

BIODATA

1. Name Dr. M.Sharmila
2. Designation Associate Professor
3. Department Commerce
4. Correspondence Address 13A, Vettum Puli Lane,
Salai Road, Woraiyur
Trichy – 620 003
5. Email and Contact number dr.sharmilanct@gmail.com
9940285994 / 7010577586
6. Date of Birth 15-06-1967
7. Gender Female
8. Category (Gen/SC/ST/SCA/DNC/MBC/BCM/BC) BC (M)
9. Whether differently abled No
10. Academic Qualification

Subject	University/Institution	Year	% of Marks
B.Com	Bharathidasan University	1987	67
M.Com	Bharathidasan University	1991	72
M.Phil - Commerce	Madurai Kamaraj University	1995	85%
Ph.D	Bharathidasan University	2003	--

11. Ph.D thesis title Functional Management of Leather Industries in Tamil Nadu –
A research assessment
Guide's Name Dr. S. Hariharan
Institution/ University Bharathidasan University
Year of Award August, 2003

12. Work Experience

S. No	Position held	Name of the Institute	From	To	Pay Scale
1	Assistant Professor	National College, (Autonomous)	01.09.2007	31.08.2011	6000
2	Assistant Professor (SS)	National College, (Autonomous)	01.09.2011	31.08.2016	7000
3	Assistant Professor (SG)	National College, (Autonomous)	01.09.2016	31.08.2019	8000
4	Associate Professor	National College, (Autonomous)	01.09.2019	Till date	9000

13. Professional Recognition/ Award/ Certificate/ Fellowship received by the applicant

1. Board of Studies member – Jamal Mohamed College (Autonomous), Trichy

2. Orientation Course:

- Academic staff college Bharathidasan University, Trichy – 620 023 – 28 days (1-11-2008 to 28-11-2008)

3. Refresher Course:

- UGC –HRDC, Bharathidasan University, Trichy – 620 023 – 21 days (10-11-2010 to 30-11-2010)
- UGC –HRDC, Pondicherry University, Trichy – 605 014 – 21 days (4-12-2015 to 24-12-2015)
- UGC –HRDC, Bharathidasan University, Trichy – 620 023 –14 days (7-02-2023 to 20-02-2023)

14. Publications

S. No.	Author(s)	Title	Name of Journal	Volume	Page	Year
1	Dr. M.Sharmila & K. Banu Latha	An empirical study on consumer behavior towards purchase of Home Appliances – A case study of Thiruvallur District	Innovative Trends in Business Practices for sustainable development	-	665-672	2016
2	Dr. M.Sharmila & K. Banu Latha	An empirical study on factors influencing brand loyalty with special reference to fast moving consumer products	Native Economy Commerce and Trade	-	340-342	2016

3	Dr. M.Sharmila & R. Sankar	Growth strategies for improved performance of Retail Sector	Jamal Academic Research Journal an Interdisciplinary	-	109-112	2016
4	Dr. M.Sharmila & R. Sankar	A study on cutomer's expectations in hotel industry in Trichy districts	Emperor International Journal of Finance and Management research	3	178-185	2017
5	Dr. M.Sharmila & S. Gayathiridevi	A study on brand preference towards various consumer durable products of LG in Tiruchirappalli city	Emperor International Journal of Finance and Management research	3	218-131	2017
6	Dr. M.Sharmila & K. Banu Latha	A study on consumer behavior with respect to brands in Online shopping of Durable and Non-Durable products	International Journal of Research and Analytical Reviews	5	85-91	2018
7	Dr. M.Sharmila & K. Banu Latha	Role of intellectual property rights in brand protection in India	International Journal of Scientific Research and Reviews	7	71-78	2018
8	Dr. M.Sharmila & S. Gayathiridevi	A study on consumer behavior towards Organized Retail Outlets with reference to Tiruchirappalli City	International Journal of Management and Social science	8	232-236	2018
9	Dr. M.Sharmila & S. Gayathiridevi	A study on impact of Advertisement on Consumer Behaviour with special reference to Consumer Durable goods in Tiruchirappalli city	Journal of Management Research and Analysis	6	123-129	2019
10	Dr. M.Sharmila	A study on impact of social media towards	Global developme	-	270-275	2019

		consumer purchase decision with reference to Trichy City	nt review			
11	Dr.M.Sharmila & S.Grace Buela	A study on customer perception towards customer relationship management in Reliance stores in Tiruchirappalli	Sambodhi UGC Care Journal	43	91-96	2020
12	Dr.M.Sharmila & S.Grace Buela	Retail industry in India with reference to Reliance retail Ltd.	Kala: The Journal of Indian Art History Congress	-	129-133	2020
13	Dr.M.Sharmila & K. Gangadharan	Factors influencing marketing applications in Global Trends in Tourism sector	AIMS Journal of Research	18	71-77	2023

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Total citations

15. Details of patents - Nil

16. Books/ Reports/Chapters/General articles etc - Nil

S. No	Title	Author's Name	Publisher	Year of Publication

17. Research guidance

Ph.D. : Awarded : 3

Submitted : Nil

On going : 5

M.Phil. : Awarded : 11

M.Com.Dissertation : Awarded : 30

Place: Trichy

Date: 24.07.2024

Signature