

Basic Details:

- **Name:** Dr. R. RAKESH
- **Designation:** Assistant Professor
- **PhoneNo:** 7530095511
- **Email Id:** rakeshr1@srmist.edu.in
- **Area of Specialization:** Marketing & Finance
- **Affiliation:** SRMIST

Educational Details:

- **Degree – B.Com**
- **Area or Subject – Commerce**
- **University – ManonmaniamSundaranar University**
- **Awarded Year – 2012**
- **Degree – M.Com**
- **Area or Subject – Commerce**
- **University – ManonmaniamSundaranar University**
- **Awarded Year – 2014**
- **Degree – M. Phil**
- **Area or Subject – Commerce**
- **University – ManonmaniamSundaranar University**
- **Awarded Year – 2015**
- **Degree – Ph. D**
- **Area or Subject – Commerce**
- **University – ManonmaniamSundaranar University**
- **Awarded Year – 2022**

- a) *A Study on the factors Affecting the Performance of Professor of Arts and Science Colleges in Chennai City* in UGC Care Referred Journal in DogoRangsang Research Journal, Vol. 13, Issue-4, No. 3, April 2023 (ISSN: 2347-

- b) ***An Investigation on the Formation of a Periodic Scheme in a Confined Portfolio (Mutual Fund) with special reference to Chennai*** in UGC Care approved, Group I, Peer Reviewed, Bilingual, Biannual, Multi-disciplinary Referred Journal in Madya Bharti, Vol. 82, No. 01, January - June : 2022 with IF 6.28 (ISSN: 0974-0066) P. 253-260.
- c) ***A Study on Importance of Building Customer Relationship Management in E-Marketing towards Customer Satisfaction*** in Edited Book International Journal of Research in Management & Business Studies, Vol. 4 (ISSN: 2348-6503) P.41-44.
- d) ***Factors Influencing the Consumer Buying Behaviour towards Gold in Kanniyakumari District*** in Edited book Journal of applied Science and Computations (JASC) Vol. VI, Issue V, May-2019 (ISSN: 1076-5131) P.4332-4337.
- e) ***Investor's Behaviour as an Instrument for Investment towards Gold - A Study*** in the Journal of Studies in Indian Place Names Vol. 40, Issue 18, March 2020 (ISSN: 2394-3114) P. 2705-2710.
- f) ***A Study on Strategic Human Resource Management Practices in New Generation Organisation*** in the Journal of Studies in Indian Place Names Vol. 40, Issue 18, March 2020 (ISSN: 2394-3114) P. 2694-2699.
- g) ***Impact of GST with special reference to Service Sector*** in Bulletin of Social Sciences (An International Journal of Humanities and Social Sciences) (ISSN: 2348-7992) P. 5-8.

Other Details:

Courses: 2

Research Interests:

Selected Publications: 7

Papers Presented: 11

Working Papers: 1

Work in Progress: 1

Academic Experience: 7 Years and 10 months

Other Professional Experience:

Achievements:

Workshops /Seminars/Conferences: 2

Achievements and Awards:

Academic / Professional Membership:

NPTEL - 2

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