



liyastephenz@gmail.com

Name : LIYA ELSA STEPHEN  
Designation : Assistant Professor

Education

- UG – (B.Com (Finance & Taxation), Mahatma Gandhi University, 2015)
- PG - (M.Com (Finance), Mahatma Gandhi University, 2017)
- M.Phil – Nil
  - Ph.D - Nil

### Highlights

Featured Publication – “Factors influencing employee engagement in IT and ITES industries – A Study” in JETIR, ISSN-2349-5162 and UGC Approved (impact factor-5.87)

Brief Bio of 200 words containing the following items

- a. Courses taught – Company Law, Insurance, Retail Supply Chain Management , Retail Shopper Behaviour, Retail Operations, Systems & Inventory, Marketing Practices, Business Ethics & Corporate Social Responsibility, Advertising Theory & Practice, Business Management
- b. Paper Publications –
  1. Published a paper named “Factors Influencing Employee Engagement in IT and ITES Industries – A Study” in JETIR, ISSN – 2349-5162 & UGC Approved (Impact Factor 5.87)
  2. Published a Chapter titled “A Study on the Growth and Evolution of Women Entrepreneurship in India” in an edited book named “Women Entrepreneurship – Problems & Prospects” ISBN: 978-93-88996-18-1, Chapter ID : EB/WEPP/2019/CH-22
  3. Presented a Paper titled “A Study on Predictive Analytics used by E-Commerce retailer with special reference to Amazon” in the International Conference on “Transformation in Industry in an Era of Digitalization: Challenges & Opportunities” organised by Guru Nanak College, Chennai
- c. Ph.D / M.Phil Guideship – Nil

CVLink

<https://docs.google.com/document/d/10yRmYQdpXGBL4GR0QhZrK5TBWtD46KrH/edit?usp=sharing&oid=111699112203741623495&rtpof=true&sd=true>

---