

Faculty Profile



Dr. P Shalini, B.Sc (Agri), MBA, Ph. D, LL B
Associate Professor- MBA

HIGHLIGHTS:

- Number of Journal Publications: 18 Scopus, 2 ABDC, and 24 others
- H-Index: 3
- Project Funding Received: Nil
- Patents Published: 1
- Patents Granted: Nil

PROFESSIONAL LINKS:

- Scopus ID: 57192238892
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=57192238892>
- Google Scholar ID:
https://scholar.google.com/citations?hl=en&user=uF5LIikAAAAJ&view_op=list_works&gmla=ABOIHiyOFzoLBPM-RVXKPHX0IMYdVwVrntYoHpS8VODFPFHVyVr8MQ0DmhmOnhR98IEv7fvPeKCzjVZpqjI1qr9e
- Anna University Faculty ID:
- AICTE Faculty ID:
- Anna University Supervisor ID: NA
- LinkedIn: <https://www.linkedin.com/in/shalini-premchandran-2b15a3a2/>

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 22 Years
- Industrial Experience: Nil

INTERNATIONAL EXPOSURE:

- NIL

AREA OF SPECIALIZATION:

- Marketing Management
- Customer Relationship Management
- Legal Aspects of Business
- Consumer Behaviour

SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:

- ICSSR (APPLIED): NIL
- PATENTS PUBLISHED/GRANTED: Application No. 202541001362 A
- Patent Design: 370338-001/ published on 10/01/2023

ACHIEVEMENTS AND AWARDS:

- Teachers' **Excellence Award**, awarded by *The Immaculate* and *Rotary Club of Madras Silver Beach*, 2020.
- Teaching **Excellence Award**, awarded at the *Indo Global Education Summit & Expo*, 2017.
- 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)

SPECIAL SESSIONS DELIVERED:

Branding and Packaging session to Entrepreneurs, FPOs, on 19.9.25 in collaboration with TNAPEX

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- Attended ATAL FDP organized by Saveetha Engineering College from August 8th to August 13th
- Attended CRM training program in ZOHO from 1st July, 2025, to 16th July, 2025, at their premises.
- Attended the Management Development Program on “Achieving High-Quality Research Publications” held at Xavier Institute of Management and Entrepreneurship, Bangalore, from June 28th to 30th, 2023.
- Participated in the Online Workshop on “BBA & MBA Rural Management Curriculum Design” organized by Mahatma Gandhi National Council of Rural Education (Department of Higher Education, Ministry of Education, Government of India) in collaboration with the Entrepreneurship Development Cell, Yogi Vemana University, Kadapa, Andhra Pradesh, on 4th December 2020.
- Attended the FDP on Paper Development Workshop organized by IIM Rohtak from 26th to 28th July 2019.
- Participated in the FDP on Creative Pedagogy organized by IQAC, VISTAS, on 29th and 30th June 2018.
- Attended the Entrepreneurship Orientation Program organized by the School of Management Studies in association with the National Small Industries Corporation (NSIC) on 14th February 2018.
- Attended a two-day Workshop on Business Analytics organized by VIT, Chennai, on 16th and 17th December 2017.
- Participated in the Workshop on “Prevention and Response to Sexual and Gender-Based Violence” organized by the School of Management Studies, Vels University, from 30th August to 1st September 2017.

- Attended the Pre-Conference Workshop on “Teaching with Cases” organized by IIM Indore during the NASMEI Summer Marketing Conference on 27th July 2017.
- Participated in the Faculty Development Program on Pedagogy and Research Methodology at Vels University from 30th June to 1st July 2017.
- Completed a seven-day Faculty Development Program on Structural Equation Modelling and Qualitative Research at JRE, Noida, from 15th to 21st June 2016.
- Attended the FDP on Structural Equation Modelling & Preparation of Project Proposals for funding organized by Vels University on 4th February 2017.
- Participated in the FDP on Case Method Teaching organized by the Madras Management Association and the Case Research Society of India on 4th December 2013.
- Attended the Workshop on “Research Techniques in Management” organized by the Department of Management Studies, CK College of Engineering and Technology, Cuddalore, on 24th and 25th May 2013.
- Participated in the Workshop on “Corporate Governance” jointly organized by the Institute of Company Secretaries of India and D.B. Jain College on 1st September 2012.
- Attended the Seminar on “New Growth Avenues to Reach the Masses” organized by FICCI at Hotel Residency Towers, Chennai, on 25th September 2012.
- Participated in the Workshop on “How to Create Pedagogically Sound Mind Maps and Use them for Science Popularization” at B.S. Abdur Rahman University on 12th July 2012.
- Attended the FDP on “Case Study Analysis – The Quest for Business Solutions” at KVCET on 11th August 2012.
- Participated in the Two-Day Workshop on “Equity Investment with a Risk Control Mechanism through Derivatives Management” at KVCET on 16th and 17th February 2012.
- Participated in the Workshop on “Intercultural Business Management” organized by Alpha Foundation at Hotel Savera, Chennai, on 1st October 2011.

Conferences Attended

- Presented a paper titled “*Systematic Literature Review on Marketing Analytics*” at **ICEAT 2024 – AIP 2024**, held on 27–28 September 2024. Organized by Malla Reddy College of Engineering, Secunderabad, in collaboration with OSJET, Samarkand State University (Uzbekistan), and Manipal University College, Melaka (Malaysia).
- Presented a paper titled “*Digital Campaigns of O3M*” at the **International Conference on Emerging Trend Technologies for Sustainable Growth and Development in Commerce, Business, Management, and Entrepreneurship**, on 10 July 2022.
- Presented a paper titled “*Brand Involvement and Personality Traits to Enhance Cross-Buying*” at the **International Conference on Sustainable Development and Social Innovation in Business**, University School of Business, Chandigarh University, Punjab, 25–26 February 2019.
- Presented a paper titled “*Role of HR Practices towards Organizational Efficiencies with respect to Manufacturing Industries in and Around Chennai*” at the **4th National HR Conference on HR 360 – Talent, Technology, and Ideas**, Jain College, Bangalore, on 28 February 2019.
- Presented a paper titled “*Cross-Buying Intention and Customer Retention in the Service Sector*” at the **National Conference on Technology-Enabled Teaching and Learning in Higher Education**, VISTAS, Chennai, on 15 February 2019.
- Presented a paper titled “*A Conceptual Model on Cross-Selling and Cross-Buying in the Banking Sector*” at the **International Conference on Technological Mapping of**

E-Commerce in the Global Perspective, Saveetha Engineering College, on 27 December 2018.

- Presented a paper titled “*The Role of Contextual Factors and Situational Constructs on Cross-Buying Behavior in the Banking Sector*” at the **APP 7th Annual Convention and Indo-US Conference**, School of Pharmaceutical Sciences, VISTAS, July 2018.
- Presented an article titled “*Food Grain Storage Management System*” at **ICCTDSV 2018**, Department of Computer Science, VISTAS.
- Presented a paper titled “*The Role of Contextual Factors and Situational Constructs on Cross-Buying with respect to the Banking Sector*” at the **National Conference on Recent Advances in Science, Engineering, and Management**, Tagore Engineering College, Chennai, 28 March 2018.
- Presented multiple research papers at the **International Conference on Innovation and Sustainability in Business and Management**, School of Management, Vels University, 16–17 February 2017:
 - *Health and Wellness Tourism in India*
 - *Effect of Job Stress on Private Sector Employees*
 - *Determinants of Employee Engagement in an Automobile Industry in Chennai*
 - *Adoption of Perceived Risk and Perceived Benefit in Mobile Banking*
- Presented a paper titled “*The Demographic Analysis of Private Label Consumer Durables in India*” at the **IIM Indore–NASMEI Summer Marketing Conference 2017**, Emerald Group Publishing, ISBN: 978-1-78635-416-7.
- Presented a paper titled “*A Multifaceted Indian Middle Class and India’s Growth Story*” at the **National Conference on Big Data & Business Analytics in E-Commerce**, Vels University, Chennai, 5–6 May 2016.
- Presented a paper titled “*A Study on Employee Perceptions of Job Satisfaction with Reference to the IT Industry*” at the **International Conference on Synchronizing Management Theories and Business Practices: Challenges Ahead**, Annamalai University, 27–29 July 2012.
- Participated in the **CII Logistics Summit 2012 – Next Generation Supply Chain: Challenges and Opportunities**, Le Royal Méridien, Chennai, 12–13 June 2012.
- Attended the **HR Conclave on HR Strategies for 2013: Understanding the Forces Shaping the World of Work**, organized by MMA, Hotel Vivanta by Taj Connemara, Chennai, 19 December 2012.
- Participated in a seminar titled “*New Growth Avenues to Reach the Masses*”, organized by FICCI at Residency Towers, Chennai, 25 September 2012.
- Presented a paper titled “*Entrepreneurial Attitudes among B-School Students*” at the **National Conference on Management Perspectives in Differentiated Global Economic Performance**, KVCET, Chennai, 21 October 2011.
- Presented a paper titled “*Paradigm Shift in the Educational System*” at the **International Conference on Paradigm Shift in Contemporary Management Education**, Department of Management Studies, Fathima College, 11–12 January 2010.
- Presented a paper titled “*Consumer Protection and its Impact on Advertising – National Experience*” at the **International Conference on Globalization and Consumer Protection**, organized by the Department of MBA, Kalasalingam University in association with IIPA, New Delhi, 28–29 January 2010. Published by the Centre for Consumer Studies.

PROFESSIONAL MEMBERSHIPS:

- MMA- Membership no. 2636