



Anand Nagar, Krishnankoil - 626126, Srivilliputtur (via), Virudhunagar District, Tamilnadu.

**APPLICATION FOR ADMISSION TO Ph.D. PROGRAMMES**

Date of Application:07-09-2023

Department	BUSINESS ADMINISTRATION	Application No.	202312026
Area of Research	MARKETING	Research Mode	FULL TIME

**Name** :MARIA JANSI PRABHA  
**Date of Birth / Age** :23-11-1995 / 27 Years  
**Gender** :FEMALE  
**Category** :BC  
**e-Mail ID** :mariajansipilavendran23@gmail.com  
**Mobile** :9514537310



*P. Maria Jansi Prabha*

<b>Father's/Husband's Name</b>	S. PILAVENDRAN	<b>Father's/Husband's Occupation</b>	NOT WORKING
<b>Family Income</b>	NIL	<b>Residential Type</b>	URBAN
<b>Birth Place</b>	SRIVILLIPUTTUR	<b>Mother Tongue</b>	TAMIL
<b>Religion</b>	CHRISTIAN	<b>Martial Status</b>	SINGLE
<b>Aadhaar No.</b>	860217486156	<b>PAN No.</b>	DKHPM9708R
<b>Physically Challenged</b>	NO	<b>Type of Disability</b>	-
<b>Address for Communication:</b> 64 RAITTAN PATTI STREET SRIVILLIPUTTUR VIRUTHUNAGAR DISTRICT DISTRICT TAMIL NADU INDIA Pin-626125		<b>Permenant Address:</b> 64 RAITTAN PATTI STREET SRIVILLIPUTTUR VIRUTHUNAGAR DISTRICT DISTRICT TAMIL NADU INDIA Pin-626125	

Qualification						
Degree	Discipline	College/university	Year Passed	AVG/CGPA	Class	Mode
BBA	BUSINESS ADMINISTRATION	AYYA NADAR JANAKI AMMAL COLLAGE	2016	7.30	FIRST	REGULAR
MBA	BUSINESS ADMINISTRATION	KALASALINGAM UNIVERSITY	2018	7.33	FIRST	REGULAR

Experience					
Organization	Designation	Experience From	Experience TO	Work Nature	
TECH MAHINDRA CALL CENTER	CALL CENTER	2018-07-01	2018-09-20	BPO	
LEADSSENSE MEDIA	MEDIA SPECIALIST	2018-11-21	2021-04-14	ADVERTISING AND MARKETING	
LEADSSENSE MEDIA	ACTIVE TEAM LEADER	2021-05-04	2021-07-31	ADVERTISING AND MARKETING	
LEADSSENSE MEDIA	DEPUTY ACCOUNT MANAGER	2022-08-01	1970-01-01	ADVERTISING AND MARKETING	

Payment Details				
Transaction ID	Reference	Date of transaction	Amount	Status

202312026_230909231824	ZHD51381203472	09-09-2023	600	SUCCESS
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## Research Proposal

### **Introduction :**

Digital marketing is a powerful way for small and medium businesses to reach and engage their potential customers online. Digital marketing can help you increase your brand awareness, generate more leads and sales, and compete with larger competitors. Here are some steps you can take to implement digital marketing for your business:

Define your goals and target audience. Before you start any digital marketing campaign, you need to have a clear idea of what you want to achieve and who you want to reach. In today's rapidly evolving business landscape, the utilization of digital marketing has become imperative for businesses of all sizes, Small and medium-scale enterprises (SMEs), in particular, can, greatly benefit from the strategic implementation of digital marketing techniques. This introduction provides an overview of the significance of digital marketing for SMEs, the challenges they face, and the potential advantages they can gain through effective digital marketing strategies. The study investigates awareness levels and factors influencing adoption, utilizing an exploratory research design with a positivist approach. Statistical tools such as SPSS and Smart PLS are employed for analysis, and the study involves owners and managers of manufacturing and service-based start-ups and SMEs. Smart PLS - Structural Equation Modelling (SEM) is used for hypothesis validation.

Keywords: Digital Marketing, Trends, Advantages, Disadvantages, .

### **Literature Review:**

The study's premise is based on the IAMAI Kantar ICUBE 2020 Report, which predicts that India will have 900 million active Internet users by 2025, up from roughly 622 million in 2020, or a 45 percent increase in the next five years. This paper focuses on the concept of digital marketing based on reviews of research papers. The paper also describes the advantages and disadvantages of digital marketing and also suggests strategies to overcome the challenges in adopting digital marketing.

The scope of digital marketing in India is also increasing rapidly because majority of the people nowadays are using the web or spending time on the internet.

Because of recent digital marketing developments, everyone wants to sell their products and services via the internet, which makes marketing methods more successful and affordable.

## **Objectives of the proposal**

Based on the literatures, some objectives inside the implementation of digital marketing in small and medium businesses are:

- Using digital marketing for SMEs to communicate and influence consumer needs, preferences, and behavior in the market.
- Enabling Digital marketing for SMEs to disseminate information, connect with customers, and compete with larger firms by using various digital channels and technologies.
- To enhance the performance, productivity, and profitability of SMEs by improving their brand awareness, customer satisfaction, and market share.
- To adopt innovative strategies, methods, and solutions that suit their specific needs, goals, and capabilities.
- To address the challenges and risks for SMEs, such as lack of skills, resources, and expertise, cyber security issues, and ethical dilemmas.

## **25 References**

L Alexander,(2021) The Who, What, Why, & How of Digital Marketing. Hubspot Posted: 2021-09-14

C Ang ,(2020 ) Where Will the Next Billion Internet Users Come From? Visual Capitalist Posted: 2020-08-11

M Bala , D Verma ( 2018) A Critical Review of Digital Marketing International Journal of Management, IT & Engineering , volume 8 , issue 10 , p. 321 - 339 Posted: 2018

S K Bhart (2018 ) E-MARKETING COMMONWEALTH JOURNAL OF COMMERCE & MANAGEMENT RESEARCH , volume 5 , issue 4 Posted: 2018

A Chakravarti, (2020) India saw highest number of internet shutdowns in the world in 2020 Posted: 2021-03-04

Deloitte Digital , Salesforce (2020) Changing consumer, digital marketing and impact of Covid-19 Posted: 2020-05-14

## **Problem of Statement**

In the realm of construction management, the imperative need for an unfettered and dependable work plan has long been acknowledged. However, despite this recognition, a persistent issue persists in the form of delays and budget overruns that afflict numerous construction projects. These setbacks can often be pinpointed to the inadequate identification and remediation of constraints within the project's lifecycle. Firstly, the failure to correctly pinpoint constraints during the scheduling phase invariably leads to conflicts and complications in the field, causing further disruptions. In today's construction landscape, projects are increasingly characterized by technical intricacies and logistical challenges, thereby exposing construction ...

Sl.No: 20180826

# KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION

(Deemed to be University)  
(Under Section 3 of UGC Act 1956)



Register No.

9916115032

The Board of Management of the Kalasalingam Academy Of Research And Education ,

MARIA JANSI PRABHA P

hereby makes known that Ms./Mr. .... has

Master of Business Administration

been admitted to the Degree of .....

he / she having been certified by duly appointed examiners to be qualified to receive the same

First Class

and having been placed in the .....

Apr/May 2018

at the examination held in .....

Given under the seal



Anand Nagar,  
Krishnankoil - 626 126,  
Tamil Nadu, India

Date: 28/10/2018

*M. Rajan*  
Controller of Examinations

*Dr. S. S. S.*  
Registrar Vice - Chancellor



(A) ATTENDANCE CODE TABLE (ATT. CODE)

Percentage of Attendance	Attendance Code
95 and above	H
88 to 94	9
80 to 87	8
Below 80	L

(B) GRADE CONVERSION TABLE

Grade	Grade Points	Result
S	10	Pass
A	9	Pass
B	8	Pass
C	7	Pass
D	6	Pass
E	5	Pass
U	0	Fail
W	0	Failure due to insufficient attendance
I	0	Incomplete

Note:

1. A candidate is considered to have completed a subject successfully and earned the credits if the candidate secures a letter grade other than U or W or I in that subject.
2. All the Non-CGPA courses are of pass/fail type and are not awarded with any letter grade. A candidate earns full credits assigned to a Non-CGPA course in which that candidate has registered, only if that candidate gets a pass in that course, otherwise that candidate loses the full credit. Non-CGPA credits are not considered for the CGPA calculation.

Read by	<i>R. My</i>
Verified by	<i>P. Panja</i>

(C) CALCULATION OF CUMULATIVE GRADE POINT AVERAGE (CGPA)

Based on the grades obtained by a candidate, the Cumulative Grade Point Average (CGPA) is calculated as follows:

$$CGPA = \frac{\sum (C \times GP)}{\sum C}$$

where,

C = Credit for the academic course registered

GP = Grade point, as per the grade conversion table, for the letter grade obtained by the candidate for the course

$\sum$  = the sum is over, all the academic courses registered by the candidate during the programme



# KALASALINGAM

Academy of Research and Education  
**DEEMED TO BE UNIVERSITY**

(Under Section 3 of UGC Act 1956)

Anand Nagar, Krishnankoil - 626 126.  
Srivilliputtur (Via), Virudhunagar (Dt), Tamil Nadu, India

## TRANSFER CERTIFICATE

1. Name of the pupil : MARIA JANSI PRABHA P
2. Date of Birth : 23/11/1995
3. Nationality, Religion and Caste : Indian, Christian and Parayan
4. Date of joining to the university : 01/08/2016
5. Course Details
  - a) Registration no. : 9916115032
  - b) Degree : MBA
  - c) Specialization : Master of Business Administration
  - d) Batch : 2016-2018
6. Whether qualified for promotion to a higher class : Yes (Refer the Grade Sheet)
7. Is there any break during the studies (if so specify the period) : No
8. Whether the pupil has paid all the fees to the University : Yes
9. Date on which application for TC was made : 23/04/2018
10. Date on which actually the pupil left the university : 21/04/2018
11. Medium of instruction : English

Date: 23/04/2018



*[Handwritten Signature]*

REGISTRAR

आयकर विभाग  
INCOME TAX DEPARTMENT



भारत सरकार  
GOVT. OF INDIA



स्थायी लेखा संख्या कार्ड  
Permanent Account Number Card  
DKHPM9708R



नाम / Name  
MARIA JANSI PRABHA PILAVENDRAN

पिता का नाम / Father's Name  
PILAVENDRAN

जन्म की तारीख /  
Date of Birth  
23/11/1995

*Maria Jansi Prabha*  
हस्ताक्षर / Signature

14082018

**इस कार्ड के खोने/पाने पर कृपया सूचित करें/लौटाएं:**

आयकर पेन सेवा इकाई, एन एस डी एल  
5 वीं मंजिल, मंत्री स्टर्लिंग,  
प्लॉट नं. 341, सर्वे नं. 997/8,  
मॉडल कालोनी, दीप बंगला चौक के पास,  
पुणे - 411 016.



***If this card is lost / someone's lost card is found,  
please inform / return to :***

Income Tax PAN Services Unit, NSDL  
5th Floor, Mantri Sterling,  
Plot No. 341, Survey No. 997/8,  
Model Colony, Near Deep Bungalow Chowk,  
Pune - 411 016.

Tel: 91-20-2721 8080, Fax: 91-20-2721 8081  
e-mail: [tininfo@nsdl.co.in](mailto:tininfo@nsdl.co.in)



UNION OF INDIA **Driving Licence (Tamil Nadu)**



DL No. **TN09 2020005751**

NT



Date of Issue  
**28-10-2020**

NT

Valid Till  
**22-11-2035**

Date of Birth  
**23-11-1995**

Blood Group  
**A+**



Name  
**P MARIA JANSI PRABHA**

Son/Daughter/Wife of  
**S PILAVENDRAN**



TND03539629

TN09 20200005751



LMV

28-10-2020



MCWOG

28-10-2020

பெர் டைச் சிஹனாஸ்

Badge Date

Badge No.



Form 7 Rule 16(2)

Address

NO 64 A

RAITTANPATTI STREET

Srivilliputhur, Virudhunagar, TN 626125

Holder's Signature

*D. Senthil*

Signature of Issuing Authority

TN09 CHENNAI WEST RTO

சா.நா. 026/06

GOP-26 1-2 00,000 CDS-10 4 2004

R Dis ..... 200 dt

BC

சான்றிதழ் எண் :  
Certificate No. :



மாவட்டக் குறியீடு எண் :  
District Code

வட்டக் குறியீடு எண் :  
Taluk Code

விலாங்கு குறியீடு எண் :  
Village Code

1	7
0	4
0	31

6371827

சாதிச் சான்றிதழ்  
COMMUNITY CERTIFICATE

விருதுநகர் வட்டம் திருவிவலிபுத்தூர்

செல்வன் செல்வி மரிய ஜானிச் பிரபா  
பெயர் பிள்ளைத்தாண்டி  
" கிளிவிலா - பற்றையர் "

வகுப்பைச் சார்ந்தவர், அரசு ஆணை நிலை எண் 28, பிற்பட்ட மற்றும் மிகவும் பிற்பட்ட பிரிவின் நலத் துறை, நாள் 19.7.1994 வரிகை எண் 18 படி, பிற்பட்ட பிரிவினைச் சார்ந்தவர் எனச் சான்றளிக்கப்படுகிறது.

This is to certify that ..... Son / Daughter of  
Thiru ..... of .....  
..... Village / Town, ..... Taluk, .....

..... District of the State of Tamil Nadu belongs to  
..... Community which is recognised as  
a Backward Class as per Government Order (Ms.) No. 28, Backward Classes  
and Most Backward Classes Welfare, dated 19th July 1994  
vide Serial No. ....

2. திரு/திருமதி/செல்வன்/செல்வி ..... மரிய ஜானிச் பிரபா

என்பவரும் அவருடைய குடும்பத்தினரும் தமிழ்நாட்டில் ..... விருதுநகர்  
மாவட்டத்தில் திருவிவலிபுத்தூர் வட்டத்தில் கரமலகிபட்டினம்  
கிராமத்தில்/நகரத்தில் வசித்து வருகிறார்கள் எனச் சான்றளிக்கப்படுகிறது.

2. It is certified that Thiru/Tmt./Selvan/Selvi ..... and  
his/her family ordinarily reside(s) at ..... Village/  
Town ..... Taluk ..... District of  
Tamil Nadu

கையொப்பம் :  
Signature :

நாள் :  
Date

பெயர் (குனி எழுத்துகளில்)  
Name (in Capital Letters) :

பதவி :  
Designation :

Local Deputy Tahsildar-1  
Srivilliputtur

26/6/06

