

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** Dr. G. SOWMIYA
- **Designation:** Assistant Professor
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- **Email Id:** sowmiyag2@srmist.edu.in
- **Area of Specialization:** Marketing and Finance
- **Affiliation:** Department of Commerce, Ramapuram Campus, SRM Institute of Science and Technology.

Educational Details:

- **Degree – B.Com**
- **Area or Subject – Commerce**
- **University – D.K.M College for Women, Vellore.**
- **Awarded Year – 2010**
- **Degree – M.Com**
- **Area or Subject – Commerce**
- **University – Auxilium College for Women, Vellore.**
- **Awarded Year – 2012**
 - **Degree – M.Phil**
- **Area or Subject – Marketing**
- **University – Auxilium College for Women, Vellore.**
- **Awarded Year – 2013**
- **Degree – Ph.D**
 - **Area or Subject – Finance**
- **University – VIT University, Vellore.**
- **Awarded Year – 2022**

Other details:

Application Package : MS Office Accounting Package : Tally

Research Interests:

- Finance and Micro-Finance-SHG's related behavioral and society and business interface.

Paper Presented and Participated:

1.11th International Conference on Science, Engineering and Technology, paper presented on "Factors Impelling Customer Gratification towards E-CRM in LIC" organized by Department of Commerce, SSL, VIT, held on 16th November 2015.

2.International Trends in Business Practices for Sustainable Development, paper presented on "Customer Satisfaction towards online services provided by LIC" organized by VIT Business School held on 2nd March 2016.

3. Management and Business Opportunities in the Present Competitive Scenario, paper presented on "A study on E-Insurance on Trust and Customer Satisfaction in LIC with special reference to Vellore District" organized by VIT Business School held on 3rd December 2016.

4. Conventional to Digital – A shift in Banking, paper presented on " Drive to Digitalization in Insurance-A study on Policyholder's Attitude towards Using Mobile Banking" organized by Department of Commerce, SSL, VIT, held on 21st April 2017.

5. Emerging Trends in Business Excellence and International Business - India's Perspective, paper presented on "A study on Policyholder's perception about Digitalization of Insurance Sector (E-Insurance)" organized by Department of Commerce, Madras University, held on 20th August 2016.

Paper Published:

1. An Empirical Study of Factors Impelling Customers Gratification towards E-CRM in LIC. Man in India, 96(9), pp.3067-3077 in 2016.

2. A Study on Customer Intention to use and Trust in Life Insurance Corporation of India using TAM Model in Vellore District. International Journal of Mechanical Engineering and Technology 7(2), pp.356-366 in 2018.

3. Drive to Digitalization in Insurance: A study on Policyholder's Attitude towards using Mobile

Banking. Journal of Critical reviews, 7(9), pp.34-44 in 2020.

4. A study on Policyholder's perception about Digitalization of Insurance Sector (E-Insurance). International Journal of Advanced Scientific Research and development, 7(5), pp.56-66 in 2016.

5. Theoretical Reinforcements of the determinants of E-Insurance Performance in the Insurance Industry. Journal of Internet Banking and Commerce, 6(6), pp.89-96 in 2017.

6. Awareness, Technology and Service Attributes of E-Insurance - A Literature Review. GIS-Business, 7(5), pp.67-77 in 2020.

7. A Study on Problems Encountered by the policyholders' while using E-Insurance services provided by LIC. Dogo Rangsang Research Journal 13(3), pp.231-236 in April 2023.

WORK EXPERIENCES:

1. Worked as Post Graduate Teacher at P.S Vidhyashram CBSE School in 2018 – 2023.
2. Worked as Research analyst, Commerce department at Vellore Institute of Technology, Vellore in 2015 – 2016.

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