

Name: Florence John

Designation: Assistant Professor

Educational Qualification: M.Com. M.Ed., M.Phil., Ph.D

Courses taught at MCC: Income Tax Law & Practices, Financial Accounting, Cost Accounting, Accounting for Decision Making, Human Resource Development, Business Law, Global Retailing and Security Analysis & Portfolio Management

Administrative Experience: Head of the Department of Commerce (SFS) from June 2002 to 15th June 2008.

Convener of Value Education Programme from 2014- 15 onwards

Orientation and Refresher Courses Attended:

1. Participated in the Orientation Course held from 08.11.2011 to 05.12.2011.
2. Participated in the Refresher Course in Management held from 09.03.2005 to 29.03.2005.
3. Participated in the Refresher Course in Commerce held from 02.07.2010 to 22.07.2010.

PAPERS PRESENTED IN NATIONAL & INTERNATIONAL SEMINARS/CONFERENCES:

Papers Presented in the International Conference:

1. Presented a paper on “Challenges of E-human resource practices in IT and ITES Industries in Chennai City”, in International Conference held by Vivekananda College, Chennai on 21st February, 2017.
2. Presented a paper on “A Study on Digital Banking – A Perspective of Benefits and Challenges Involved”, in International Conference held by Vivekananda College, Chennai on 21st February, 2017.
3. Presented paper on “Human Computer Interaction – Redefining Corporate Paradigms” in the International Conference organized by Women’s Christian College, Chennai on 16th and 17th February 2015.
4. Presented paper on “Emerging Trends in Social Commerce” organized by the Department of Commerce (SFS), Madras Christian College on 12th and 13th September 2012.
5. Presented paper on “Synchronizing Management Theories and Business Practices: Challenges Ahead” organized by Annamalai University, Chidambaram during 27th to 29th July 2012.
6. Presented a paper entitled “Financial Inclusion: An Indian Perspective” in the International Conference on “Innovative Business and Technology Strategies for

developing countries” organized by Asian Management Association and Putra Intelek International College, Malaysia at Dubai on 16th & 17th December,2011.

7. Presented a paper entitled “IFRS 9: The New Avatar for Financial Instruments” organized by the Dept. of Commerce (SFS), Madras Christian College on international conference on 'Sustainable Innovations in Global Business Scenario' on 14th and 15th September,2011.

Papers Presented in the National Conference:

1. Presented a paper on “An Empirical study On Immediate Payment service- An emerging payment system in Indian Banking”, in conference held by PG Department of Business Administration, DG Vaishnav College, Arumbakkam, Chennai on 31st August 2016.
2. Presented a paper entitled "Factors Affecting work -Life Balance of Women employees in BPO industry-A study with special reference to Chennai city" in the National Conference on “Lean Management and Organisational effectiveness" organised by the PG Department of Human Resource Management, SDNB Vaishnav College for Women, Chennai on 29th Nov.2016.
3. Presented paper on “A Study on E-Recruitment Technology Adoption in IT industries”, in conference held by Department of Commerce, University of Madras, Chennai, UGC Sponsored National Seminar on 27th January 2016.
4. Presented paper on “Role of information Technology in NEFT Payment system- A Study on Indian Banking Industry”, in conference held by PG Department of Commerce, Sri Kaliswari College, Sivakasi, Sponsored by ICSSR on 20 & 21st March 2016.
5. Presented a paper entitled “Quality of Indian Higher Education and Global Competitiveness” in the National Conference on Quality Initiatives in Higher Education – Exploring New Frontiers” organized by St.Mary’s College, Hyderabad on 3rd August,2013.
6. Presented a paper entitled “Indian Higher Education and Global Competitiveness” in the National Conference on Indian Higher Education: Contemporary Challenges and Perspectives” organized by Madras Christian College from 23rd July to 25th July, 2012.
7. Presented a paper entitled “An Analytical Study on Non Performing Assets of Banks in India” in the National Conference on Competitive Strategies in Globalised Economy organized by the Department of Business Administration, Madras Christian College.
8. Presented paper on “Redefining the DNA of Business: Challenges and Opportunities Ahead” organized by the Department of Management Studies, Easwari Engineering College, Chennai on 2nd November 2012.

9. Presented paper on “ Sustaining Growth in the Era of Global Recovery” organized by Vel Tech High Tech Dr. Rangarajan Dr. Sakuntala Engineering College, Chennai on 26th and 27th August 2011.
10. Presented paper on “ Sustainable Innovations in Global Business Scenario” organized by the Department of Commerce (SFS), Madras Christian College on 14th and 15th September 2011.
11. Presented a paper entitled “ A Study on FDI flows in India” in the National Conference organized by the Department of Economics on “ Issues and Challenges of Sustainable Development in India” organized by the Department of Economics, Quaide- E – Millath Govt. College For Women, Chennai on 30th & 31st January, 2012.
12. Presented a paper entitled “21st Century Commerce Education and Competitiveness” in the National Conference organized by the Department of Commerce, Loyola College, Chennai on “Commerce Education in 2020 – Evolving Relevant Teaching, Learning and Evaluation Pedagogies” on 2nd March, 2012.

PUBLICATIONS & BOOKS AUTHOURED:

Publication in Journals:

1. E-Recruitment an Organizational Change, International Journal of Multidisciplinary Approach and Studies (IJMAS), July-August 2016 Bi Monthly Journal, ISSN No 2348-537X, Global Impact factor-0.234, Volume 3 No 4, Pg No 78-86. ICV 2015:80.95. ISI IF: 3.926.
2. An Analytical Study on Consumer Cognitive and perception towards Green Marketing (Organic) Products, International Journal of Marketing (PIJM), July 2016, ISSN 2348-0491 (Special Issue).
3. Customers Intention to Use Electronic Payment Systems in India - A Study, International Journal of Arts, Humanities and Management Studies (IAHMS), December 2016, ISSN No 2395-0692, Global Impact factor-0.565, Volume No 02, No 12, Pg no 45-54. Quality Factor: .90. JIF 2016: 2.67.
4. “Customer Awareness and Satisfaction of Online Banking Services: An Analytical Study of Nationalised Banks in India” Global Journal for Research Analysis, ISSN No.2277 – 8160, Vol.:3, Issue: 10, Oct.2014, Pg. No. 29-31. Impact Factor: 1.5408. ICV 2015: 80.26.
5. Analysis of Perceived Service Quality Using SERVQUAL: A Case Study of State Bank of India, Madras University Journal of Business and Finance, ISSN:2320-5857,Vol.3, No.1 Jan 2015, Pg. No.48-56. Global Impact Factor: 0.243.

6. Measuring Financial Inclusion Explaining Variations, Madras University Journal of Business and Finance, ISSN: 2320-5857, Vol.3, No.1 Jan 2015, Pg. No.57-64. Global Impact Factor: 0.243.
7. Financial Inclusion in Kancheepuram District – Exploring Usage in Access, Scholars Journal of Economics, business and management, ISSN 2348 - 5302(Online) ISSN 2348 -8375 (Print),SAS Publishers, Vol.2, Issue 1A,Jan. 2015,Pg.No.1-8. ICV 2015: 62.98.
8. Decision Making Styles of Young Adult Consumers in Chennai City: An Exploratory Study of Gender Differences, PARIPAX – Indian Journal of Research, ISSN: 2250-1991, Vol.4, Issue: 2, Feb.2015, Pg. No.31-33. Global Impact Factor: 1.6714. ICV 2015: 70.96.
9. Impact of Foreign Institutional Investors on Indian Bank, DBJC Journal of Business Research, ISSN: 2248-9711, Vol.1, No: 1, Issue No. : 10, July- September 2013.
10. IFRS 9: The New Avatar for Financial Instruments, International Journal of Contemporary Commerce, ISSN: 2319-958X, Volume 1, Issue 1, September 2012.
11. A study on the labour Productivity of Commercial Banks Operating in India, JM International Journal of Management Research, ISSN Print 2229-4562 Online 2230-8059, July 2011, pg. No. 494-499.
12. Basel III; A Framework and It's Impact on Indian Banks, Journal of Empirical Research in Management, ISSN No. 2249-1864, Volume 1, July 2011, Pg. No. 148-151.
13. Value Relevance of Accounting Information – An Indian Perspective, Journal of Finance, Accounting and Management (JFAM), Online Ed ISSN: 2153-2826: Print Ed ISSN: 2153-2818, Volume 2 Number 1 – Jan 2011.

Publications in Books with ISBN No.:

1. Published a paper entitled “An Empirical study On Immediate Payment service- An emerging payment system in Indian Banking”, ISBN No 978-81-929581-3-2, Pg no 114-119.
2. Published a paper entitled "Factors Affecting work -Life Balance of Women employees in BPO industry-A study with special reference to Chennai city" in “Business Intelligence and Innovations” ISBN 2348 4705, volume -4, November 2016, Pg. no.226-231.

3. Published a paper entitled “Challenges of E-human resource practices in IT and ITES Industries in Chennai City”, in Building a digital nation – Problems and Prospects, E-ISBN:978-81-8209-495-6,Page No. 39-41.
4. Published a paper entitled “A Study on Digital Banking – A Perspective of Benefits and Challenges Involved”, in Building a digital nation – Problems and Prospects, E-ISBN:978-81-8209-495-6,Page No. 89-91.
5. Role of information Technology in NEFT Payment system- A Study on Indian Banking Industry, ISBN No 978-93-5258-485-7, Pg no 412 & 413.
6. Role of ICT in U-Commerce and Exploring the field of Wireless Communication, ISBN No 978-93-5258-485-7, Pg no..
7. “On a Framework for Analysing Ethical Issues in E-Marketing Practices” in “Human Computer Interaction – Redefining Corporate Paradigms” ISBN 978-81-92950-45-7, Pg.No.75-80.
8. Published a paper entitled “Quality of Indian Higher Education and Global Competitiveness” Quality Initiatives in Initiatives in Higher Education – Exploring New Frontiers, ISBN 978-93-81006-68-9. Pg.No.29-36.
9. Published a paper entitled “The Emerging Presence of Banks in E-Commerce” in “Emerging Trends in Social Commerce” ISBN 978-93-81006-35-1, Semmoodhai Pathippagam, Pg.No.1-12.
10. Published a paper entitled “Issues and Challenges for Corporate Social Responsibility in India” in “Redefining the DNA of Business”ISBN 978-93-81568-67-5,Anuragam, Pg. No. 181-184.
11. Published a paper entitled “A Study on FDI flows in India” in “Socio- Economic Perspective of Issues and Challenges of Sustainable Development in India” ISBN 978-81-8387-544-8, Serial Publishers, Pg. No. 574-582.
12. Published a paper entitled “An Analytical Study on Non Performing Assets of Banks in India” in Competitive Strategies in Globalised Economy ISBN 978-93-82338-07-9, Bonfring, pg. No. 32-36.
13. Published a paper entitled “Has Technological Innovations resulted in Achieving Increased Efficiency and Decreased Cost for Bank’s Customers” in Emerging Trends in E- Commerce ISBN 978 – 93 – 80890- 27- 2, Volume 2 , Pg. No. 569-576.
14. Published a paper entitled “Financial Inclusion: An Indian Perspective” in Innovative Business and Technology Strategies for developing countries ISBN 978-81-921764-4-4, Pg.No.42-49.
15. Published a paper entitled “A Study on FDI flows in India” in Socio-Economic Perspective of Issues and Challenges of Sustainable Development in India ISBN 978-81-8387-544-8, pg.No.574-582.
16. Published a paper entitled “Financial Inclusion in India” in Trends and Progress in the Financial Sector, ISBN93-80697-17-1, Excel India Publishers, and Pg.No. 30-33.

17. Published a paper entitled “IFRS Convergence for Indian Banks” in Recent Developments in Banking and Financial Sectors – Its Impact on Other Sectors, ISBN 81-907924-4 – X, LearnTech Press, Pg. No. 104-108.
18. Published a paper entitled “A Study on the Employability Skills” in Enhancing Managerial Skills, ISBN 13: 978 – 81 – 8209 – 280 – 8, Pg.No. 277 – 279.
19. Published a paper entitled “ATM and Its Impact on Productivity in Commercial Banks” in Human Resource Management in Public Sector Banks, ISBN 978-81-907920-5-5, LearnTech Press, Pg. No. 244-249.
20. Published a paper entitled “An Analytical Study of Chennaites’ Preferences towards Broadband Services” in Global Management: Issues, Challenges and Opportunities, ISBN 978-93-81006-00-9, Semmoodhai Pathipagam, Pg. No. 123-128.
21. Published a paper entitled “Forensic Accounting: A Skill to Uncover the Extent of The Fraud and Other Accounting Irregularities” in Transformation, Adaptation and Sustainability towards a Bright Future “, ISBN 978- 81-88331-19-8, P.T. Bell Publishers, Pg. No. 196-198.
22. Published a paper entitled “Value Relevance of Accounting Information – An Indian Perspective” in Economic Development and Business Strategies” ISSN: 1947 -833X, Pg. No. 438-448.
23. Published a paper entitled “ERM: A Key to Improved CRM” in Economic Development and Business Strategies” ISSN: 1947 -833X, Pg. No. 449-459.
24. Published a paper entitled “An Analytical Study on Basel II Norms in Banking Sector – with special reference to First Pillar” in Global Financial System in the Post-crisis Era, ISBN:978-81-8209-267-9, Vijay Nicole Pvt.Ltd., Pg. No. 690-695.
25. Published a paper entitled “Internet Banking in India- An insight into its growth, fraud patterns and security precautions” in Impact of Economic Crisis in Global Business Scenario, ISBN 978-81-907733-9-3, Anugragam Publication, and Pg.No.488-493.
26. A Paper entitled “Credit Risk Management Practices” in the UGC Sponsored National Seminar on “Banking in India Thrust and Challenges” Conducted by the Department of Commerce Kamala Nehru College, Delhi on 24th & 25th Jan 2008.
27. A Paper entitled” Inflation and the Role of RBI” in the National Seminar on “Impact of Inflation” organized by the Department of Commerce(SFS) Madras Christian College on 10th & 11th September 2008.
28. A Paper entitled “Oil Pricing Mechanism” in the International Conference on “Critical Areas of Ensuring Energy Security organized by St.Marys’s College & St.Francis College for Women, Hyderabad on 5th & 6th Dec.2008
29. Published a paper entitled “ERM: A Key to Improved CRM” in Economic Development and Business Strategies” ISSN: 1947 -833X, Pg. No. 449-459.
30. Published a paper entitled “Financial Inclusion in India” in Trends and Progress in the Financial Sector, ISBN93-80697-17-1, Excel India Publishers, and Pg.No. 30-33.

31. Published a paper entitled “IFRS Convergence for Indian Banks” in Recent Developments in Banking and Financial Sectors – Its Impact on Other Sectors, ISBN 81-907924-4 – X, LearnTech Press, Pg. No. 104-108.
32. Published a paper entitled “A Study on the Employability Skills” in Enhancing Managerial Skills, ISBN 13: 978 – 81 – 8209 – 280 – 8, Pg.No. 277 – 279.
33. Published a paper entitled “ATM and Its Impact on Productivity in Commercial Banks” in Human Resource Management in Public Sector Banks, ISBN 978-81-907920-5-5, LearnTech Press, Pg. No. 244-249.
34. Published a paper entitled “An Analytical Study of Chennaites’ Preferences towards Broadband Services” in Global Management: Issues, Challenges and Opportunities, ISBN 978-93-81006-00-9, Semmoodhai Pathipagam, Pg. No. 123-128.
35. Published a paper entitled “Forensic Accounting: A Skill to Uncover the Extent of The Fraud and Other Accounting Irregularities” in Transformation, Adaptation and Sustainability towards a Bright Future “, ISBN 978- 81-88331-19-8, P.T. Bell Publishers, Pg. No. 196-198.

Edited a Book:

Name of a book: “Gender Matters” Semmoodhai Pathippagam, ISBN 978-93=81006-57-3.
(Funded by UBCHEA)

Resource Person in Conference/Workshops etc.:

1. A resource person for Value Education Orientation programme for the Value Education Teachers organized by Theivanai Ammal College for Women (Autonomous), Villupuram.on 26.07.2016.
2. A resource person in a workshop on “Preparation of the course material for gender studies” organized under the aegis of the UBCHEA on 22nd of January, 2012.

Resource Programmes:

3. Organized nearly 8 State Level and National Level Conference and also conducted many workshops and HRD training Programmes for School teachers, Students and employees of the corporate.

Recognition as Research Supervisor for M.Phil and Ph.D.:

1. Recognised as a Supervisor for guiding students doing research leading to M.Phil. Degree in Commerce of University of Madras.
No. of M.Phil. Graduates Produced- 8

2. Recognised as a Supervisor for guiding students doing research leading to Ph.D. Degree in Commerce of University of Madras.
Currently guiding - 9

Other Distinctions: Designed the PG programme [M.Com. (Computer Oriented Business Applications)] for the self-financed stream of the college during 2006 – 07. First of its kind in the University of Madras.

Email ID: Florence.rachel@gmail.com