

## Profile of Dr. (Mrs.) P.Deivanai

- (i) **Designation** : Assistant Professor (SS)  
 (ii) **Department** : Commerce  
 (iii) **Qualification** : M.Com (SLET), MBA, M.Phil, Ph.D.,PGDCA PGDED  
 (iv) **Experience** :15 years  
 (v) **Specialization**: Marketing and Entrepreneurship Development  
 (vi) **Email id** : [deivanai.phd@gmail.com](mailto:deivanai.phd@gmail.com),  
 (vii) **Mobile No** : 0) 9655471494  
 (viii) **Research Guidance** :



Degree	Awarded	Guiding
M.Phil	-	-
Ph.D	-	-

### (ix) Publications

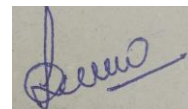
S.No	Category	Total	For the Period (2013-2018)
1	International Journals	10	10
2	National Journals	-	-
3	In house	1	1
4	Full length articles in proceeding(International)	2	2
5	National Conference	10	10
6	Books / Chapters in Books / Books Edited	20	7

### Best 5 Publications (2013-2018)

S.No	Title of the Articles	Name of the Books	ISBN, Page, year
1.	A study on customer satisfaction towards Fast food Products with Special Reference to Domino's Pizza	Journal of International Academic Research for Multi Disciplinary: Impact Factor.	2320-5083,1(11), December 2013, 369-375.
2.	A study on determinants of customer satisfaction towards Fast food industries in Madurai District.	Intercontinental journal of Marketing Research Review,	2347- 1670,1(9), January 2014,84-92. <b>UGC.S.No:43699</b>
3.	Development and Challenges faced by Fast Food Entrepreneurs in Madurai	International Journal of Management and Development Studies Vol 2,	2321-1423, 2(1), January 2014,26-31. <b>UGC.No:63225</b>
4.	Factors influencing to	IOSR Journal of	e-2278-487X

	preference of Fast Food Restaurants	Business and Management	P-2319-7668, 18(8) (IV), 20-25 <b>UGC.S.No:46879</b>
5.	Procurement of electronic marketplaces utilization Through B2B E-Commerce	Asia Pacific Journal of Research	e-2347-4793 P-2320-5504 1(XLII) (VIII) 2016, PP 82-87 <b>UGC.S.No: 45797</b>
6.	A comparative study on subscribers attitude and perception towards BSNL(Public) and Airtel(Private)services	Asia Pacific Journal of Research	E-2347-4793 P-2320-5504 1(LIII) (VII) 2017, PP 28-33 <b>UGC.S.No:45797</b>
7.	A study on the effectiveness of Pop –Up advertisements towards internet users	International research journal of Business and Management	ISSN: 2322-083X Volume No.X, August 2017, Issue 8, pp 58-66 <b>UGC.S.No:46906</b>
8.	Brand Positioning and Customers Attitude Towards Brand Preference of Fast Moving Consumer Goods (FMCG)	Trans Asian Journal of Marketing and Management Research, The Asian Research Journals	e-ISSN: 2279-0667 Vol 7, Issue 1, January 2018 , Impact Factor: SJIF =4.289 pp. 200-210 <b>UGC Journal No. 45104</b>

- (x) **Sponsored Projects** : Nil
- (xi) **Details of the Projects (2013-2018)** : Nil
- (xii) **Seminars / Conferences / Workshops organized (2013-2018)** : 3
- (xiii) **Seminars / Conferences / Workshops attended (2013-2018)** : 15
- (xiv) **Awards / Achievements / Recognitions (2013-2018)** : 3
- (xv) **Invited Talks (2013-2018)** : 4
- (xvi) **Visits Abroad (2013-2018)** : Nil
- (xvii) **Additional Responsibilities (2013-2018)** :
- i) NSS Programme Officer (2013-2018)
  - 2) Commerce Association incharge (2014 -15)
  - 3) Department Assets and Accounts maintenance (2013-2018)
  - 4) Members in various Committees within the Campus. (2013-2018)



Signature of the staff