



Faculty Profile Template for Website

Basic Details:

Name: Professor M.LATHA

Designation: *Assistant Professor*

Area: *MARKETING*

Affiliation: *Faculty of Management, Ramapuram Campus, SRM University*

Phone No:8122150776

Email id:latham2@srmist.edu.in

Education:

Degree, Area, University, Awarded Year

B.E Electronics and Communication Periyar Maniammai College of Technology for Women, Bharathidhasan University, Thanjavur, 1999

M.B.A Marketing, Maharaja College for Women, Erode, Bharathiyar University, 2001

Ph.D Pursuing from Anna University, Chennai

Other Details:

Course: NPTEL

1. Artificial Intelligence in Marketing.
2. Data Analysis And Business Modeling – 111

Book Published:

Business Statistics _ Thakur Publication_ For Madras University syllabus.

Research Interests: *General Management*

Selected Publications:

M.Latha, "A study on Agricultural women Self Help Groups(SHG) Members Micro Credit Analysis" Online-ISSN2249–2585- Print - ISSN 2249 – 8672 IJEMR-January 2012-Vol2 Issue 1

M.Latha, "Women entrepreneurs performance concerning Serial and Portfolio self-help groups", Trichy district, Tamil Nadu ISSN 2348-4373.

M.Latha, "A comparative study on Serial and Portfolio Women entrepreneurs concerning Self Help Groups (SHGs)", Trichy district, Tamil Nadu. – Bangalore,15 Jan 2014, Nagarjuna College of Engineering, ISBN 978-81-923332-1-2

M.Latha, "Women self-help groups in Trichy district: Performance and Credit linkage". Chennai on 27th Sep 2013. ISBN 978-93-82570-13-4 PAGE1-5.

Working Papers:

- M.Latha and Dr.H.Kalaiarasi "Factors Influencing Consumer Attitudes Towards Short-Form Video Platforms Addiction and Their Intention to Use: An Empirical Study".
- M.Latha and Dr.H.Kalaiarasi "Exploring the Factors Influencing Gen Z Behavioral Changes: An Empirical Study on Before and After Instagram Reels Work in Progress".

Academic Experience:

- Research Experience Anna University from Jan 2022 to 3.11.2024
- Associate Professor cum Director IQAC from 4.11.2024 to 31.12.2024 at KV institute of Management and Information Technology, Coimbatore.
- Deputy Director at RRASE College of Engineering from 5.02.2015 to 25.11.2021
- Assistant Professor, MBA department at Acharya Institute of Technology, Bangalore from 11.7.2011 to 31.1.15
- HOD, MBA department at M.A.M College of Engineering and Technology, Trichy from 4.3.2010 to 24.6.2011.
- Senior Lecturer in MBA department from 19.2.2007 to 28.2.2010 at Acharya Institute of Technology, Bangalore.
- Lecturer in the ECE department from the year 2001 to 2004 at Periyar Maniammai College of Technology for Women, Vallam, Thanjavur

Other Professional Experience: Founder and Director, Latha Mariappan Educational Institute Pvt Ltd

Achievements and Awards:

1. 95% Results in Business Analytics in the year 2014-15
2. 100% Result in SRM in the year 2013-14
3. 85% Result in Business Analytics in the year2013-15

4. 93% Result in Quantitative Method–II in the year 2012-13
5. 100% Result in Integrated Marketing Communication
6. 95% result in Statistics for Management in the year 2011-12
7. Produced 98% results in Entrepreneurship Development and Sales and Retail Management.
8. 100% result award received in the year 2001-2002
9. 100% result award received in the year 2002-2003
10. Appreciation letter received from the Principal, PMCTW in the year Nov 2003
11. Appreciation letter received from the Principal, PMCTW in the year April 2004 and soon.

Please send your latest passport size photograph.

