

## **Dr Poornima A S**

**Dr Poornima A S** is a teacher in the field of management with 15 years' experience. Her tenacious and proactive guidance resulted in number of students conducting quality research in the area of Marketing, Human resource and Finance. She completed her doctorate from the prestigious Department Of Management studies, University Of madras. She investigated the impact of Social media marketing in building customer relationships, creating Purchase and loyalty intentions in Facebook as part of her study to acquire her doctorate degree. Her research led to some path breaking findings especially in the area of Impact of social media on investment behaviour of individuals. This was the first thesis on Social media marketing from Department Of Management studies, University Of Madras. She is a hubspot certified content marketing specialist, and certified google analytics professional . She is also certified in google search engine marketing. She is a regular reviewer in the Elsevier Journal “ Journal of retail and consumer research and invited to be a reviewer in the Emerald journal, Journal of Emerging markets. She is a conference Committee member Of European Conference Of Social media and she regularly presents papers in this forum. She is a regular reviewer for this conference. She joined Sri Ramachandra Institute of Higher engineering and research in December 2019. Prior to that she taught in School Of Management, DG Vaishnav College. Her areas of expertise are in the area of Statistics for management, Resource management techniques, Total quality management, Security analysis and portfolio Management, Financial derivatives, Business analytics, Digital marketing to name a few.