



menaka@mcc.edu.in

Name Dr. M. MENAKA
Designation Assistant Professor

Education

- UG – B. Com., University of Madras, April 2000.
- PG - M. Com., University of Madras, April 2002.
- M.Phil – Commerce, Alagappa University, Jan. 2006.
- Ph.D – Commerce, University of Madras, August 2019
- SET – Commerce, Mother Teresa Women’s University, Feb.

2016

- Email ID – menaka@mcc.edu.in vinodmenaka@gmail.com
- ORCID ID

Brief Bio

Working as Assistant Professor for the past 12 years in the Department of Commerce (Self - Financed Stream) and have handled Income Tax, Financial Management, Business Mathematics and Statistics, Business Economics and Operations Research, Research Methodology, E – Commerce, Enterprise Resource Planning, Insurance and Risk Management, Service Marketing, Marketing, Cost Accounting and Management Accounting. Published research papers in reputed journals and in National and International Conferences. Key areas of interest are Marketing, Finance and Human Resource Management.

C V Link

https://docs.google.com/document/d/1bV-_iIqdwdMcz6ExZS5uIAi-vRYRWxZtzBfFqoNxGHI/edit?usp=sharing

Internal Page with complete CV with following items

1. Name Dr. M. MENAKA
 2. Education M. Com., M. Phil., SET, Ph. D.
 3. Publications 05
- ❖ **“Corporate Social Responsibility of Hotels with reference to Customer’s Perception in Chennai”**- International Conference on Business Innovation, at Sun Arts and Science College, Tiruvannamalai, in International Journal of Research and Business Innovation- ‘Steering Excellence of Research Knowledge’- Vol. 2 No. 4 – October 2014, Pg. No. 251 – 255, ISSN 2321-5615.
 - ❖ **“Consumer’s Evaluation on Socially Responsible Activities about Supermarket Retailers”** – International Conference on Trends in Retailing and Branding, University of Madras, Chetpet, Chennai, ISBN 978-81-8094-165-8, Pg. No.385-393, Feb. 2015.
 - ❖ **“A Study on College Goer’s Perception of Corporate Social Responsibility”**- Journal GSD- Green & Sustainable Development, Voluntary Organization (Research, Development and Training), Planning Commission, Government of India - ISSN 2350-1464, Volume 2, Issue 20, October 2015, Pp. 36-48.
 - ❖ Published a paper entitled **“HR’s Role on Corporate Social Responsibility and its Impact (with special reference to Information Technology Companies in Chennai City)”**

in International Journal of Business Intelligence and Innovations, ISSN 2348 4705 Special Issue Vol. 4 – August 2017, Pp. 158 – 162.

❖ Published a paper entitled **“Employee’s Perception Towards Corporate Social Responsibility with Special Reference to Information Technology Companies in Chennai City”** in International Journal of Creative Research Thoughts, ISSN 2320 - 2882, Impact Factor 5.97, Vol. 6, Issue 2, April 2018, Pp. 120 – 127.

4. Research Interests (Specialisations) – Marketing, Human Resource and Finance.
5. Courses taught (UG & PG for the past 5 years) - Income Tax, Financial Management, Business Mathematics and Statistics, Business Economics and Operations Research, Research Methodology, E – Commerce, Enterprise Resource Planning, Insurance and Risk Management, Service Marketing, Marketing, Cost Accounting and Management Accounting.
6. Awards NA
7. Presentations 10

- **“Health Insurance – Knowing the Unknown”** in a National Conference on ‘Paradigm Shift in Financial Services’ held at Madras Christian College on 15-16th Sep 2009.

- **“HRM Issues in Recruitment Process Among PSB”** in National Seminar Organised by DG Vaishnav College, Post Graduate and Research Department of Commerce on 16th & 17th Dec. 2010 with ISBN No.978-81-907924-5-5.

- **“Bancassurance – Emerging concept in India”** in State level seminar on ‘Recent developments in Banking and Financial Sectors its impact on other sectors’ held at Ramakrishna Mission Vivekananda College (Evening College) on 20th January 2011 with ISBN No.978-81-907924-4-8.

- **“Leadership skills- A vision”** in National conference on ‘Enhancing Skills’ held at Asan Memorial College of Arts and Science on 2nd and 3rd Feb. 2011 and published in a book volume with ISBN No.978-81-8209-280-8.

- **“Fundamental Measures concerning Rational use of energy”** in a National Conference on ‘3 E’s – Energy, Economy and Efficiency’ held at Queen Mary’s College on 4th Feb 2011 with ISBN No. 978-81-909575-3-3.

- **“Sustainable Development-Need of the hour”** in National Conference on ‘Environmental Monitoring: Issues and Challenges’ held at Dept. of Geography, Tourism and Travel Management, MCC on 9th Feb 2011 with ISBN No. 978-93-81006-01-6.

- **“Issues concerning employees health and safety at work”** in National conference on ‘Transformation, Adaptation and Sustainability towards a Brighter Future’ held at Patrician College of Arts & Science, Chennai on 5th March 2011 and published in a book volume with ISBN No.978-81-88331-19-8.

- **“Emerging Trends in E-Commerce As Web Advertising and Marketing Channels”** in an International Conference on ‘Emerging Trends in E-Commerce’ held at Madras University on 16-17th March 2011 ISBN. 978-93-80890-27-2.

- **“A Study of Brand Loyalty in FMCG Industry”** in International Conference on ‘Innovation, Creativity and Change’ held at Delhi Business School, New Delhi on 27th May 2011 – ISBN Book No. DELENG/2110/34793.
- **“Creativity and Innovation for challenging times” “Building Performance Measurement Systems with Balance Scorecard Approach”** Jaya Engineering College, Chennai ISBN. 978-93-81568-01-09, pp.251-255. November 2011.
- **“Nurturing Economic Development through Corporate Social Responsibility”** ,:Effects of the Global Financial Crisis on CSR in Multinational Companies”, Sri Krishnaswamy College for Women, ISBN 978 93 81195 11 6 , February 2012.
- **“Re-Engineering Payment Systems – An Overview”**, National Conference on e-Commerce: The Way forward for better financial inclusion held at Institute of Public Enterprise, Hyderabad, February 2013.
- **“A Study of the Corporate Social Responsibility of IT Sector – An Overview”**, National Conference on ‘Emerging Trends in HR Practices : The Road Ahead’, March 2013.

8. Resource Persons

Invited as Chairperson for the Panel discussion of Virtual International Conference, PG Department of Commerce, St. Joseph’s College (Arts & Science), Kovur, Chennai on 17th April 2021.

9. Administrative Positions

- ❖ Department Librarian during the year 2012- 2015.
- ❖ Member in Internal Quality Assessment Cell (IQAC) representing Department of Commerce (Shift - II) 2015 till date.
- ❖ Member of the Senatus Finance Committee during June 2017 – April 2019.
- ❖ Returning Officer during College Election.
- ❖ Conference Convener from 2014 – 2017.
- ❖ Member of the MCC Senatus Finance Committee from 1st July 2021 till 31st May 2023.