

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** Dr. S. SUBASHINI
- **Designation:** Assistant Professor
- **Phone Number:-** 9894929363

- **Email Id:** subashis1@srmist.edu.in
- **Area of Specialization:** Finance, HR, Banking, Marketing
- **Affiliation:** SRM University

Educational Details:

- **Degree –** B.com
- **Area or Subject –** Commerce
- **University –** Bharathidasan University
- **Awarded Year –** May 2002.
- **Degree –** M.Com (Financial Management)
- **Area or Subject –** Financial Management
- **University –** Bharathidasan University
- **Awarded Year –** May 2004.
- **Degree –** M.Phil (Commerce)
- **Area or Subject –** Finance
- **University –** Bharathidasan University
- **Awarded Year –** Dec 2005.
- **Degree –** Ph.D (Commerce)
- **Area or Subject –** Marketing

- **University** – Bharathidasan University

- **Awarded Year** – Feb 2018

Other Details:

Courses: NPTEL (Leadership) - Jan 2022

NPTEL (Leadership & Team Effectiveness)- April 2023

Research Interests: Marketing & Banking

Selected Publications: Combined

Papers Presented: 24

Papers Published : 12

Working Papers: 1

Work in Progress: 1

Academic Experience: 17 years

Other Professional Experience:

Achievements: Achieved 100% results, College Magazine incharge, Internal Auditor, etc

Workshops /Seminars/Conferences: 5

Achievements and Awards: Nil

Academic / Professional Membership: Kutumb App

Other Details :

Published one article on mobile banking with ISBN No: 978-93-81521-03-8 held at Urumu Dhanalakshmi College, Trichy.

Published an article on E –Marketing & Service Sectors at with ISBN No: 2321-3604 held at St.Josephs College, Trichy.

Published an article on Service Marketing at with ISBN No: 2321-3604 held at St.Josephs College, Trichy.

Published an article on Consumer Attitude towards BSNL with ISSN No : 2395-5929 in Emperor International Journal of Finance and Management Research (EIJFMR).

Published an article on Consumer Perception towards BSNL with impact factor 7.175 ISSN : 2319-9032, Online 2319-9040 in Pezzottaite Journals at Srimad Andavar College of Arts and Science, Tiruchirappalli held at Jan 7,2017.

Published an article on Corporate Governance on BSNL with impact factor 3.220 with ISSN : 2393-9796, in Indo-Global Journal of Commerce and Economics at Bon Secours College for Women, Thanjavur held at Feb 17,2017.

Published an article on BSNL BROADBAND - A Study towards Customer Perception with special Reference to Thanjavur with impact factor 6.58 ISSN-2347-4793 in Asia Pacific Journal of Research held at Infant Jesus Evening College, Bangalore on April 9th, 2018.

Published an article on BSNL BROADBAND - A Study on Consumer Perception with special Reference to Thanjavur with impact factor 4.912(SJIF) ISSN-0474-9030 in Our Heritage Journal at Jamal Mohamed College, Trichy on January 17, 2020.

Published an article on A study on Impact of Microfinance on Women Empowerment through Self Help Group Dogo Rangsang Research Journal ISSN : 2347-7180 Vol-13, Issue-4, No. 3, April 2023.

Published an article on Employees Inspiration in Tamil Nadu Cements Corporation Limited at Ariyalur District- A survey Dogo Rangsang Research Journal ISSN : 2347-7180 Vol-13, Issue-4, No. 3, April 2023.

Responsibilities:

Appointed as Research Advisor for M.Phil (commerce) at Bharathidasan University, Trichy.

Appointed as an Examiner for both Practical & Theory Central Valuation (Under Graduate & Post Graduate - Commerce) in Bharathidasan University, Trichy.

Appointed as an Examiner for BUTCCM (B.COM & BBA) with panel no.2007 in Bangalore University, Bangalore.

Acting as a Doctoral Committee Member in Bharathidasan University.



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