

Faculty profile : 1(deepav1)

## **FACULTY PROFILE TEMPLATE FOR WEBSITE**

### **Basic Details:**

- **Name:** Dr. V. DEEPA
- **Designation:** Associate Professor
- **Phone No. :-** 8883595797
- **Email Id:** deepavslm@gmail.com /deepav1@srmist.edu.in
- **Area of Specialization:** Commerce
- **Affiliation:** SRMIST, Ramapuram, Chennai

### **Educational Details:**

- **Degree** –B.Com M.Com.,,Ph.D
- **Area or Subject** – Commerce
- **University** – Periyar University
- **Awarded Year** – 2003
- **Degree** – M.Com
- **Area or Subject** – Commerce
- **University** – Periyar University
- **Awarded Year** –2007
- **Degree** – M.Phil
- **Area or Subject** – Commerce
- **University** – Periyar University
- **Awarded Year** – 2008
- **Degree** – Ph.D
- **Area or Subject** – Commerce
- **University** – Periyar University

- **Awarded Year – 2018**

## **Other Details:**

**Courses: NPTEL COURSES COMPLETED - Sales and Distribution Management**

**Human resource development**

**Global Marketing Management**

**Principles of Management**

**Retail Management**

**Research Interests: Finance and Marketing**

### **Selected Publications:**

“A STUDY ON PERFORMANCE OF MICRO FINANCE TOWARDS MICRO, SMALL AND MEDIUM ENTERPRISES MSMES” Dogo Rangsang Research Journal UGC Care Group I Journal ISSN : 2347-7180 Vol-13, Issue-4, No. 3, April 2023

“AN ANALYSIS ON ADVERTISING AND SALESMANSHIP” Dogo Rangsang Research Journal UGC Care Group I Journal ISSN : 2347-7180 Vol-13, Issue-4, No. 3, April 2023

“A STUDY ON THEORETICAL VIEW OF ELECTRONIC COMMERCE IN INDIA” Dogo Rangsang Research Journal UGC Care Group I Journal ISSN : 2347-7180 Vol-13, Issue-4, No. 3, April 2023

“A STUDY ON CONSUMER AWARENESS ON CONSUMER RIGHTS WITH SPECIAL REFERENCE TO SALEM DISTRICT” Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135, Vol. 72, Issue. 02, No.17, 2022, pp. 239-244

“GREEN MARKETING: CONSUMERISM AND ETHICS” , JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI, ISSN: 0972-0766, Vol. XCVI, No.3, 2022

“A STUDY ON INFLUENCE OF SOCIAL MEDIA ADS ON CONSUMER BUYINGTRENDS TOWARDS MAGNUM ICE CREAM WITH SPECIALREFERENCE TO UNILEVER LIMITED”, Journal of the Oriental Institute ; ISSN: 0030-5324, Vol. 71, Issue. 01, No. 16 January - March: 2022

“A STUDY ON FINANCIAL SERVICES OF NON-BANKING FINANCIAL COMPANIES FOR ECONOMIC EMPOWERMENT”, UTKAL HISTORICAL JOURNAL with ISSN : 0976-2132 Published in Vol. 34 (XI): 2021.

“A STUDY ON SUPPLY CHAIN AND DISTRIBUTION MANAGEMENT WITH REFERENCE TO FABINDIA OVERSEAS PVT LTD”, Jijnasa, A Journal of the history of ideas and culture with ISSN : 0337-743X Published in Vol. 38, No.06 : 2021

“A STUDY OF ADVERTISING STRATEGIES OFFLIPKART AND THEIR EFFECT ON STUDENTS OF DIGITAL MARKETING”, Jijnasa, A Journal of the history of ideas and culture with ISSN : 0337-743X Published

in Vol. 38, No.06 : 2021.

“PURCHASE INTENTION TOWARDS FOREIGN BRANDS VERSUS DOMESTIC APPAREL BRANDS IN CHENNAI”, Journal of Contemporary Issues in Business and Government Vol. 27, No. 1, 2021.

“SIMULATED BRAINPOWER IN HR MANAGEMENT AN INTERDISCIPLINARY APPROACH”, Journal of Critical Reviews (Scopus), VOLUME NO 7, ISSUE NO 10, 2020

“EMERGING TRENDS IN COMMERCE AND MANAGEMENT DIGITAL MARKETING”, Our Heritage, ISSN 0474-9030, VOLUME NO 68, ISSUE NO 1 JAN 2020

“STUDY ON MARKETING MIX OF HIDUSTAN UNILEVER LIMITED WITH SPECIAL REFERENCE TO SALEM DISTRICT” International Journal of Management and Social Science Research Review (IJMSRR) Vol.1, issue 30, 2016.

“AN OVERVIEW AND THEORITICAL PERSPECTIVE OF CONSUMERISM IN INDIA” International Journal of Business Administration Research Review (IJBARR) Vol.2, issue 16, 2016.

Papers Presented:

**Working Papers:**

**Work in Progress: “A Study on Awareness and Attitude of Consumer Rights and Duties in Salem District”  
“ A Study on Impact of micro finance towards MSME – Challenges and Issues”**

**Academic Experience:12 years**

**Other Professional Experience: nil**

**Achievements: Completed SET EXAM in the year 2017**

**Workshops /Seminars/Conferences:**

**Achievements and Awards:**

I2OR International Teaching Academic Excellence Award 2021

**“Best Faculty Award received from PARA Award 2020**

**Academic / Professional Membership:**

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