

**Dr.MARGARET S**

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Bishop Heber College,  
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**Qualification**

Degree	Branch	Institution / University	Year of Passing
M.Phil	Commerce	Bharathidasan University	2011
MBA	Management studies	Bharathidasan University	2010
M.Com	Commerce	Bharathidasan University	2008
B.Com	Commerce	Bharathidasan University	2001
Doctor of Philisophy	Commerce		

Cleared NET / SET :	Details	Year of Passing

**Additional Qualification**

Name of Course	Place of Study	Date	Duration
PGDCA	Appollo Computer Education Trichy	June 2014	1 Year

**Work Experience**

Name of Institution	Address of Institution	Designation	From	To
Urumu Dhanalakshmi College, Trichy	Urumu Dhanalakshmi College, Kattur, Trichy	Assistant Professor	03.7.2013	16.06.2023

**Teaching / Research Experience**

**U.G. :** 15      **P.G. :** 15      **M.Phil.** 15      **Ph.D.** NIL

**Research Guidance**

**U.G. :** -      **P.G. :** 15      **M.Phil. :** 15      **Ph.D. :** -

**Field Experience**

Type	Name of the Sector	Designation	From	To
Field	Rehma media centre	Editing	3.07.2007	2.07.2009

02/05/2024

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## Table of Contents

1.	<b>Conferences / workshops / Seminars Attended</b>	0
2.	<b>Research Papers Presented</b>	0
3.	<b>Publication in Journals</b>	2
4.	<b>Publication in Books</b>	0
5.	<b>Books Published / Edited</b>	0
6.	<b>Conferences / Workshops / Seminars Organised</b>	0
7.	<b>Research Projects</b>	0
8.	<b>Resource Person</b>	0
9.	<b>Consultancy</b>	0
10.	<b>Awards Recieved</b>	0
11.	<b>Patent</b>	0
12.	<b>Extension Activities Undertaken</b>	0
13.	<b>Professional Membership</b>	0
14.	<b>M.Phil. / Ph.D. Produced</b>	0 / 0

### Publication in Journals

- 2

1. **"An investagation on Marketing Strategies for health drinks brands"** published in International journal of Management (E-JOURNAL) Vol. 11, Issue No. 12, November 2020 ISSN : 0976-6502.  
Impact factor , Scopus Index IAEME, h - index , Citation index
2. **"Consumer Preference and Satisfaction on soft drinks Brands - A Study Through Analytical Hierarchy Process Approach"** published in International journal of Management (E-JOURNAL) Vol. 11, Issue No. 11, November 2020 ISSN : 0976-6502.  
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