



Dr. S. SENITH

Assistant Professor

✉ senith@karunya.edu

Academic Background

Degree	University	Year
Ph.D.	Bharathiar University	2017
M.Phil.	Karunya University	2011
MBA	Anna University	2009

Courses Taught

- Business Intelligence Using Tableau
- Statistics for Business
- Predictive Modelling
- Marketing Analytics
- HR Analytics
- Marketing applications of Artificial Intelligence and Augmented Reality
- Business Research Methods
- Quantitative Methods

Research Interest

- Market research
- Predictive Modelling

Memberships in Professional Bodies

- European center in Research and Development” United Kingdom
- International Society for Development and Sustainability, Japan

Most Recent Publication

- Article titled “Service Quality in Indian Technical Education “was published in Canadian Journal on Scientific and Industrial Research, Volume 3, Issue 3, Pg.130-141.
- Article titled “Psychographic segmentation of Facebook users-A cluster Analysis” was published in Indian Journal of Marketing, Vol.44(10), pg 24-33.

- Article titled “Entertainment behaviours dissection during coronavirus outbreak of quarantine life using multidimensional scaling, Strad research Journal
- Paper titled “Prediction of Fans Conversion to Customers using Structural Equation Modelling published in International Journal of Scientific Research”
- Paper titled “Meat merchandising in single look produce the chance of foodborne illness-shoppers alert!” to Indian Journal of Public Health Research.
- Paper titled “Effects of Video Marketing on Customer Perception, presented and published with Emerald Publishers through IIM Indore.
- Paper titled “Predictors Influencing online consumer behaviour on customer retention using neural Network - A Study among Gen Z, presented and published with Emerald Publishers through IIM Indore.
- Article titled “A Study on factors affecting performance on Indian Cement Industry” European Journal of Business and Management, Volume 5, No 29.
- Article titled “Branding is a solution for product differentiation in Indian dairy Industry” Journal of Business and Management, Volume 14, Issue 3.
- Article titled “Demographic variable affect Branded milk in Indian Retail Market” American Journal of Management, Volume 13, Issue 9.