian Council of World Affairs, New Delhi, held on 24<sup>th</sup> and 25<sup>th</sup> Jan 2018.
17. National conference on **“Emerging Issues in economic Development of India”** organized by Department of Commerce, Trinity College for Women, held on 16<sup>th</sup> Feb 2018.

18. National conference on “**Digital India – Power to Empower**” organized by Department of Commerce, Sankara College of Science and Commerce, held on 21<sup>st</sup> Feb 2018.
19. National conference on “**Managing HR in Modern Business World: Issues Challenging and Opportunities**” organized by Department of Commerce, K.S.R College of Arts and Science for Women, held on 24<sup>th</sup> Aug 2018.

#### **INTERNATIONAL SEMINOR AND CONFERENCE**

1. International conference on” **HRM in the ERA of Global Mobility**” organized by Department of Commerce, Kongunadu Arts and Science College, held on 18<sup>th</sup> July 2012.
2. International conference on “**Financialperformances with special reference to EID parry (Indai) Limited Karur**”, organized by International Journal of Research & Business Innovation (IJRBI) held at Hotel Adhiyaman Palace, Dharmapuri, Tamilnadu on 21<sup>st</sup> Dec 2013.
3. International conference on “**Recent Trends in Commerce and Management**” organized by Department of Commerce, Jairam College Arts and Science, Salem-08.held on 5<sup>th</sup> Feb 2014.
4. International Seminar on “**Trends in Global and Economic Reforms in India**” organized by PG and Research Department of Commerce, Hindusthan College Arts and Science, held on 7<sup>th</sup> Feb 2014.
5. International Seminar on “**Emerging Trends in Global and India Financial Markets**” organized by PG and Research Department of Commerce, Hindusthan College Arts and Science, held on 6<sup>th</sup> Feb 2015.
6. International Indian Business Conference organized by PG and Research Department of Commerce, AVS College Arts and Science, held on 21<sup>st</sup> August 2015.
7. International conference on “**Entrepreneurial Excellence**” organized by Department of Commerce, Sankara College of Science and commerce, held on 25<sup>th</sup> August 2015.
8. International conference on “**Information and Communication Technology for Business Turnround: Sustainability, Growth and Innovation**” organized by PG and Research Department of Commerce, Computer Science & Applications, Vivekanandha College of Arts and Science College for women, Dhaka International University, Bangalore &Avinashilingam Institute for home science & Higher Education for Woman, held on 1<sup>st</sup> and 2<sup>nd</sup> Feb 2018.
9. International conference on “**Healthcare Technology and Management**” organized by PG and Research Department of Commerce, Vivekanandha Arts and Science College for Women, SwamyVivekanandha College of Pharmacy, Dhaka International University, Bangalore &Avinashilingam Institute for home science & Higher Education for Woman, held on 4<sup>th</sup> and 5<sup>th</sup> Feb 2018.
10. International conference on “**Woman Empowerment in Digital India**” organized by PG and Research Department of Commerce & Business Administration, Pamavani Arts and Science College for women, Salem-11. held on 31<sup>st</sup> Aug 2018.
11. International conference on “**Implication of Commerce in the Globalised Business Scenario (ICGBS 18)**” organized by Department of Commerce, Sri Sarada College for women (Autonomus), Salem-16. In association with Transstellar Journal Publications and Research Consultancy Private Ltd, Chennai-103 held on 13<sup>th</sup>and 14<sup>th</sup> Dec 2018.
12. International conference on “**Youth Leadership with Technological Improvements for Sustainable Development**” organized by PG Department of Commerce, Vivekanandha Arts and Science College for Women, held on 9<sup>th</sup> and 10<sup>th</sup>Jan 2019.

13. International Conference on “**Emerging Challenges of global Business and Road Map for Innovative Solutions (ICGB-2019)**” organized by PG and Research Department of Commerce, Government Arts College, Dharmapuri held on 16<sup>th</sup> & 17<sup>th</sup> Dec 2019.
14. International Conference on “**Digital Transformation in Commerce** ” organized by PG and Research Department of Commerce, Hindusthan College of Arts and Science, Coimbatore held on 25<sup>th</sup> Nov 2021.
15. International E-Conference on “**Economics challenges and Business opportunities – COVID ERA (INECECBO - 2022)**“ organized by Department of Commerce & Economics, Faculty of Arts and Science, BIST, BIHER-Chennai held on 3<sup>rd</sup> Feb 2022.
16. International Conference on “**Advanced Research in Banking finance and Business opportunities and challenges ICARBF22**“ organized by Department of Banking & Insurance, KPR College of Arts and Science and Research, Coimbatore held on 16<sup>th</sup> & 17<sup>th</sup> Feb 2022.
17. Two Days Virtual International Conference on “**Paradigm Shift in Business an Economy: Challenges, initiatives and Strategies in Global Contest** “ organized by Department of Commerce, College of Science and Humanities, held on 3<sup>rd</sup> & 4<sup>th</sup> March 2022.

#### **NATIONAL & INTERNATIONAL WORKSHOP**

1. International workshop on “**Identification of research problem and application of statistical tools in social science research**“ organized by Department of Economics, NGM College, held on 27<sup>th</sup> Jan 2010.
2. A National level workshop on “ **Issues, Opportunities & Challenges of Graduates in The Modern Era**” organized by Department of Commerce, Jairam Arts and Science College, held on 11<sup>th</sup> Feb 2015.
3. ICSSR Sponsored National Workshop on “**Fallacies in Social Science Research**” organized by PG & Research Department of Commerce, Government Arts and Science College, held on 7<sup>th</sup> Feb 2019.
4. One Day E-National Workshop on “**Development and Validation of Research Tool**” organized by Department of Education, Mandsaur University, held on 15<sup>th</sup> Feb 2022.
5. Five Days online National Workshop on “**Research Methodology in Literary Studies and Humanities**” organized by Department of Humanities, Social Science & Management NIT Srinagar , held on 28<sup>th</sup> Feb to 4<sup>th</sup> March 2022.
6. One Day National Workshop on “**NAAC Documentation and Report Preparation**” organized by College of Science and Humanities, SRMIST, 8Ramapuram, held on 15<sup>th</sup> June 2022.

#### **Work in Progress:**

##### **Academic Experience:**

1. Assistant Professor, **Department** of Commerce, SRM Institute of Science and Technology, Ramapuram Chennai, September 2021 to till date.
2. Assistant Professor, **Department** of Commerce, Jairam Arts & science College Salem, June 2013 to 2016 & 2017 to 2021
3. Assistant Professor, **Department** of Commerce, Hindusthan College of Arts & science Coimbatore, July 2010 to 2013.

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