



Name Dr.Nirmala Mohan  
Designation Head of the Department  
Education M.Com, M.Phil., Ph.D

- UG B.Com , University of Madras, 1989
- PG - M.Com, University of Madras, 1991
- M.Phil University of Madras, 1992
- Ph.D- University of Madras, 2011.
- Email ID [nirmalamohanmcc@gmail.com](mailto:nirmalamohanmcc@gmail.com)

nirmalamohan@mcc.edu.in

- ORCiD ID

Brief Bio of 200 words containing the following items

- a. Courses being taught by the faculty : Income Tax, SPSS, Corporate Accounting, Financial Management, Marketing, Research Methodology and Statistics.
- b. Research Projects / Publication (Recent ones)
- c. Ph.D / M.Phil Guideship : Research guide for Ph.D. and M.Phil

C V Link

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1. **Name** Dr.Nirmala Mohan
2. **Education** M.Com, M.Phil., Ph.D
3. **Publications**

1	Published a paper entitled “An Analytical Study on Basel II Norms in Banking Sector” in the book Global Financial System in the Post-crisis Era, ISBN:978-81-8209-267-9, Vijay Nicole Pvt.Ltd., Pg. No. 690-695.
2	Published a paper entitled “IFRS Convergence for Indian Banks” in the book Recent Developments in Banking and Financial Sectors – Its Impact on Other Sectors, ISBN 81-907924-4 – X, Pg.No. 104-108.
3	Published a paper entitled “A Study on the Employability Skills expected by the industry in the Global Era” in the book Enhancing Managerial Skills, ISBN 13: 978 – 81 – 8209 – 280 – 8, Pg.No. 277 – 279.
4	Published a paper entitled “An Analytical Study of Chennaites’ Preferences towards Broadband Services” in the book Global Management: Issues, Challenges and Opportunities, ISBN No 978-93-81006-00-9, Pg.No.123-128.
5	Published a paper entitled “ATM and its impact on Productivity in Commercial banks” in the book Human Resource Management in Public Sector Banks with ISBN No 978-81-907924-5-5, Pg.No.244-249.
6	Published a paper entitled “Value Relevance of Accounting Information – An Indian Perspective” in Leveraging global management resources through transformational leadership insight and collaboration , with ISSN No 1947-833X, Pg.No.438-448.
7	Published a paper entitled “ERM: A Key to Improved CRM” in Leveraging global management resources through transformational leadership insight and collaboration with ISSN No 1947-833X, Pg.No 449-459.
8	Published a paper entitled “A Study on Money Laundering in India – Issues and Prevention in the Book Transformation, Adaptation and sustainability towards Brighter Future with ISBN 978-81 -88331-19-8, Pg.No.214 – 216.
9	Published a paper on “A Study on the Labour Productivity of Commercial Banks Operating in India “ in the JM International journal of Management Research (JMIJMR)with ISSN No 2229-4562, Pg.No.494-499.
10	Published a paper entitled “Mergers and Acquisition of Banks in India” in

	the Journal of Empirical Research in Management (JERM) with ISSN No 2249-1864, Pg.No.100 – 104.
11	Published a paper entitled “Payment and settlement system in the E-Commerce era” in the Book Emerging Trends in E-Commerce with ISBN No 978-93-80890-27-2, Pg.No.577 -584.
12	Published a paper entitled “A Study on Growth and Progress of Self Help Groups in India under Bank Linkage Programme” in the Book Innovative Business & Technology strategies for Developing Countries with ISBN No 978-81-921764-4-4, Pg.No.162-166.
13	Published a paper entitled “Issues and Challenges for Corporate Social Responsibility in India” in the book Redefining the DNA of Business with ISBN 978-93-81568-67-5, Pg.No.181 – 184.
14	Published a paper entitled “A Study on Knowledge Management in Higher Education Institutions” in the book Knowledge Management with ISBN No 978-93-81006-44-3, Pg.No.180 -189.
15	Published a paper entitled “ An Analytical Study on Non Performing Assets of Banks in India” in the book Competitive Strategies in Globalised Economy with ISBN No 978 – 93 -82338 – 07 -9, Pg. No. 32-36.
16	The relationship between psychological contract & employee Engagement. GNJMDR ISSN: 2277-1409 2016 November.
17	The influence of psychological contract on employee retention. ISSN: 2348 4705. 2017 February.
18	The impact of perceived psychological contract and job satisfaction IJMSRR E- ISSN-2349-6746, ISSN-2349-6738.2017 February.
19	A study on Employee expectations and its impact on job Performance. JAMR, ISSN: 2393-9664, March 2018.
20	Published paper on the title “A Study on Employee Engagement With Reference To IT Sectors, Emperor International Journal of Finance and Management Research, February 2019, ISSN-2395-5929- Impact factor 5.48.
21	Published paper on “A study on work place satisfaction in information technology sector”- Innovation & Emerging trends in global business opportunities and challenges volume -I. 30 <sup>th</sup> August 2019.
22	Published paper on “the role of psychological contract in employee retention- an emerging issue”- Adalya Journal ISSN NO: 1301-2746. 17 <sup>th</sup> October 2019.

23	Published a paper on “a study on fulfilment of psychological contract and its impact on employee engagement”. International Journal of Human Resource Management and Research (IJHRMR) ISSN (P): 2249-6874; ISSN (E): 2249-7986 Vol. 10, Issue 1, Feb 2020, 49-58.
24	A study on emerging trends in employment expectations – Psychological Contract, Journal of Interdisciplinary Cycle Research, volume XII, issue X, October 2020, ISSN NO:0022-1945.
25	A study on content marketing, ISSN 2348 4705 International Journal of Business Intelligence & Innovations, August 2017.
26	A study on consumer perception towards price discounts and offers in organized retailing, ISBN 978-93-81208-96-0 Leveraging best practices in organization, September 2018.
27	Factors affecting consumers of gold savings scheme, ISSN 2395-0293 KICMA Reach, Journal of Management, June 2019.
28	A study on the impact of packaging in influencing consumer buying decision. ISSN 2231-2854 Knowledge Economy, March 2016
29	A study on the role of influencer in Social Media marketing, ISSN 0022-1945, Journal of Interdisciplinary Cycle Research, October 2020.
30	Innovations in digital recruiting strategies- Job seeker’s perspective. Adalya journal 2019.
31	“A Study on the Impact of Social Competence on Employee Job Performance” in the International Conference on, “Social Innovation and Social Responsibility - A Key to Sustainable Development and Solutions” on 24 <sup>th</sup> and 25 <sup>th</sup> January 2018 organized by the Post Graduate Department of Banking and Insurance Management and Department of Bank Management, Ethiraj College for Women, Chennai.
32	“A Study on the Importance of Emotional Intelligence in Agile and Corporate Environment” in the National Conference on, “Agile Methodologies and Development in Organistation” on 16 <sup>th</sup> February 2018 organized by the Post Graduate Department of Human Resource Management, SDNB Vaishnav College for Women, Chennai.
33	A Study on the Performance of Employees working in IT/ITES sector with reference to Chennai city” in the Conference on, “Leveraging Best Practices in Organization – Creating Business Value” on 18 <sup>th</sup> and 19 <sup>th</sup> September 2018, organized by the Department of Commerce, Shift – II, Madras Christian College, Chennai.

34	“The Emerging Role of Emotional Intelligence in the Workplace with Special Reference to IT/ITES sector in Chennai city” in the Conference on “Innovation - A Tool for Sustainable Business Development” held on 23 <sup>rd</sup> and 24 <sup>th</sup> September 2019 conducted by Department of Commerce, Shift - II, Madras Christian College.
35	“The Role of Personal Competence on Performance of Employees working in IT/ITES sector in Chennai City” in the International Conference on, “Transformation in Industry in an Era of Digitalization: Challenges and Opportunities ” on 28 <sup>th</sup> September 2019, organized by PG and Research Department of Commerce, Gurunanak College, Chennai.
36	“A Study on the Impact of Emotional Intelligence on Employee Performance with Special Reference to IT/ITES sector in Chennai City” in the National Level Conference on “Change Management Practices in Business: Challenges and Opportunities (NCCMPB) on 11 <sup>th</sup> and 12 <sup>th</sup> December 2019 organized by Department of Business Administration, Vels Institute of Science, Technology and Advanced Studies, Chennai. This paper is published in a Scopus Indexed Journal namely International Journal of Psychosocial Rehabilitation (IJPR) with ISSN: 1475 - 7192. <a href="https://www.psychosocial.com/article-category/issue-6/">https://www.psychosocial.com/article-category/issue-6/</a>
37	“A Study on Emotional Intelligence for Workplace Success of Employees working in IT/ITES sector in Chennai City” in the National Summit on Human Centric Business Platforms for the future on 4 <sup>th</sup> February 2020 organized by Department of Commerce, M.O.P. Vaishnav College for Women, Chennai.
38	A study on E-shopping compulsive buying behavior. Shanlax international Journal of commerce, 2019.
39	A study on consumers brand relationship with social media. International journal of recent technology and engineering. Scopus 2019.
40	Emotional intelligence of students in higher educational institutions-A Study. Journal of interdisciplinary Cycle research, 2020.
41	A structural equation modelling approach to development of social media brand attitude model (SMBAM)-A STUDY. Scopus -International Journal of psychosocial Rehabilitation, Vol. 24, Issue 08,2020

4. **Research Interests** Marketing, Finance, Human Resource and Banking.

5. **Courses taught** Income Tax, SPSS, Corporate Accounting, Financial Management, Marketing, Research Methodology and Statistics.

**6. Awards**

**7. Presentations**

**8. Resource Persons** University Nominee in JBAS College 2014 – 16

External Expert for Department of Commerce of Vivekananda College Academic Audit.

External Expert of Board of Studies of SDNB Vaishnav College For Women.

Chairperson of International conference held at Loyola College, 2014.

External Expert for Department of Commerce of Stella Maris College Academic Audit 2021.

**9. Administrative Positions** Head of the Department 2009 till date.

Associate Dean for Humanities, Research and Development.

Member in Admission Committee from 2015 - till date.

Senate member 2012 – 2015

Self financed Stream Coordinator i/c May 2013 to August 2013, June 2021 to July 2021