

**Profile of Dr.P.SANTHI**



- (i) Designation : Professor
- (ii) Department : Commerce
- (iii) Qualification : MCom, MPhil. Dip. Mgt, PhD
- (iv) Experience : 27 years
- (v) Specialization : Marketing
- (vi) Email id : psanthi66@gmail.com
- (vii) Research Guidance :

Mob No: 9442019368

Degree	Awarded	Guiding
M.Phil	14	1
Ph.D	3	4

(viii) Publications

S.No	Category	Total	For the Period (2013-2018)
1	International Journals	23	15
2	National Journals	17	06
3	In house	04	01
4	Full length articles in proceeding	08	04
5	National Conference	46	07
6	Books / Chapters in Books / Books Edited	26	04

Best 5 Publications (2013-2018):

S.No	Title of the Article	Name of the Journal	I / N	ISBN/ ISSN	Vol	Pages	Date, Month and Year
1	Green Products Consumption- Paving way for Sustainability	TRANS Asian Journal of Marketing & Management	I	ISSN(online) 2279-0667 UGC no.2771	7	pp69-84	January, 2018
2	Determinants of household choice of fluid milk in urban market segment	Amity Journal of Marketing, Vol.1, No.1,2016,59-74	I	ISSN 2455975X(Print) ISSN 245961703(Online)	1	Pp57-74	January, 2016
3	Measurement of Financial	Finance India	N	ISSN 0970-3772	30	1277-1292	December,

	Literacy for Financial Inclusion among Urban Slum Residents						2016
4	Consumers Involvement in buying green products-A study in Coimbatore city	International Journal of Research in Computer Application & Management	I	ISSN 2231-1009	6	34-67	October 2016
5	Atmospheric impact on mall image from customer perspectives	Asian Journal of Research in Business Economics and Management	I	ISSN:2249-7307(online), ISSN2250-1673 (print)	5	19-26	May,2015

(ix) Sponsored Projects

Major Projects handled so far		Major Projects handled during (2013-2018)	
Nos	Financial Outlay	Nos.	Financial Outlay
1(Co Investigator)	199,500	1	Rs.7,50,000/.

(x) Details of the Projects (2013-2018):

S.No	Title of the Project	Funding Agency	Duration	Total Amount in Lakhs
1	Access and Utilisation of Pradhan Mantri Fasal Bima Yojana(PMFBY)- a micro level study among farm strata in selected Districts of Tamil Nadu	Indian Council for Social Science Research, NewDelhi.	2 years [2018-20]	Rs.7,50,000/. Ongoing
2	Demand for Micro Insurance Products among Rural Households (Co-investigator)	University Grants Commission, New Delhi MRP F.NO5-	2 years [2012-14]	Rs.199500 Completed

		43/2012(HRP)		
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- (xi) Seminars / Conferences / Workshops organized (2013-2018) : 02
- (xii) Seminars / Conferences / Workshops attended (2013-2018) : 20
- (xiii) Awards / Achievements / Recognitions (2013-2018) : -
- (xiv) Invited Talks (2013-2018) : 05
- (xv) Visits Abroad (2013-2018) : 01
- (xvi) Additional Responsibilities (2013-2018) : 10
- Member Inflibnet committee
  - Comprehensive Examination Organising committee 2006,2007,2008, 2012,2013,2014
  - Supplementary Examination Organising committee 2006,2007,2008, 2012,2013,2014
  - Value Added Course Coordinator-CapitalMarket,Accounting with Tally,2014,2015,2016,2017
  - Professional certificate course coordinator from 2013,2014
  - Member in Conceptual Framework of Curriculum Committee
  - Member in International Travel Grant Committee 1.10.2014-1.10.2015
  - Rayacho memorial lecture committee
  - Lighting Ceremony- Rehearsal to students
  - Ayya avargal Birthday Celebration-Invitation committee
  - Convocation Guest Reception and Hospitality committee,2012,2013,2014
  - Alumni association – President, Faculty of Business Administration
  - Alumni association – Treasurer, 4<sup>th</sup> Jan,2014-4<sup>th</sup> Jan,2016
  - Organising committee member Research convention titled Post Research Methods 12, August 2014, January 2015, August, 2015
  - Member of Soft skill committee from 05.06.2014-04.06.2017
  - Member of Internal Quality Assurance Cell from 15.07.2014 to 14.07.2017
  - Member Curriculum Restructuring Committee
  - Member in International Travel Grant Committee 1.10.2015-1.10.2017
  - Kalaivizha,2015-Convener-Finance Committee
  - Treasurer in university Alumni association
  - Member –Organising committee, Alumni association meeting 17.01.2016 2016
  - Member –Organising committee, Diamond Jubilee Arch Inauguration, oct,2016
  - Convenor-Finance Committee- UGC 12 B expert committee visit 19-20, December,2016
  - Member Boards of Studies in Commerce- 24.03.2017
  - NAAC overall committee member 2018

Signature of the staff

