

Name : Dr. (Mrs) Tabitha Durai  
Designation : Assistant Professor  
Educational Qualification : M.Com., M.Phil., Ph.D  
Courses taught at MCC : B.Com, M.Com., M.Phil., Ph.D



#### **Administrative Experience:**

- Member, Examinations Committee, Madras Christian College
- Staff Advisor , Department of Commerce, Madras Christian College
- Secretary, Staff wives and Women staff Association, Madras Christian College
- Member, Academic Council, Madras Christian College
- Member, Admissions Committee, Department of Commerce, Madras Christian College
- Facilitator, E - Cell ( National Entrepreneurship Network), Madras Christian College
- Member, Organising Committee of Deep woods, Convocation Day, Sports Day, Utsav, Madras Christian College

#### **Orientation and Refresher Courses attended:**

- Orientation Course, Academic Staff College, University of Madras (General) Batch 79 during 16.05.2007 – 12.06.2007
- Refresher Course, Academic Staff College, University of Madras, Commerce Batch 22 during 25.07.2012 – 14.08.2012

#### **Papers presented in National and International Conferences**

##### **International Conferences:**

- “The Role of Financial Innovation in the growth of Banking sector” in International conference on Building a digital nation : Problems & Prospects organized by Department of Accounting & Finance, Ramakrishna Mission Vivekananda College on 21<sup>st</sup> February 2017. ISBN 978-81-8209-495-6
- “Innovative Practices of South Indian Tea Producing states to stay globally competitive” at International Conference organized by Loyola College, PG and Research Department of Commerce, Prism of Possibilities – Business opportunities and challenges in the global era on 19<sup>th</sup> & 20<sup>th</sup> January 2017 in

Journal of Management and Science ISSN 2249-1260 (**Awarded second Best paper**)

- “Conspicuous Consumption” at International Conference on Trends in Retailing and Branding organised by Department of Commerce, University of Madras on 19<sup>th</sup> and 20<sup>th</sup> February 2015
- “ Career Anchors in the ITES Sector” International conference on Innovation, creativity and change on 27<sup>th</sup> May 2011 at Delhi Business School, Delhi

#### **National Conferences:**

- “Barriers faced by the Tea Estates in the South Zone in implementing sustainable environmental measures” in the National Seminar on MSME Challenges and Opportunities held at Meenakshi college for Women, Department of Commerce, Chennai 24 on 10 & 11 February 2017
- “Tax literacy of the Salaried working class in the Indian Population Median – An empirical Study “ in the National seminar on Direct and Indirect Tax Laws held at Meenakshi college for Women, Department of Commerce (Corporate Secretaryship) Chennai 24 on 7 & 8 th February 2017 (**Awarded Best Paper with cash prize of Rs.15,000**)
- “ A study on the role of Employee Motivation in Organizational Effectiveness (With Reference to MNC ‘s in Chennai) at 9th All India Conference of Scott Research Forum, Scott Christian College, Nagercoil on 10<sup>th</sup> February 2017. ISBN 978-93-83006-85-4
- “ A study on factors contributing to employee attrition in the Information Technology sector in Chennai “ at ICSSR Sponsored National Conference on Strategic Human Resource Practices held on 16<sup>th</sup> February 2017 at Loyola College, Chennai 34 in International Journal of Management and Social Science Research Review, Vol 1 Issue No3 Jan 2017, Impact factor 3.996 ISSN 2349-6738
- “ A study on the role of technology in influencing consumer buying behavior towards retail outlets ( with reference to supermarkets in Chennai) in National Conference on Digital India – Milestones and Challenges organized by KCS Kasi Nadar College of Arts and Science on 6<sup>th</sup> October 2016 ISBN 978-9-385-68237-7
- “Role of Niche Marketing with reference to Pay per click advertisement” in the National conference held on 18<sup>th</sup> and 19<sup>th</sup> February 2016 at Madras Christian College, B.Voc ( Retail management and Information Technology)
- “ Balancing Work life” in the National Seminar on Emotional Intelligence and Organisational Development – an interdisciplinary approach at Periyar University, Salem on 28<sup>th</sup> March 2011

- “ Role of Career Anchors in Career Development” at the National level conference on Opportunities and challenges in the current Global Business Scenario on 22 March 2011 at Rajalakshmi Engineering College, Thandalam
- “Creativity as a career Anchor” at National conference on Sustaining growth in the era of global recovery in Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering college, on 26<sup>th</sup> and 27<sup>th</sup> August 2011
- Special Economic Zones and Human Development at National Seminar on India 2020 in Women’s Christian College on 17<sup>th</sup> and 18<sup>th</sup> September 2010
- FDI in SEZ at National Conference on the Impact of Foreign Direct Investment on Indian Economy in Loyola College ( Autonomous) Department of Commerce, Shift II on 10<sup>th</sup> and 11<sup>th</sup> February 2010
- “Experiential Learning “at NAAC sponsored National conference on Quality Management in Higher Education in NES Ratnam College of Arts, Science & Commerce on 23<sup>rd</sup> and 24<sup>th</sup> January 2009
- “The Role of WTO” in a National Seminar on Customer Relationship Management organised by Auxilium College, Vellore on 24<sup>th</sup> August 2005

**Publications:**

- “Constituents of Advertisement that manipulate consumer buying decisions” in International Journal of Innovative Research in Science, Engineering and Technology, Vol. 6, Issue 9, September 2017. Impact factor 6.209 ISSN 2319-8753
- “Innovative Practices of South Indian Tea Producing states to stay globally competitive” in Prism of Possibilities – Business opportunities and challenges in the global era in Journal of Management and Science ISSN 2249-1260
- “ A study on factors contributing to employee attrition in the Information Technology sector in Chennai “ in International Journal of Management and Social Science Research Review, Vol. 1 Issue No3 Jan 2017, Impact factor 3.996 ISSN 2349-6738
- “Role of Niche Marketing with reference to Pay per click Advertisement” in Madras Christian College, B.Voc ( Retail Management and Information Technology). ISBN 978 – 93 – 81899 – 66-3
- A study on Conspicuous consumption among salaried Individuals in Retailing – Trends in the New Millenium, MJP Publishers, Pages 443 – 450, ISBN 978-81-8094-165-8

- Impact of Digital Marketing on the growth of consumerism in Madras University Journal of Business and Finance, Vol3 No.2 July 2015, ISSN 2320-5857
- FDI in SEZ at National Conference on the Impact of Foreign Direct Investment on Indian Economy in Loyola College ( Autonomous) Department of Commerce, Shift II Page 138, ISBN 978-81-7446-843-7
- Special Economic Zones and Human Development at National Seminar on India 2020 in Women's Christian College, Pages 232 - 237 , ISBN 978-93-80697-13-0
- "Creativity as a career Anchor" at National conference on Sustaining growth in the era of global recovery in Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering college, on 26<sup>th</sup> and 27<sup>th</sup> August 2011 Pages 150 – 153 ISBN 978-93-80530-39-0

### **Recognition as Research supervisor**

- No.D.2/M.PHIL/GUIDE/2014/1467 University of Madras
- No.D.2/Ph.D.GUIDE RECOGN/2-16/579 University of Madras

### **Other Associations**

- Member, Board of Examinations, Womens Christian College
- Member, Board of Examinations, Stella Maris College
- Member, Board of Studies, Christian Institute of Management
- Content Editor, Everonn Education Limited