

Essential Faculty Profile Information

1. Professional Photograph



2. Basic Information

- Full Name: Dr. P Shalini
- Designation: Associate Professor
- Department: Management Studies
- Employee ID (optional): TSBA080
- Years of Teaching Experience: 23
- Industry Experience (if any): NIL

3. Educational Qualifications: MBA, LLB, PHD

4. Areas of Specialization: Marketing

5. Faculty Research Dashboard (Maximum 300 Words)

Dr. P. Shalini is an accomplished academic, researcher, and educator whose career reflects a unique blend of scholarship, leadership, and industry relevance. With more than two decades of experience spanning higher education, research, administration, and legal practice, she has consistently demonstrated a commitment to advancing management education and fostering student success. Currently serving as an Associate Professor at Saveetha Engineering College, she has previously held leadership positions and worked all over India. Her academic journey is distinguished by a Ph.D. in Management, ongoing FPM studies at IIM Rohtak focused on Perceived Movie Coolness. Dr. Shalini's research contributions span brand management, consumer behavior, social media analytics, sustainability, women's empowerment, and emerging digital technologies. She has published extensively in Scopus-indexed and ABDC-listed journals, authored a book, contributed to international book chapters, and secured research funding from ICSSR for a conference. Beyond publications, she has organized international conferences, mentored numerous postgraduate research projects, and trained faculty and students in advanced research methodologies. Proficient in analytical tools such as SPSS, AMOS, Biblioshiny, Gephi, VOSviewer, and R Studio, she combines methodological rigor with practical insight.

Her contributions have been recognized through awards for teaching excellence and research leadership. Known for her interdisciplinary approach, intellectual curiosity, and passion for nurturing future leaders, Dr. Shalini continues to make meaningful contributions to academia through innovative teaching (simulations, case studies), impactful research (Scopus, ABDC), and a steadfast commitment to lifelong learning and knowledge creation.

6. Professional Identifiers

Provide clickable links for:

- Scopus Author ID: 57192238892
- ORCID ID: orcid.org/0000-0002-7510-0407
- Google Scholar Profile:
https://scholar.google.com/citations?hl=en&user=uF5LIkAAAAJ&view_op=list_works&gmla=ABOIHiyOFzoLBPM-RVXKPHX0IMYdVwVrntYoHpS8VODFPFHVyVr8MQ0DmhmOnhR98IEv7fvPeKCzjVZpqjI1qr9e
- Web of Science Researcher ID: NIL
- Vidwan Profile:
- LinkedIn Profile: <https://www.linkedin.com/feed/>
- **7. Contact Information**
- Official College Email ID: shalinip@saveetha.ac.in

8. Updated Resume/CV

- Downloadable PDF Resume

9. Academic Contributions

- Subjects Handled: Legal Aspects of Business, Marketing Management, Strategic Management
- Conference Presentations: 20
- FDPs/Workshops Attended: 8
- FDPs/Workshops Conducted: 1
- Guest Lectures Delivered: 5

10. Membership in Professional Bodies: 1

11. Awards and Recognitions

- Best Faculty Awards: 2
- Research Excellence Awards: 1

- Appreciation Certificates: 2
- Academic Achievements: NIL

12. Research Metrics Dashboard/ Publication Repository

Display:

- Total Publications: 35
- Scopus Publications: 23
- Citation Count: 33
- h-index: 3
- i10-index: 1

13. Current Responsibilities

- Class Coordinator
- IQAC Member
- Research Coordinator
- Placement Coordinator
- Conference Coordinator

14. Recent Activities (Dynamic Section)

Show latest:

- Publications:
Shalini, P., Gokilavani, R., Durgarani, M., Manokaran, D., Catherine, S., & Selvi, K. (2026). *Systematic review of online brand advocacy's (OBA) antecedents and consequences. Indian Journal of Information Sources and Services*, 16(1), 691-701.
- Conferences:
Shalini, P., Sudha, S., Vennilaa Shree, S., & Catherin, T. C. (2026). Systematic literature review on marketing analytics. *AIP Conference Proceedings*, 3345, 020157.
<https://doi.org/10.1063/5.0299789>
- FDPs:
- Guest Lectures:
- Awards: NIL
- Consultancy Projects: NIL