

**Name:PADMASHREE.P**

Designation: Assistant Professor

Specialization:Marketing**Email :**Padmashree_P@cms.ac.in
Padmashreep.87@gmail.com**LinkedIn :**[linkedin.com/in/padmashree-p-b90349282](https://www.linkedin.com/in/padmashree-p-b90349282)**Qualification**

Ph.D. (Marketing) (Pursuing)-Mother Teresa Women's University, Kodaikanal.

M.com (Finance)-Karnataka State Open University.

B.com(Accounts)-Bangalore University

Work Experience**Career Summary**

Seeking a challenging environment that encourages and provides exposure to new ideas and doing it to the best of my ability and knowledge which stimulates personal and professional growth.

a) Teaching:

I have more than **10 years** of Teaching Experience in Commerce. Experienced in handling Students issues and diversified group.

- ❖ worked in Jain college, kanakapura branch in the year 2012 to 2013.
- ❖ Joined C.B.Bhandhari Jain college, K.R.road from 2013 to June 2023.

b) Industry:

Worked as a Senior executive in Team Lease for 1 year 10 months.

Courses Facilitated & Taught

Principle and practice of Management

Marketing and service management

Service Management

EDP

Law and Practice of Banking

Stock and Commodity market

Organizational behavior

Business Ethics

Marketing Management

Business Environment

Digital Marketing

<p><u>Member on Committees / Editorial Boards</u></p> <p><u>Committees</u></p> <p><u>Editorial Board</u></p> <p><u>Professional Memberships</u></p>	<p>NA</p>
	<p><u>Research Interest:</u> Marketing, Digital Marketing and Management topics</p>
	<p><u>Research Publications:</u></p> <p>Published an article in ABDC Journal</p> <p>(Journal of Informatics Education and Research)</p> <p>Title :</p> <p>Changing Pricing strategies and its impact towards buying behavior: An Empirical Study with reference to OTT and E-Pharmacy.</p>
	<p><u>Articles / Case Studies</u></p>
	<p><u>Consultancy / Projects</u></p>
	<p><u>Articles</u></p>

Books / Chapters

Book

Title:Hand Book of Modern Marketing,

Co-authored the book.

ISBN:978-93-5747-684-3

Activities

Published PATENT:

Title: AUTOMATED MARKETING PLATFORM UTILIZING NATURAL LANGUAGE PROCESSING AND BEHAVIORAL ANALYSIS FOR PERSONALIZED CONSUMER ENGAGEMENT

Application no:202341056924 A

Publication Date:08/09/2023

Recognition / Awards

Young Faculty Award by Deccan International Academic Publisher Awards-2023.

Registration ID:DJA2023A3004

Seminars and Conferences Attended

Paper Presentation:

1. National conference on Contemporary issues in capital market MOTHER TERESA UNIVERSITY, KODAIKANAL Title " Consumers and Retailers perception on digitalization" on 15.06.2021.
2. Participated in Two Days International Conference on "Emerging Marketing Trends in 75 years of Independent India" organized by Nadar Saraswathi college of Arts & Science college, Theni on 08.09.2022. ISBN no: 978-93-5701-453-3
3. Participated in Two Days International Conference on "Data Analytics in Business, Marketing and Finance" organized by Nadar Saraswathi college of Arts & Science college, Theni on 09.02.2023 ISBN no:978-81-959098-4-1
4. A paper titled "Is Education a pragmatic approach to society" in one day multidisciplinary National Conference on 25.10.2019. ISSN: 2249- 8672
5. Presented an article in College Magazine titled "Digital Ecommerce ANNUAL college magazine 2019, CBBJC COLLEGE MAGAZINE
6. Presented a paper in Two Days International Conference on Exploring the Significance of Commerce in Today's World, Nadar Saraswathi College of Arts and Science, Vadaputhupatti, Theni, on 11th Sept 2023. ISSN:2395-0625.
7. Presented a paper in Two Days National Conference on India's journey towards Trillion economy opportunities and Challenges, AMC college of Management held on 25th September 2023.

FDP:

1. Research methodology: development, questionnaire design and analysis using structural equation modeling on 08.02.2021, Adarsh AMIT college
2. One-week FDP on "Academic Writing" on 10.05.2021 to 16.05.2021 , Ramanujan College, university of Delhi
3. One- week virtual International FDP on "Innovation, IPR, Technology Development and Entrepreneurship" on 09.06.2021 to 14.06.2021, St. Claret College, Bengaluru

National Webinar

1. How to write and Publish research article, Government college for

women,Chintamani on 126.03.2021

2. The art and science of choosing an effective research design and qualitative methods, Presidency university on 06.02.2021.

3.International Webinar on “Digital Humanities”,Seshadripuram Evening Degree college on 04.05.2021.

4.“The Art and Science of choosing and Effective Research Design and Quantitative Methods” on 06.02.2021, Presidency University.

5.Webinar on “India -A Leading Destinations for FDIs? held on 28.05.2021,Dayananda Sagar Academy of Technology and Management”

Workshop

- International virtual workshop on research paradigms,St.Franciscollege,Koramangala on 03.05.2021 to 08.05.2021.
- National Level online workshop on “Reference Management and research visibility”SSMRV college,R.V.Educational institution on 06.05.2021 & 07.05.2021

Online Certifications and Webinars

Online training Program’s attended

30 Hours online training on “Research and Publication Ethics” (Under PMMMNMTT) scheme, Govt of India on 15.03.2021 to 22.03.2021 organized by Central University of South Bihar, Bihar

Refresher’s Course

Two weeks National Interdisciplinary course “Research methodology and Data Analysis”held on 24.03.2021 to 07.04.2021,Ramanujan College university of Delhi