

## Dr.S.SHANKARI

Dr. Shankari is serving as an Associate Professor at Lady Doak College, Madurai, since 2014. With over 17 years of teaching experience and 5 years of industry exposure, she brings a strong blend of academic and practical insights into the classroom. She has presented several research papers at National and International conferences and published articles in reputed journals. Her academic expertise lies in management-related subjects. She is also a contributing author and remains actively engaged in research and academic writing.

### Educational Qualification:

2 0 1 7	<b>Doctor of Philosophy (Business Administration)</b>	Bharathiar University,Coimbatore.
2 0 1 2	<b>N E T</b>	Cleared National Eligibility Test (NET) conducted by UGC which was held on June 2012
2 0 1 0 - 2 0 1 1	<b>Mphil (Business Administration)</b>	Prist University, Tanjore. <b>(I CLASS WITH DISTINCTION-76% )</b>
2 0 0 2 - 2 0 0 4	<b>MBA</b>	R.L.Institute of management Studies, Madurai <b>(I CLASS - 78%)</b>
2 0 0 3 - 2 0 0 4	<b>P G Diploma in Human Resource Management</b>	Pondichery University Distance Education <b>(I CLASS - 65%)</b>
1 9 9 8 - 2 0 0 2	<b>B.E (Computer Science)</b>	Jayaram college of Engg & Tech, Trichy. <b>(I CLASS-70%),</b>

### **Key Academic Achievements:**

1. College Topper in MBA
2. Got Distinction in MPhil
3. Published lot of Research papers in Peer Reviewed Journals and Books (With ISSN & ISBN No) and Presented lot of papers in National / International Conferences
4. Received the **Best paper Award** at the National level Conference conducted by SRM University, Vadapalani Campus, Chennai in 2011.
5. Received the **Best paper Award** at the National level Research Colloquium conducted by SCAD College of Engg & Tech, Tirunelveli in 2015.

6. Received the **Best paper Award** at the National level Conference conducted by PSNA College of Engg& Tech, Dindigul in 2017.
7. Received the **Best paper Award** at the National level Conference conducted by PSNA College of Engg & Tech, Dindigul in 2018.
8. Received the **Best Presenter Award** at the International conference conducted by Mangayarkarasi College of Arts and Science, Madurai in 2019.
9. Received the **Best Paper Award** at the International Conference conducted by K P R College of Commerce and Management , Coimbatore in Feb' 2022.
10. Received the **Best Paper Award** at the International Conference conducted by Patrician College of Arts and Science, Chennai in 2022.
11. Received the **Best Paper Award** at the International Conference conducted by Marian Institute of Management, Kuttikannam in 2022
12. Received **Best Presenter Award** in the International conference conducted by Mangayarkarasi College of Arts and Science, Madurai in 2025.

### **Work Experience**

- Working as **Associate Professor** in the Department of Commerce, Lady Doak College, Madurai since June 2014.
- Worked as **Assistant Professor** at **R.L.Institute of Management studies, Madurai** from May'2009 to March 2014.
- Worked as **Senior Dealer** at **Anandrathi Financial services Ltd, Madurai** from Aug'2007 to July 2008.
- Worked as **Senior Dealer** at **ITI Financial Services Ltd, Madurai** from April'2006 to June 2007
- Worked as **Executive – Equity investments** at **WAY2WEALTH** Stock Brokers, Madurai from May' 2005 to Feb' 2006.
- Worked as **Accounts officer** at PGF Limited, Madurai from June'2004 to April'2005.

### **Papers Presented:**

<b>S.No</b>	<b>Conference Category</b>	<b>Conference Title</b>	<b>conducted by</b>	<b>Date of Conference</b>	<b>Title of the paper</b>
1	National	Global Recession	MMA	21 <sup>st</sup> February 2010	Lessons learnt from global recession in the Indian context
2	International	Global Marketing Strategies and Practices	Nehru Institute of Management Studies , Coimbatore	8 <sup>th</sup> and 9 <sup>th</sup> October 2010	Green Marketing Issues and Strategies
3	National	Mobile Commerce – The Wheel of Economic Growth	St.Joseph's Institute of Management , Trichi	4 <sup>th</sup> and 5 <sup>th</sup> February 2011	Whether mobile marketing increases brand value of car?

4	International	Emerging Capital Markets : Issues and Challenges	Bharathidasan University , Trichi	8 <sup>th</sup> and 9 <sup>th</sup> January 2011	D-Effect – An Indian Experience
5	International	Globalization and Consumer Protection	Kalasalingam University , Krishnankoil	28 <sup>th</sup> and 29 <sup>th</sup> January 2011	The Role of Hallmarking towards the Consumer Protection on Gold
6	National	Teaching Pedagogy	MMA	21 <sup>st</sup> February 2011	Connotation of case study method in management education
7	National	The Rise of Indian Brands	SRM University , Chennai	8 <sup>th</sup> and 9 <sup>th</sup> September 2011	Impact of Brand Equity on CPD: An Empirical Investigation with special reference to car owners in Madurai District
8	National	ENTIME 2011	Sathyabama University	13 <sup>th</sup> and 14 <sup>th</sup> October 2011	Leveraging Micro Finance – A Convergence and /or Divergence
9	National	Banking and Insurance Vision -2020	Subbalakshmi Lakshmipathy College of Science	24 <sup>th</sup> January 2012	Key Factors Influencing Banc assurance Success – A Study with reference to Madurai District
10	International	Emerging Markets and Issue in Management	VIT University , Vellore	16 <sup>th</sup> March 2012	Empirical Analysis on Weak Form of Market Efficiency in Emerging Markets – An evidence from India & China
11	International	Management Issues in Emerging Economies	SASTRA University, Tanjavur	18 <sup>th</sup> of August 2012	A Study on Entrepreneurial Competencies among MBA Students in Madurai District
12	National	BEAT 2013	PSNA College of Engineering & technology, Dindigul	3 <sup>rd</sup> of May 2013	A Study on the Economics of Gold
13.	National	DABUR 2015	SCAD College of Engineering & Tech, Tirunelveli.		Gold investment: An insight into the herd behaviour of retail investors.
14.	National	BEAT 2014	PSNA College of Engineering & technology, Dindigul	8 <sup>th</sup> of October 2014	Gold investment: an insight into influencing factors and implications
15.	International		Sourashtra College of arts and Science	15 <sup>th</sup> March 2016	A study on the adoption of online banking - a factor approach.
16.	National	New	MKU	30 <sup>th</sup> of	The impact of perceived

		dimensions of Management in global era		March 2016	service and product quality on customer loyalty- A recommended model for jewellery chain stores in Madurai.
17.	International	Sustaining competitive edge on the Global scenario.	CHRIST University, Bangalore.	7 <sup>th</sup> of February 2017	synergic effect of customer satisfaction and customer loyalty-a tool for gaining competitive advantage in jewellery chain stores.
18.	National	BEAT 2017	PSNA College of Engineering & technology, Dindigul	21 <sup>st</sup> April 2017.	An empirical investigation of random walk theory in emerging Asian markets- An evidence from India and China.
19.	International	GLOBUSS 17	Amity School of Business, Amity University, New Delhi	2 <sup>nd</sup> of November 2017	An empirical investigation of gold price movement in India – a performance analytics approach.
20.	National	BEAT 2018	PSNA College of Engineering & technology, Dindigul	20 <sup>th</sup> April 2018	Pathway to Financial success: An empowerment model of financial well-being predictors for the college Students.
21.	International Conference	Transformation of Business, Management, Economy in Digital Era	Mangyakarasi College of Arts and Science, Madurai	19 <sup>th</sup> October 2019	An Empirical study on the Foundations of Financial Well-Being model among the College Students
22.	International Conference	Advanced Research in Banking and Business- Opportunities and challenges	K.P.R.School of Commerce and Management, Coimbatore	16 <sup>th</sup> & 17 <sup>th</sup> Feb 2022	An integrated Model of Financial well-being predictors for college students: A roadmap to financial success
23.	International Conference	Innovative Practices in Commerce, Management, Humanities and Technology	Patrician College of Arts and Science, Chennai	25 <sup>th</sup> & 26 <sup>th</sup> August 2022	Antecedents Of Subjective Well-Being Factors Among The Commoner: A Factfinding Study On Petrol Prices
24.	International Conference	Challenging Technologies and Changing business paradigm towards Sustainability- the 21 <sup>st</sup> century scenario	Marian Institute of Management, Kuttikannam	23 <sup>rd</sup> & 24 <sup>th</sup> Feb 2023	Pathway TO Academic Well-Being of College Students in the Digital Era: A Fact Finding Model on Effectiveness of Youtube as a Learning Tool

25.	International Conference	Challenging Technologies and Changing business paradigm towards Sustainability- the 21st century scenario	Marian Institute of Management, Kuttikkanam	1 <sup>st</sup> & 2 <sup>nd</sup> Feb 2024	Ripple effects of Soaring LPG Prices among the Commoner-An Introspective Study
	National conference	New horizons in commerce , finance , Economics and Information Technology	Mangyakarasi College of Arts and Science, Madurai	19.03.2025	A Study on the Role of Smart Consumption Behaviour in the Future of Electric Vehicle Adoption- A Sustainable Perspective
26	International Conference	Strategies for Business resilience	Department of Commerce, Christ University, Bangalore	24.07.2025 and 25.07.2025	An Investigative Study on the Challenges in Taxing Digital Assets in India

### **FDPs/ Seminars Attended**

S.No	Program Type	Title of the Program	Program conducted by	Program held at	Date
1	Faculty Development Program	Multivariate Data Analysis for Management Research	Ministry of Human Resource Development and AICTE	National Institute of Technology , Calicut	18-22 July 2011
2	Workshop	Research and Data Analysis Using SPSS	SPSS South Asia pvt.ltd , Bangalore	National Institute of Technology , Calicut	19 <sup>th</sup> July 2011
3	National Level Seminar	Pride 2011	R L Institute of Management Studies	R L Institute of Management Studies	19 <sup>th</sup> February 2011
4	National Level Seminar	Action research for teachers in Arts & Science College	centre of Educational Research, MKU	Madurai Kamaraj University	29 <sup>th</sup> & 30 <sup>th</sup> September 2011
5	Institutional Level	Faculty training on e-Filing	Department of Commerce	Lady Doak College, Madurai	4 <sup>th</sup> March 2017
6	7 Day National Level Online Faculty Development Program	ChatGPT & AI Tools for Educators,	Marian College Kuttikkanam (Autonomous) in association with The Kerala State Higher Education Council	Virtual	14 June to 21 June 2023
7	Workshop- International level	Start research with smart Artificial Intelligence (AI) Technology	Global Institute of Statistical Solutions	Virtual	2nd to 4th March 2024

**Publication Détails :****I. Book published**

S.No	Book Name	ISBN No	Month & Year	Title of the Paper
1	Social Media and Web Analytics	978-93-6163-834-3	May 2025	Shanlax Publications, Madurai

**II. Research Publications in Books :**

S.No	Book Name	ISBN No	Date	Title of the Paper	Page No
1	Global Marketing Strategies and Practices	978-93-80530-17-8	8 <sup>th</sup> and 9 <sup>th</sup> October 2010	Green Marketing Issues and Strategies	343
2	Globalization and Consumer Protection	978-81-905380-1-5	28 <sup>th</sup> and 29 <sup>th</sup> January 2011	The Role of Hallmarking towards consumer protection on Gold	707
3	The Rise of Indian Brands	978-81-921765-0-5	8 <sup>th</sup> and 9 <sup>th</sup> September 2011	Impact of Brand Equity on Consumer	7
4	Emerging Trends in Managerial Excellence	978-81-909042-4-7	13 <sup>th</sup> and 14 <sup>th</sup> October 2011	Leveraging Microfinance- Is it a Convergence and or Divergence?	197
5	Banking and Insurance Vision - 2020	978-93-80567-60-8	24 <sup>th</sup> January 2012	Key Factors Influencing Banc assurance Success – A Study with reference to Madurai District	86
6	Emerging Markets and Issues in Management	978-81-921178-7-4	16 <sup>th</sup> March 2012	Empirical Analysis on Weak Form of Market Efficiency in Emerging Markets – Evidence from India and China	96
7	New Dimensions of Management in the Globalized Era- 2016	978-93-85977-05-3	2016	The impact of perceived service and product quality on customer loyalty- A recommended model for jewellery chain stores in Madurai.	
8	Online Marketing of Services in the Globalization Era (Proceedings)	978-81-929458-4-2	2016	A study on the adoption of online banking - a factor approach.	
9.	Global Business strategies for sustainability	978-93-86608-18-5	2017	A empirical investigation of gold price movement in India- A performance analytics approach.	41-56
10.	Innovative Practices in Commerce,	ISBN: 978-93-9206-31-45	2022	Antecedents Of Subjective Well-Being Factors Among The Commoner: A Factfinding Study	p.29

	Management, Humanities and Technology			On Petrol Prices	
11.	Digitalization of Indian Financial Sector	978-81-19337-00-2	2023	Exploring the Metaverse in Fintech: A Journey into the Virtual Future	78

### III. Research Publication in Journals

S.No	Journal Name	ISSN No	Publication Date	Title of the Paper	Page no and Impact factor
1	Health	0017-8861	Feb'2011 issue	Mental Illness	10
2	Indian Journal of Finance	0973-8711	Volume:5 Number:8	Glittering facts of Gold	28
3	Indian Journal of Applied Research	2249-555X	Volume 1 , Issue 1 , October 2011	Investors' attitude towards physical and electronic form of Gold investment in South India	5
4	Zenith – International Journal of Multidisciplinary Research	2231-5780	Volume 2 Issue -2 ,February 2012	Whether Mobile Marketing increases the brand value of a car?	422
5.	Research Journal of Social Science & Management	2251-1571	Volume:02, Issue No:08, December 2012	A Study on Entrepreneurial Competencies among MBA Students in Madurai District	E-Journal
6.	International Journal of Marketing, Financial Services and Management Research	2277 6788	Vol:01 No:04, Oct-Dec Issue	Testing the Random Walk theory: An Indian Perspective.	54
7.	PSNA Journal of Business and system	2319-2909	Volume III, Jan-June 2013	A Study on the Economics of Gold.	1
8.	International Journal of Management research and review	2249-7196	Volume-IV, Issue-III, article 10, March 2014.	Financial literacy towards Banking products and services- a Survey.	E-journal327
9.	Global Journal of Commerce and Management perspective	2319-7285	April 30,2015.	An empirical investigation of random walks in Gold price movement.	
10.	PSNA Journal of Business and system	2319-2909	Volume III, Issue X Jan-June 2017	An empirical investigation of random walk theory in emerging Asian markets- An evidence from India and China.	
11.	PSNA Journal of Business and system. UGC approved Journal No:64501	RNI NO:TNEN G/2011/36 4182319-2909	Volume II, Issue I April 2018	Pathway to Financial success: An empowerment model of financial well-being predictors for the college Students.	46

12.	ROOTS-International Journal of Multi Disciplinary Researches. UGC Approved Journal No:48991	ISSN:2319-2909		Role of Banks in the promotion of Financial inclusion- A sentimental analytics approach.	46 & 3.48
13.	Journal of the ASIATIC Society of Mumbai	ISSN:0972-0766	Vol: XCV No:20, July 2022	An integrated Model of Financial well-being predictors for college students: A roadmap to financial success	117
14.	Humanities and Social Science Studies	ISSN 2319-829X	Vol. 13, Issue 1, No. 3, January – June: 2023	Farmer Producers Organisation - A New Epoch of Inclusive Growth	14
15.	International Journal of humanities, Law and Social Sciences	ISSN 2348-8301	Vol. X, Issue I(F) : 2023	The effect of Perceived Service Quality And Customer Satisfaction on Building Brand Loyalty: An Empirical Investigation on Jewellery Stores in South India	28
16.	<i>South India Journal of Social Sciences</i>	ISSN: 0972-8945	VOL:XXI, NO:7, JANUARY-JUNE 2023	Antecedents of Subjective Well-Being Factors among the Commoner: A Fact Finding Study on Petrol Prices	163
17.	South India Journal of Social Sciences	ISSN: 0972 – 8945	Vol. XXI, No.12, July – December: 2023	Enhancing Undergraduate Learning: A Study of Hybrid Learning Effectiveness and Assessment Model	151
18.	International Journal for Multidisciplinary Research	E-ISSN: 2582-2160	Volume 6, Issue 5, September-October 2024	Exploring Academic Well-Being of College Students in the Digital Age: Evaluating Youtube's Impact as an Educational Resource	1
19.	International Journal for Multidisciplinary Research	E-ISSN: 2582-2160	Volume 7, Issue 3, May-June 2025	A Study on Work Life Balance of Women in Madurai District	1

#### IV. Publication in Websites :

S.NO	Article Number	Title of the Paper	Month& Year	Website
1.	1244	Decoupling in Indian economy	December 7 <sup>th</sup> of 2010	Indianmba.com
2.	1246	Savings and investments	December 11 <sup>th</sup> of 2010	Indianmba.com
3.	1251	Gold Vs Nifty & crude	December 11 <sup>th</sup> of 2010	Indianmba.com

4.	1268	Stock trading system-An Indian Perspective	December 23 <sup>rd</sup> of 2010	Indianmba.com
----	------	--	-----------------------------------	---------------