



Dr. A.J. Anuradha M.Com., M.Phil., Ph.D.,
Assistant Professor

Education:

- B.Com, S.D.N.B. Vaishnav College for women, 2002 (University of Madras)
- M.Com, University of Madras 2004
- M.Phil, Madurai Kamaraj University, 2008
- NET 2011
- Ph.D - Commerce, Madras Christian College, 2018 (University of Madras)

Highlights

Featured
Publication

Positions

International
Visits

Visiting Fellow

Prominent
Recognitions

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v_anuradh@yahoo.co.in (Personal)

Courses being taught: UG – Advertising theory and practise, Business economics and Operation research I, Banking, Insurance, Tally Introduction to Information Technology & MS Office, Service Marketing, Personality Development.

PG – Advanced statistics, Advanced excel, Insurance and financial services.

[A.J. Anuradha - Welcome to MCC](#)

Publications:

- Published book titled “Work-Life Balance of women in Police Service” by Shanlax Publication on September 2019 bearing ISBN No: 978-93-89146-68-4
- Published a paper with ISBN Number “978-81-8209-280-8” in National Conference Organized by Asan Memorial College of Arts & Science, Commerce Department on 2nd Feb 2011 in title “Development of Leadership Qualities among Youth”.
- “Sustainable Development – The need of the hour” published a paper in National seminar on Environmental Monitoring: Issues and challenges organized by Geography Department, Madras Christian College on 9th Feb 2011. ISBN Number “978-93-81006-01-6”
- Published a paper in National Conference Organized by University of Madras on 18th and 19th December 2013 in title “Work Life balance – A study on teaching women in Pallavaram, Chennai”.
- Published a paper with ISBN Number “978-81-8094-166-5” in National Conference Organized by University of Madras on February 2015 in title “A study on Work-life balance of sales personnel in retail outlets-with special reference to textile industry in Chennai”

Research Interests (Specialisations): Human Resource Management, Marketing, & Finance.

Presentations: International Conferences:

- “A study on customer satisfaction of Air conditioner users in Chennai” published in International Conference on “Innovation, Creativity and Change” Organized by Delhi Business School on 27th May 2011.
- Published a paper entitled “A study on factors influencing the Work Life Balance with special reference to women employees in IT industry” in International Conference on Business Innovation by school of Business studies held at Sun Arts and Science College, Tiruvannamalai on 6th and 7th October 2014. ISSN number “2321 5615”
- Published a paper with ISSN number “2348 4705” in “A Conceptual Framework on influence of Role of stress on Work Life Balance” in international conference on “Emerging Trends in Commerce and Management” organized by Department of Commerce and Corporate Secretaryship, Queen Mary’s College on 29th and 30th July 2015.
- Published a paper entitled “Women perception towards Organisational climate in service sector – with special reference to police service” in international conference on “Social innovation and social responsibility” organized by PG Department of Banking and insurance Management and Department of Bank Management of Ethiraj College for Women on 24th and 25 Jan 2018. ISSN number “2322 4843”
- Published a paper entitled “Impact of Artificial Intelligence on Customer Service” in international conference on “Social innovation and social responsibility” in international journal of Management, Technology and Engineering (a peer Reviewed/Referred Journal), Vol. 9, Issue.2, February 2019, with ISSN number: 2249 – 7455 and scientific journal impact factor is 6.3
- Published a paper entitled “Influence of social media advertisement on student’s buying behavior”, in the Virtual International Conference on the theme “Restructuring of Trade & Industry for the upliftment of Indian Economy” organized by PG Department of Commerce in Association With IQAC, St. Joseph’s College (Arts & Science) Published in Vol. 34(VIII): 2021, Utkal Historical Research Journal with ISSN : 0976-2132

National/State Level Conferences:

- Presented a paper titled “Impact of social media on consumer buying behaviour” at the International Conference on Recent Trends in Science and Management (ICRTSM ’18) organized by Faculty of Arts & Science, BIHER & TECHOWN on 23rd -24th November, 2018 held at Bharath Institute of Higher Education and Research.
- Presented a paper titled “A study on role of family support in balancing work and family life” in “PhD Consortium 2015: Management in the 21st Century” organised by Shailesh J. Mehta School of Management, IIT Bombay during Nov 30 to Dec 1, 2015.
- Presented a paper titled “A Study on Work-Life Balance of Sales Personnel in Retail outlets - with special reference to textile industry in Chennai” in International conference on “Trends in Retailing and Branding” organized by the Department of Commerce, University of Madras on 19th and 20th February 2015.
- Presented a paper in National Conference Organized by DG Vaishnav College, Post Graduate and Research Department of Commerce on 17th Dec 2010 in title “Challenges in styles of Leadership in Public Sector Banks”.
- “CRM in Banking Industry” presented in National Conference titled “National Conference on Paradigm shift in Financial services” organized by Department of Commerce, Madras Christian College on 15th & 16th Sep 2009.

Participated Conferences:

- Participated in National Conference Organised by MOP Vaishnav College for Women on 23rd Jan 2010.

Workshops:

- Completed 5 days training in ADVANCED EXCEL conducted from 5th March 2011 to 27th March 2011 (during week end days) by MSME Development Institute, Chennai.
- Attended the Workshop on DATA ANALYSIS USING SPSS held in Department of Commerce, Madras Christian College organized by World Class Business Education Programme during 20th, 21st and 22nd October 2010.
- Participated in the workshop on Data Analysis using SPSS organized by Department of Statistics, Madras Christian College during 8th & 9th October 2012.
- Participated in the SPSS workshop for teaching staff organized by Department of Statistics, Madras Christian College jointly with Research and Development Cell, held during 29th – 31st August 2013.
- Participated in the faculty centric workshop on “Applications and Usage of SPSS-Hands on Training” organized Department of Statistics, Madras Christian College jointly with Research and Development Cell, held during 26th – 28th March 2015.
- Participated in Three Days National Level Workshop on “Research Methodology, Statistical Data Analysis and Interpretation” by using Statistical Package for Social Science & Analysis of Moments Structure” (SPSS & AMOS) organized Institute for Statistics and Analytical Research (ISAR) on 9th, 10th & 11th February 2018 held at The Kings Hotel, Egmore, Chennai.
- Participated in the faculty Development Workshop on “Enhancing skills and knowledge on values, character building and motivation” organized the Dr. Chandran Devanesan Centre for Human Resource Development on 16th June 2014.
- Participated in UGC sponsored workshop on “Research Report Writing” organized by the Post Graduate and Research Department of Commerce, Madras Christian College on 24th Feb 2012.
- Participated in SPSS and AMOS Workshop held on 6th, 7th and 13th April 2018 held in Department of Commerce (Shift II), Madras Christian College.
- Attended two days’ workshop on Human Assisted Technology in education management systems organized by the Alexander Boyd Centre of Excellence in English Language Teaching and Learning (ACE), Department of English, MCC on 12th & 13th December 2018.

FDP:

- Participated in Faculty Development Programme (FDP) on “Enhancing skills and knowledge on values, character building and motivation” organised by Dr. Chandran Devanesen centre for Human Resource Development on 16th June 2014 at Madras Christian College.
- Participated in Faculty Development Programme (FDP) organised by XIME (Xavier Institute of Management & Entrepreneurship, Bangalore on April 11th & 12th 2017 at XIME Campus, Oragadam, Chennai.
- Participated in Faculty Development Programme (FDP) on “BUDGET 2019 – Important provisions in Direct Taxes & Indirect Taxes” organised by Department of Commerce (Gen) held at Sir Theagaraya College (Shift - II), Chennai on 23rd February 2019.

- Participated in Faculty Development Programme (FDP) on “How to write and publish a research article in scopus-indexed journal” organised by Internal Quality Assurance Cell (IQAC) at D.B.Jain College, Chennai on 2nd March 2019.
- Participated in Ncovid-19 Awareness and prevention program organized by Vidyabharti College, Seloo, Dist. Wardha (MS) on 30th April 2020.
- Participated in the “Workplace Awareness – Culture, Gender and Personality” webinar conducted on 3rd June 2020 by the Department of Science & Humanities, Narasu’s Sarathy Institute of Technology, Salem.
- Participated in two day Faculty Development Program organized by Indian Institute of Digital Education on online teaching & E-Content on 3rd and 4th of June 2020.
- Participated in the “Taxation of Income from House Property & Other Sources” webinar conducted on 4th June 2020 by the Department of Commerce, Soka Ikeda College of Arts and Science for Women, Chennai.
- Participated in one day national level Faculty Development Programme on “Plagiarism – Free Research Report Writing” held on 8th June 2020 organised by Department of Master of Business Administration, QIS College of Engineering and Technology, Vengamukkapalem, Ongole.
- Participated in the National level Faculty Development Programme organized by Hajee Karutha Rowther Howdia College, Uthamapalayam, Theni on “Writing Research Grants Applications and Intellectual Rights” conducted by the Internal Quality Assurance Cell (IQAC) held on 24.6.2020.
- Participated in the national e-Workshop on “Designing e-Content for English Language and Literature” organized by Department of English and IQAC of Arts, Commerce and Science College, Lanja on 29th June 2020.
- Successfully completed the online course on Income Tax Law & Practice – Basics on 5th September 2020, organized by Patrician College of Arts and Science.
- Completed one day training workshop on “Tricks & Trades” in writing research papers organized by Institute of Gems and Jewellery on 27th May, 2021.
- Participated in one day National Webinar on "Digital Transformation during Pandemic" hosted by Patrician college of Arts & Science, held on 29th May 2021.
- Participated in National Webinar on "Financial Planning Strategies in Post Covid Environment" organized by Lucky Institute of Professional Studies, Jodhpur, Rajasthan, India held on 6.6.21.
- Participated in two days free webinar on “Accounting using Tally Prime” organized by ESN Publications held on 25th and 26th June 2021.

Certificate Courses:

- Completed the course on TALLY PACKAGE conducted at S.D.N.B. Vaishnav College for Women in Collaboration with DALLAS DATA SYSTEMS (P) LTD. from 1st – 30th November 2000 and obtained “A” Grade.
- Completed the course SAP-FICO conducted by VIT Varehouse Infotech the Technology Warehouse during the period of February – April 2008.

- Successfully completed Microsoft Office Specialist for Office PowerPoint 2010 and the test taken on 8th September 2015.
- Basic Counseling Course conducted by MCC School of Continuing Education, April 2019.

Orientation and Refresher courses attended:

- Participated in the Orientation Course (General) Batch – 101 conducted by University Grants Commission, Academic Staff College, University of Madras during the period 17.05.2011 to 13.06.2011 and obtained Grade “A”
- Completed Online Two week Refresher Course in Commerce & Management from 25th June – 8th July 2021 and obtained Grade A+, organized by Teaching Learning Centre, Ramanujan College, University of Delhi.

Resource Persons:

- Served as a resource person in topic “Finding suitable test for Data in research” organised by the Internal Quality Assurance Cell (IQAC) and PG Department of Commerce, Shri Shankarlal Sundarbai Shasun Jain College for Women on 4th June 2021.
- Attended as member of Interview Panel at Kendriya Vidyalaya No.1, Air Force Station, Tambaram, Chennai – 600 073.

Administrative Positions:

- Staff Advisor of the Department from 2013 to 2015
- Member of the Senatus Finance Committee for the period 2018 to 2021
- Member of Board of Examiners during 2020 to till date.