



Faculty Profile Template for Website

Basic Details:

Name : Dr. K. Asha

Designation: Assistant Professor Area: Marketing, HR

Affiliation : Faculty of Management, MBA Department, SRM Institute of Science and Technology, Ramapuram, Chennai

Phone No : 9677774452

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Education:

Degree, Area, University, Awarded Year

- **Ph. D in Management Studies**, Noorul Islam Centre for Higher Education, May 2018
- **M. Phil. in Management Studies**, Noorul Islam Centre for Higher Education, May 2014
- **MBA in Business Administration**, Noorul Islam Centre for Higher Education, May 2011
- **Bachelor of Science in Computer Science**, Kamaraj College, May 2008

Other Details:

COURSE COMPLETED

- Completed NPTEL Course on “**Consumer Behaviour**” organized by IIT – Kharagpur, during the period of January – March, 2021. Awarded with Elite + Silver
- Completed NPTEL Course on “**Product and Brand Management**” organized by IIT – Roorkee, during the period of July – October, 2024. Awarded with Elite + Silver
- Complete Refresher Course on “**Navigating the Complexities of Corporate and Business Law**” organised by the Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) from March 17, 2025 to March 29, 2025 under the **Malaviya Mission Teacher Training Programme (MMTTP)** of the **Ministry of Education, Government of India**.
- Completed NPTEL Course on “**AI in Product and Brand Management**” organized by IIT – Roorkee, during the period of Feb – April, 2025. Awarded with Elite + Silver

FDP / WORKSHOP

- Completed 2 weeks FDP on **“NEP 2020 Orientation & Sensitization Programme”** under Malaviya Mission Teacher Training Program (MM - TTP) of UGC organized by UGC - MMTTC, University of Kerala, Kariavattom, Thriuvanthapuram from 05-05-2025 to 15-05-2025
- Attended six days ATAL FDP on **“Empowering Educators to Lead Sustainable Development: Integrating SDGs into Business Education”**, organized by the Symbiosis International Deemed to Be University on 20th to 25th January 2025.
- Attended six days ATAL FDP on **“Entrepreneurship Development”**, organized by the **Central University of Jammu** on 02nd to 07th December 2024.
- Participated in 5 days Faculty Development Program on **“Stress Management”**, organized by ICT Academy on 27th May to 31st May 2024, through hybrid mode.
- Attended two days’ Workshop on **“Laravel Mastery & Database Migration Strategies”**, organized by the Department of Computer Application, Noorul Islam Centre for Higher Education, Kumaracoil on 15th and 16th April 2024
- Participated in 2 Weeks Faculty Development Program on **“Structural Equation Modelling with SmartPLS and SPSS AMOS”**, Conducted by Department of Management Studies & Research Centre, B.M.S. College of Engineering, Bangalore
- Participated in 5 days Faculty Development Program on **“Cloud Practitioner (AWS)”**, Conducted by ICT Academy on 27th March to 31st March 2023 at Noorul Islam Centre for Higher Education, Kumaracoil, Thuckalay.
- Completed Six days Faculty Development Program on **“Quality and Mixed Methods Research”** during 22nd March to 26th March 2023 organized by the School of Management Studies of National Institute of Technology, Calicut, Kerala.
- Successfully Completed AICTE Training and Learning (ATAL) Academy Online Advanced FDP on **“Enabling Entrepreneurship and Start-Up Mindset”** from 16/08/2021 to 20/08/2021 at Shri Guru Gobind Singhji Institute of Engineering and Technology.
- Completed AICTE Training and Learning (ATAL) Academy Faculty Development Program on **“Productivity Enhancement”** from 27 July 2021 to 31 July 2021 at **National Institute of Technology Mizoram**.
- Completed NPTEL – AICTE Faculty Development Program Course on **“Consumer Behaviour”** organized by IIT – Kharagpur, during the period of January – March, 2021.
- Attended two days National Level Workshop on **“Outcome Based Education and NBA Accreditation”** organized by Rohini College of Engineering and Technology, Kanyakumari on 25th& 26th March 2021.
- Participated in One-day workshop on **“Artificial Intelligence, Cloud Computing and Machine Learning”** organized by Noorul Islam Centre for Higher Education held on 7th February 2020.
- Attended two days Faculty Development Program on **“Statistical Analysis for Social Sciences”** organized by Faculty of Management Studies, Noorul Islam Centre for Higher Education on 4th& 5th October 2019.

- Participated the International workshop on **“Writing Quality Research Papers – Publishing in Scopus & Care Approved Journals”** organized by Manonmaniam Sundaranar University, Tirunelveli on 19th& 20th July 2019
- Attended one-day faculty Development Program on **“Exploring Experiential Learning Higher Education”** at Noorul Islam Centre for Higher Education, Kumaracoil on 19th December 2017.

Selected Publications: *(To be listed in reverse chronology, i.e., starting from latest)*

- **“Pradhan Mantri Jan Dan Yojana (PMDJY): Bridging Financial Inclusion Gaps in India”**, *Paripex – Indian Journal of Research*, Volume 13, Issue 1, Page No. 117 – 118, January 2024
- **“The impact of Emotional Intelligence on Managerial Performance and Organizational Commitment of Bank Managers: A Study in Tamil Nadu, India”**, *Current Psychology*, DO – 10.1007/s12144-023-05075-1, September 2023. (SSCI Indexed)
- **“Hidden Gimmick of Cause Marketing – Customer Response Towards Campaign Tactics”**, *International Journal of Research and Analytical Reviews (IJRAR)*, E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.10, Issue 1, Page No pp.734-740, March 2023.
- **“Consumer Skepticism Regarding Cause Marketing – An analysis”**, *International Advance Research Journal in Science, Engineering and Technology*, Volume 8, Issue 9, Page No: 65 – 69, September 2021.
- **“Role of Emotional Intelligence on Managerial Performance among Banking Professionals in Tamilnadu – An Integrative Literature Review”**, *Annals of Romanian Society of Cell Biology*, Volume 25, Issue – 4, Page No: 10373 – 10379, April 2021 (Scopus Indexed).
- **“The Impact of Cause Marketing among Consumers – An Analysis”**, *International Journal of Scientific Research*, Volume 10, Issue – 1 (ISSN 2277 – 8179), Page No: 1 -3, January 2021, DOI: 10.36106
- **“A Comparative Study of Emotional Intelligence of Private and Public Sector Bank Employees of Kanyakumari District”**, *International Journal of System Design and Information Processing (SDIP)*, Vol. 1(2020), Issue.1, pp.1-7
- **“Purchasing Behavior of Consumers towards Shopping Malls in Chennai”**, *International Journal of Research Review in Engineering and Management (IJRREM)*, Volume 1, Issue -11, Page No:53-66, November-2017, Impact Factor: 2.9463.
- **“Impact of Television Advertisement on Buying Behaviour of Rural Consumers towards FMCG in Kanyakumari District”** *Journal of Chemical and Pharmaceutical Sciences*, Volume 9 Issue 4, (ISSN 0974 – 2115), October 2016, SJR – 0.114 (Scopus Indexed)

- **“Attitudinal Analysis of Rural Consumers Towards FMCG products in Sivagangai District”**, *Indian Journal of Science and Technology*, Volume 9, Issue 33, September 2016, SJR – 0.37, Scopus Indexed
- **“Satisfaction of Rural Consumer Toward FMCG in Rural Tamil Nadu”** *Global Journal of Research Analysis*, Volume 5, Issue 9 (ISSN 2277 – 8160), September 2016, SJIF – 3.62
- **“A study on Behaviour of Customers Towards Branded and non-Branded Gold Jewellery with Reference to Kanyakumari District”**, *International Journal of Management*, Volume 5, Issue 10, pp. 105-114, October 2014, Impact Factor (2014): 7.2230

Academic Experience:

- 09.08.2017 – 31.07.2025 - Assistant Professor, Faculty of Management Studies, Noorul Islam Centre for Higher Education, Kumaracoil, Thuckalay, Kanyakumari (8 Years)

Achievements and Awards:

AWARDS

- **“Excellence in Teaching Award 2025”** on the Occasion of International Women’s Day, by *International Institute of Organized Research (I2OR)*, India is Registered MSME with the ministry of MSME, Govt of India (UDYAM-PB-20-0002405)
- **“Best Faculty Award”** in recognition of outstanding contribution in Teaching and Research at *International Award Ceremony on Higher Education Excellence Award (HEEA 2024)* organized by Knowledge Research Academy, Coimbatore, Tamilnadu.

Please send your latest passport size photograph.

