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Name: Dr.S.Lalitha

Department: **Management Studies**

Designation: **Associate Professor**

Qualification: **M B.A(Mktg), M. Com, Ph.D. (Management)**

Academic Positions: **MBA projects in charge**

Areas of Interest: **Marketing, General Management areas like Research Methodology, Strategic Management and International Business**

Experience: **23 years (Academician)**

❖ Publications:

• International

- S. Lalitha and V. Ashwini, "A Study On Artificial Intelligence Application In Higher Education Institutions", Solid State technology, 21797-21807, Volume: 63 Issue: 6, Publication Year: 2020. (Indexed by Scopus).
- Varala Ashwini, S. Lalitha and N. Chandan Babu, "A study on the role of family in managing stress", International Journal of Research, 2236-6124, Impact Factor - 5.7, [http://ijrpublisher.com/UGC Approved -63072](http://ijrpublisher.com/UGC%20Approved%20-63072), Cross ref, 2019.
- S. Lalitha, "Smart public spaces - A new era in communication technologies", International journal of advanced research in Science and Engineering, Volume No 06, Special Issue (01), August 2017, BVC NS CS 2017
- S. Lalitha, "Business incubation - A study in Indian context", Special issue of International Seminar in International Journal of Trade and Global Business Perspectives, 2017.

- **National**

- S. Lalitha and V. Ashwini, "A study on green marketing practices with special reference to sustainability and CSR activities by Indian organizations" , Journal of Management Research and Analysis, 2394-2762, <https://www.ipinnovative.com/journals/JMRA> 2020
- S.Lalitha,Varala Ashwini, "A study on cause related marketing implementation in India ",Journal of Management Research and Analysis , 2394-2762; E-2394-2770, <https://www.ipinnovative.com/journals/JMRA>, 2018
- S.Lalitha,"Gender sensitization in higher education ",Special issue of National seminar in New Man International Journal of Multidisciplinary Studies,2018

❖ **Papers Presented:** All the above stated publications are presented in concerned seminars held