



Sri SAI RAM INSTITUTE OF TECHNOLOGY

An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
 Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution
 Sai Leo Nagar, West Tambaram, Chennai - 600 044. www.sairamit.edu.in



Name : Dr. S. Helen Roselin Gracy
 Designation : Associate Professor
 DOB : 14/12/1978
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 Qualification :



UG	B.E/B.Tech/B.Sc./ B.A./BBA/B.Ed.	Date of Completion	University	Class
	BBA	1999	Bharathidasan University	I
PG	M.E/M.Tech/M.Sc./ M.A./MBA/M.Ed.	Date of Completion	University	Class
	MBA	2001	Madurai Kamaraj University	I
M.Phil	M.Phil	2009	Bharathidasan University	I
Ph.D	Date of Completion	Field of Specialization	University	NA
	27/10/2020	Marketing	Bharathiar University	
SLET Marks	NET Marks	Date of Eligibility	18/09/2012	
-	68			

Area of Specialization	: Marketing, Finance
Research Interest	: Consumer Behaviour (Marketing)
Experience in years	Teaching <input type="text" value="19"/> Research <input type="text" value="9"/> Industry <input type="text" value="-"/> Others <input type="text" value="-"/>

Courses Taught in UG / PG Level	: 1. POM 2. International Business Management 3. Marketing Management 4. Professional Ethics in Engineering		
No. of Workshop /Conferences/ FDP attended	Workshop <input type="text" value="3"/>	Conferences <input type="text" value="10"/>	FDP <input type="text" value="8"/>
No. of Workshop/ Conferences/ FDP Organized	:Workshop <input type="text" value="-"/>	Conferences <input type="text" value="-"/>	FDP <input type="text" value="1"/>
Professional Membership	: ISTE, IEEE		
Publications	No. of papers published in National Journals / Conferences :2		
	No. of papers published in International Journals / Conferences:16		
	No. of Books published :3		
	Name of the Book	ISBN No:	Year of Publication
	1. Chapter contribution- "Comparative Analysis of Equity Share Price on Public and Private Sector Bank"	New Age Challenges and Opportunities in Social Science INSC International Publishers , PP:23-28 ISBN : 978-93-93364-31-9	2021
	2. Edited a book titled, Impact of covid -19 on Global Economy	Publishers: SIMS, ISBN : 978-81-947149-5-8	September 2020
3. Edited a book titled, Management and Engineering- Research tome,	Publishers: Bonfring Intellectual Integrity ISBN : 978-93-89515-20-6	August 2020,	
4. Chapter contribution- "Common Mental Hitches	Academic leadership: Essential to turn Vision into Reality Publishers: ABS Books	2020	

	of College students- An Overview”	PP: 57-63 ISBN: 978-93- 87229 - 66-2	
	5. Chapter contributed – “Traceability of manufactured parts in the supply chain”	Holistic Research Perspectives Publishers: Bonfring Vol:4 ISBN:978-93- 87862-82-1 PP:188-199	August 2019
Research Guidance	No.Of UG Students Guided:10 No.Of PG Students Guided:80 No.OfPh.Ds Guided: Nil		
Research Funded Projects	Nil		
Patents	Filed: 1 Granted: Nil		
Technology Transfer	: Nil		
Achievements	: Coordinator for C1 and C7 in NBA Coordinator for C1 -NAAC Dept Coordinator for NIRF ranking		
Any Other Information	: Nil		