

Faculty Profile



Dr. P. Shalini, MBA, LLB, Ph. D, (FPMPT, IIM Rohtak)
Associate Professor, MBA Department

HIGHLIGHTS:

- Number of Journal Publications: 18 Scopus, ABDC -2, 12 other indexed
- H-Index: 3
- Project Funding Received: NIL (Seminar funding of Rs 2lakhs from ICSSR)
- Patents Published: 370338-001/ published on 10/01/2023

PROFESSIONAL LINKS:

- Scopus ID: 57192238892
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=57192238892>
- Google Scholar ID: <https://scholar.google.com/citations?user=uF5LIikAAAAJ&hl=en>
- Anna University Faculty ID: TSBA 080
- AICTE Faculty ID: 1-43852861790
- Anna University Supervisor ID: NIL
- LinkedIn: <https://www.linkedin.com/in/shalini-premchandran-2b15a3a2/>

PROFESSIONAL BACKGROUND:

- Teaching Experience to date: 20 years
- Industrial Experience: Practiced law for 3 years

AREA OF SPECIALIZATION: Marketing Research

Ph.Ds AWARDED WITH DETAILS:

S: No	Name of Scholar	Title of Thesis	Year of Completion	Full- Time/Part- Time
1	SK Kamalakhannan	Role of Emotional intelligence On Workplace Spirituality of Managers in Automobile industry with Reference to Kancheepuram District.	2015-2020	PT
2	Sapna Kumari	Measuring the Relationship Quality and Determinants of Cross Buying Intention in the Banking Sector.	2016-2020	FT
3	Nasima S	Determinants of Women's Empowerment and the Mediating Effect of Self-Esteem	2018-2022	FT

4	Sapna Srikumar	Retention Strategies for Retaining Women Employees in Select Service Sectors	2017-2022	PT
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PATENTS PUBLISHED/GRANTED: 370338-001/ published on 10/01/2023

COURSES CERTIFIED: UT.7.01x: Foundations of Data Analysis, 15.071x: The Analytics Edge both from EDX

ACHIEVEMENTS AND AWARDS:

- Completed a mini project on Women empowerment funded by Vels Seed Grant in Sept.2018 (RS. 35,000)
- Organized the International Conference on **Social-Media: Driving Changes in Business and Society** on Dec 19th and 20th, 2013, funded by the **Indian Council for Social Science Research (Rs.2 Lakhs)**
- Received an award for teaching excellence during the Indo-Global Education Summit & Expo on 22nd July 2017, organized by The Indus Foundation, Hyderabad.

SPECIAL SESSIONS DELIVERED: Career advancements to UG students at Vels University

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- **21 conferences and presented papers**
- Presented paper- The Demographic Analysis of Private Labels Consumer Durables Consumers in India, presented at **IIMI-NASMEI Summer Marketing Conference, 2017.**
- **Book of Abstracts: 2017 IIM Indore-NASMEI Summer Marketing Conference, Emerald Group Publishing (India) Private Limited, ISBN: 978-1-78635-416-7**

PROFESSIONAL MEMBERSHIPS: MMA: 2636

OTHER DETAILS (If any):

Pursuing FPMPT program at IIM Rohtak and submitted an article to the Journal of Consumer Psychology, which is under review.