

## **Faculty Profile Template For Website**

### **Basic Details:**

- Name:** MARIA JENCY. E
- Designation:** Assistant Professor
- Phone Number:** 9176780955
- Email Id:** mariajee1@srmist.edu.in
- Area Of Specialization:** Marketing
- Affiliation:** SRM Institute of Science and Technology

### **Educational Details:**

- Degree –** B. Com General
- Area Or Subject –** Commerce
- University –** University of Madras
- Awarded Year –** 2011
- Degree –** M. Com
- Area Or Subject –** Commerce
- University –** University of Madras
- Awarded Year –** 2013
- Degree –** MBA
- Area Or Subject –** Financial Management
- University –** Madras University
- Awarded Year –** 2017
- Degree –** M. Phil
- Area Or Subject –** Commerce
- University –** University of Madras
- Awarded Year –** 2014
- Degree –** Ph. D
- Area Or Subject –** Commerce

**University** – University of Madras

**Awarded Year** - 2023

Other Details:

**Courses:**

- Marketing Management (SWAYAM)
- Formal Financial Accounting ( COURSERA)

**Research Interests: MARKETING**

**Selected Publications and Presentation**

- Paper Published in the Title A study on Employee Attitude towards Organizational Change with Special Reference to Siemens Ltd, Chennai, Volume 7, Issue 2, 2016, ISSN 0976-6502
- Paper Presented and Published in the Title Impact of Visual Merchandising on Apparel Purchase Behaviour in Wesleyan Journal of Research, volume 14, No 1(8), 2021, ISSN 0975-1386
- Paper Presented and Published in the Title A study on Employee’s Attitude towards Work from Home Strategy during the COVID 19 crisis with Special Reference to IT Companies in Chennai city in UTKAL Historical Research Journal, Volume 34 (21), 2021, ISSN 0976-2132
- Paper Presented and Published in the Title A Study on Women Satisfaction towards select Household durables with special Reference to Kanyakumari District in Journal of Fundamental & Comparative Research. Volume 7, No 12(7), 2021, ISSN 2277-7067
- Paper Presented and Published in the Title A study on Rural Consumer’s Brand Preference towards Select Consumer Durables with Special Reference to Kanyakumari District in Journal of Management and Entrepreneurship, Volume 16. No 2(4), 2022, ISSN 2229-5348

**Working Papers:**

- “A STUDY ON DIGITAL MARKETING IN RURAL AREAS

**Academic Experience: 5 Years**

**Other Professional Experience: 0 Years**

**Achievements:**

- Distinction in M. Phil Degree.

**Workshops /Seminars/Conferences**

**Workshop**

- Five days’ national level workshop on “Introduction to Data Analysis in Madras University”
- Workshop on Social Science Research Methodology organised by Loyola College.
- Workshop on recent trends in Stock Market

**Conference**

- Two days' National conference on - "Risk Advances in Commerce, Management and Computer Science"
- International Conference on Mathematics in Engineering and Business Management
- Two days international conference on "Advances Management Challenges in Knowledge Era".

**Academic / Professional Membership**

- Membership with Japanese Language School and Cultural Centre

---

**Please Send In Your Latest **Passport Size Photograph.****

