



## Ms. Sitalakshmi Ramakrishnan

**SATISH PRADHAN DNYANASADHANA COLLEGE,  
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| <b>Department</b>                 | <b>BAMMC</b>  |
| <b>Role</b>                       | <b>ASSISTANT PROFESSOR</b>  |
| <b>Qualification</b>              | <b>PGDBA (Marketing), M.Com, M.Phil<br/>(Commerce), S.E.T (Commerce), Pursuing<br/>PhD</b>  |
| <b>Email</b>                      | <b>sita.ramak@gmail.com</b>   |
| <b>Years of Experience</b>        | <b>9</b>  |
| <b>Thrust Area</b>                | <b>Marketing, Management, Media</b>   |
| <b>Details of Paper Presented</b> | <b>Title: A Study on Impact of Consumer<br/>Characteristics on Perception towards E-<br/>Health<br/>Name of Conference: Online Multi-<br/>disciplinary National Conference on Care<br/>Gap: A Vision to Achieve UHC in India<br/>Held by: Department of Nursing, JJT<br/>University Date: 23rd&amp; 24th April 2022<br/>International Level: Title: Impact of Green<br/>Human Resource Management on<br/>Business Sustainability<br/>Name of Conference: ICSSR Sponsored<br/>Multi-disciplinary International Conference<br/>– Pratisandhi Held by: NKE Society,<br/>Wadala</b> |

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| <p><b>Details of Seminar/Workshop /Conferences/Symposia attained</b></p>           | <p><b>Name of Workshop: Faculty Research Workshop on “The Importance of Quality Research in Academics” Held by: Satish Pradhan Dnyanasadhana College, Thane Date: 3rd July 2021</b></p> <p><b>Name of Workshop: Syllabus Orientation Workshop on TYBAMMC-Sem V Held by: L.S Raheja College of Arts &amp; Commerce Date: 2nd &amp; 3rd July 2021</b></p> <p><b>Name of Workshop: Syllabus Orientation Workshop on TYBAMMC-Sem VI Held by: Satish Pradhan Dnyanasadhana College, Thane Date: 17th&amp; 18thDecember 2021</b></p> <p><b>Name of Workshop: IPR Awareness Training Program Held by: NIPAM, Govt of India Date: 16th February 2022</b></p> |
| <p><b>Experience on the various committees at college</b></p>                      | <p><b>Self-finance admission committee</b><br/> <b>S.V Kulkarni elocution competition organising committee Anchoring committee, Letters and communication committee and News preparation committee for Conference</b><br/> <b>Letters and communication committee for Workshop</b></p>   |
| <p><b>Experience on the various Committees at Other University / Institute</b></p> | <p><b>Cultural Committee, Examination department, Women’s Development Cell</b></p>   |