

**Dr. SHYAMALA K**

**Assistant Professor**

**Department of B.com (CS), ShrimathiDevkunvarNanalal Bhatt College for women, Chromepet, Chennai-44 . Email:**

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- Possessing **10years of teaching experience** as an Assistant Professor in UG department of B.Com (CS)
- Presently Holding Position of Head in charge from the academic year 2019.
- **College Admission Co-ordinator** for the academic year 2020-2021
- **Valuation Camp member** for the year 2020-2021
- **College Union Vice- President** for the year 2017-2018.
- Staff club secretary for the year 2018 - 19
- **Department Association Vice President**
- **CMA – Co-ordinator from 2018 December**
- FinMark Certificate Course Co-ordinator from 2019

#### **Academic Qualifications**

Division / Exam Passed	Board/ University	Subject	Year	Grade/Merit
B.Com	Bharathidasan University	Commerce	2000	First
M.com	Annamali University	Commerce	2003	First
M.Phil	Bharathidasan University	Commerce	2004	First
M.B.A	Annamali University	Management	2012	First
Ph.D	University of Madras	Commerce	2018	First
M.Sc	Sports University	Yoga	2019	First

#### **Teaching Experience:**

<b>Courses Taught</b>	<b>Name of University/ College/ Institution</b>	<b>Duration</b>
B.com (CS)	SDNB Vaishnav College for Women, Chromepet, Chennai-44	From 2010 to till date

### Research Work

<b>Research Stage</b>	<b>Title of work / Thesis</b>	<b>University where the work was carried out</b>
Ph.D completed in 2018	Impact of social media marketing on adolescent consumer attitude- A study with reference to Chennai City	University of Madras

### Journal Publications

<b>S.No</b>	<b>Title</b>	<b>ISSN No</b>	<b>Date and Month</b>
1	Mobile Banking Adoption is an Emerging Trend: An Analytical study of young Indian customers  Dr.K.Shyamala, Assistant professor, SDNB.Vaishnavcollege, Mob: 9840759739, E-mail id: saatvikram@gmail.com	ISSN NO: 1301-2746  ADALYA JOURNAL  <a href="http://adalyajournal.com/">http://adalyajournal.com/</a>	Volume 8, Issue 10, October 2019
2	Opportunities and challenges of Digital Transition - A study with special reference to unorganized retailers in Chennai  Dr.K.Shyamala, Assistant professor, SDNB.Vaishnavcollege, Mob: 9840759739, E-mail id: saatvikram@gmail.com	ISSN NO: 0886-9367  The International journal of analytical and experimental modal analysis	Volume XI, Issue IX, September/2019  Page No:4110
3	Digital transformation of Indian Business - An analysis  Dr. S. Seethalakshmi, Dr. K. Shyamala Associate Prof essor, Department of Commerce (Self Finance) S.D.N.B.Vaishnav College for Women, Chromepet, Chennai	ISSN : 1430-3663  GISBusiness	VOL 14 Issue 6 November-December - 2019  <b>Page No: 116</b>

	–600 044  Assistant Professor and Head Department of BCOM Corporate Secretaryship ( Self Finance) S.D.N.B. Vaishnav College for Women, Chromepet, Chennai – 600 044		
4	<b>Smart Phone Addiction among Indian Youth</b> <b>K. Shyamala and S. Seethalakshmi</b> S.D.N.B. Vaishnav College for Women, Chromepet, Chennai-600 044, India E-mail: saatvikram@gmail.com	<b>Indian Journal of Ecology (2020) 47</b> <b>Manuscript Number: S-309</b> <b>NAAS Rating: 4.96</b>	<b>Special Issue (9): 102-107</b>
5	India two Wheelers Go Electric-Setting Stage for the E-Revolution S.Seethalakshmi, K. Shyamala	International Journal of Innovative Technology and Exploring Engineering (IJITEE)	ISSN: 2278-3075, Volume-8, Issue-11S, September 2019
6	Benefits and Challenges of Online Food Ordering and Delivery Service - with Special Reference to Working Women in Chennai K. Shyamala, R. Subhasri	International Journal of Recent Technology and Engineering (IJRTE)	ISSN: 2277-3878, Volume-8 Issue-4S3, December 2019
7	Influence Of Occupational Stress On The Work Performance Of Restaurant Employees  <b>Dr. K. Shyamala, Dr. T. Devi Kamatchi</b>	INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH	ISSN 2277-8616 VOLUME 8, ISSUE 12, DECEMBER 2019
8	Effect of Innovative Marketing Communication on Indian Consumer Preference (a study with Special Reference to Facebook advertisement) *Dr.K.Shyamala **Fathima Farhana S.I	Our Heritage UGC Care Listed Journal	ISSN: 0474-9030. Vol 68, Issue 47, Feb 2020.
9	Millennial Indian Shopper's Preference and Perception of Herbal Health Care Products –An Empirical Study Dr.Shyamala SDNB Vaishnav College for Women, Tamil Nadu	Our Heritage	ISSN: 0474-9030 Vol-68 -Issue – 62- February-2020