

## PROFILE

**NAME: T.V.MANJUSHA**

**QUALIFICATION: M.COM,M.PHIL,NET**

**NO. OF YEARS OF EXPERIENCE: 14 yrs 3 months**

**AREA OF EXPERTISE: MARKETING**

**MOBILE :9940458148**

**E MAIL ID: minus.manjusha@gmail.com**

---

### PUBLICATIONS IN PEER REVIEWED IN NATIONAL/INTERNATIONAL JOURNALS

Title of the Paper	Date of Publication	Name of the Journal	National/International	Journal Number
A study on Impact of Celebrity Endorsement and overall brand which influences consumers purchase intention	September 2013	International Journal of Marketing, Financial services & Management Research	International	ISSN No.2277-3622 Vol.2,
Effect of Celebrity Endorsements on Consumer buying behaviour-a study with special reference to Chennai city	October 2013	Kaveripakkam college journal of Management Research	National	ISSN 2249-6459 Vol 3

### PUBLICATIONS IN ISBN BOOKS IN STATE/NATIONAL/INTERNATIONAL SEMINAR /CONFERENCE

Title of the Paper	Date of Publication	Organised by	State/National/International	ISBN Number
A review on CSR OF FMCG industries in India	13 <sup>th</sup> and 14 <sup>th</sup> September 2012	Department of Business studies, Hindustan college, Chennai	International Conference	ISBN No.978-93-81208-11-3
Optimizing ERP in an organization	5 <sup>th</sup> March 2011	Department of Commerce, Management & Corporate	National Seminar	ISBN No.978-81-88331-19-8

		Secretaryship, Patrician college of Arts and Science		
An Overview of Corporate Governance	15 <sup>th</sup> &16 <sup>th</sup> March 2012	Department of Commerce, University of Madras Chennai	UGC sponsored National seminar	ISBN No.978-93- 81992-55-5
A study on customers preference and awareness towards E- Banking products and role of RBI	12 <sup>th</sup> & 13 <sup>th</sup> December 2013	Department of Corporate Secretaryship , Ethiraj College for women, Chennai	State Level Seminar	ISBNNo.978- 81-925376-001
A study on Impact of Celebrity Endorsement towards Green Banking Products in Chennai	27 <sup>th</sup> August 2014	Department of Commerce& Management & Corporate Secretaryship Patrician College of Arts&Science	International Seminar	ISBN-10;81- 8209-134-9
A study on Customers financial literacy of E Banking and Role of RBI with a special reference to Chennai city	19 <sup>th</sup> September 2014	Department of Commerce & Management Prof.Dhanapalan College of Arts&Science	National Conference	ISBN;978-93- 81208-36-6
A study on the effectiveness of celebrity endorsement on Brand preference of consumers	18 <sup>th</sup> February 2017	Department of Commerce, Management and Corporate Secretaryship Patrician college of Arts&Science	International Conference	ISSN NO.2347- 3274