



Dr. N. Zeenath Zarina M.Com., M.Phil., Ph.D.,  
Assistant Professor  
Education:

- B.Com, Justice Basheer Ahmed College for Women, 2002 (University of Madras)
- M.Com, Justice Basheer Ahmed College for Women, 2004 (University of Madras)
- M.Phil, The New College, 2005 (University of Madras)
- Ph.D - Commerce, Madras Christian College, 2018 (University of Madras)

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**Courses being taught: UG** - Business Mathematics & Statistics I & II, Introduction to Information Technology & MS Office, Service Marketing, Personality Development, Business Economics and Operation Research.

**PG** - Security Analysis and Portfolio Management, ERP, Banking and Financial Service, E-Commerce.

<https://mcc.edu.in/personnel/n-zeenath-zarina/#>

### Highlights

Featured  
Publication  
Positions  
International  
Visits  
Visiting Fellow  
Prominent  
Recognitions

### Publications:

- Publication of Thesis in the form of edited book with Shanlax Publications.
- Published Paper Title “Consumers’ Perception in Decision Making Factors in Online Shopping Environment – A Study (with ref. to Arts and Science college students in Chennai city)”, in Shanlax International Journal of Management, ISSN:2321-4643, Vol.5, Special Issue.1, Jan.2018, UGC Approved Journal Number: 44278.
- Published Paper Title “Effects of Influential factors of Consumer perceived risk on Expected risk for online shopping(with special ref. to Arts and Science college students in Chennai city)”, in International Journal of Business Intelligence and Innovations, Special Vol. 4, Nov. 2016, ISSN: 2348 4705.
- Published Paper Title “Factors Influencing Customers Preference And Satisfaction In Online Shopping – A Study With Reference to Chennai City”, In South Asian Academic Research Journals Academia: An International Multidisciplinary Research Journal Issn:2249-7137 Vol. 6 Issue 10, October 2016 Impact Factor: SJIF 2013=5.099
- Published Paper Title “Consumers’ Preferences In Online Shopping – A Study (With Reference To Chennai City)”, In ARS - Journal of Applied Research And Social Science – ISSN 2350-1472 (Impact Factor 1.739) Sept. 2016, Vol.3, No.17. Pp.57-69.

**Research Interests (Specialisations):** Marketing, HR & Finance.

**Presentations: International Conferences:**

- Presented the paper on Importance of E.I in achieving amicable work environment, at the international conference on HR, The Era of Cure (Cross skilling, Up-Skilling, Re-skilling and Empowering) at SRM institute of Science and Technology, on October 25<sup>th</sup> and 26<sup>th</sup> 2018.
- Presented paper title “Customers problems in online shopping” – A study with special reference to college students in Chennai, at 6<sup>th</sup> International Conference on Banking, Finance, Business and Technology for sustaining economic development in Global market, on 9<sup>th</sup> and 10<sup>th</sup> Oct. 2015.(ISSN) at Sai Ram Engineering College
- Presented paper title “Consumers’ online shopping perceptions – a study (with special reference to college students in Chennai city)”, at International Conference on Innovative Marketing Strategies for Sustainable Growth Issues and Challenges, on 16<sup>th</sup> September, 2015 at Sankara Arts and Science Coimbatore (ISBN).
- Presented the paper on “A study on teenagers’ purchase behavior towards online retailing preferences” at the International Conference on Trends in Retailing and Branding, organized by dept. of commerce, University of Madras, on 19<sup>th</sup> and 20<sup>th</sup> Feb 2015 Chennai.
- Presented the paper on “A Comparative study of customer satisfaction on online shopping and brick store shopping” at the International conference on business innovation organized by school of business studies held at Sun arts and science college, Tiruvannamalai, Oct 2014, ISSN: 2321 – 5615
- **Abroad:** presented the paper on “A study on customer satisfaction on hospitality industry – with reference to service provider” in the International conference on Tourism and Hospitality Management”, on 8<sup>th</sup> to 10<sup>th</sup> December 2013, at the Galadari hotel, Colombo, Sri Lanka.
- Presented the paper on “Application of data mining in e-commerce this new millennium” at the International conference on Emerging trends in e-commerce, on 16<sup>th</sup> and 17<sup>th</sup> March 2011 at University of Madras.
- Participated in the International Webinar on the topic “Coping with Covid-19 with perfect and Balanced mind” On July 03<sup>rd</sup>, 2020 organised by the Department of Secretarial Practice & Computer Science, Beseant Women’s College, Karnataka.
- Participated in the International Webinar on the topic “Approaches on Online Teaching and its Assessment Methods” On July 04<sup>th</sup>, 2020 organised by Department of Commerce (Shift II), Patrician College of Arts and Science, Chennai
- Participated in the International Webinar on the topic “Marching towards excellence after Covid-19” On July 09<sup>th</sup>, 2020 organised by PG & Research Department of Commerce, Holy Cross Home Science College, Thoothukudi.
- Participated in the International E-Seminar on the topic “Nurturing Indian Growth – Sectoral Perspective” On July 11<sup>th</sup>, 2020 organised by Department of Commerce, SRM Institute of Science and Technology, Ramapuram, Chennai.

### **National/State Level Conferences:**

- Presented paper title “Factors responsible for the rising trend in online shopping among college students with reference to Chennai City”- on 29<sup>th</sup> and 30<sup>th</sup> July,2015 at QMC (ISSN).
- Presented the paper on “A study on customer satisfaction on Samsung mobiles with reference to employee perspectives “at the national conference on SHRM – Riding the power and shaping the HR mission organized by department of Commerce, on 18<sup>th</sup> and 19<sup>th</sup> Dec. 2013, University of Madras.
- Presented the paper on “Inclusion and integration of differently abled through innovation of skill development in special education” at national seminar on the role of industry in quality enhancement in institutions of higher education organized by Ethiraj college for women, March 2011, Chennai.
- Presented the paper on “Women in unorganized sector”, at national seminar on Women entrepreneurship – A multi-dimensional approach, organized by Kumararani Meena Muthiah College of Arts and Science, March 2011, Chennai.
- Presented the paper on “A critical review of the taxation system in India at national conference organized by Patrician College of Arts and Science, on 5<sup>th</sup> March 2011, Chennai.

- Presented the paper on “Mastering interpersonal communication skills and gaining confidence at national conference organized by Asan Memorial College of Arts and Science, on 2<sup>nd</sup> and 3<sup>rd</sup> Feb. 2011, Chennai.
- Presented the paper on “Efficient energy use for sustainable development” at national conference on 3E’s Energy, Economy and Efficiency organized by QMC, Feb. 2011, Chennai.
- Presented the paper on “Sustainable development – the need of the hour” at national seminar on Environmental monitoring: Issues and Challenges organized by Dept. of Geography, tourism and travel management, Feb. 2011, MCC.
- Presented the paper on “Financial inclusion” at National Conference on Inclusive Growth in India – An emphasis on financial and social inclusion, Oct 2010 at WCC.
- Presented the paper on “Brand loyalty and brand management for next millennium” at national conference on Branding the brand, Oct 2010 at St. Peter’s University, Chennai.
- Participated in National Webinar on the topic “Use of Elsevier Tools in Research Workflow” on 5<sup>th</sup> May 2020, organised by Department of Commerce, University of Madras, Chennai
- Participated in the National Level Webinar on the topic “Open Resource Tools for Digital Teaching” On July 0<sup>4th</sup> and 0<sup>5th</sup>, 2020 organised by Department of Electronics, LRG Government Arts College for Women, Tirupur.
- Participated in the Two Day Knowledge sharing National Webinar on the topic “Data Analysis using SPSS Software” On July 6<sup>th</sup> and 7<sup>th</sup>, 2020 organised by the Department of U.G and P.G Studies in Commerce and Management & IQAC, Besant Women’s College, Karnataka.
- Participated in the 4<sup>TH</sup> National Level Webinar on the topic “Role of Online Resources in Teaching and Learning with reference to National Digital Library of India” On July 07<sup>th</sup>, 2020 organised by Department of Commerce Angappa College of Arts and Science, Coimbatore.
- Participated in the National Level Webinar on the topic “Know Self Love Self Celebrate Self” On July 11<sup>th</sup>, 2020 organised by G.T.N. Arts College, Dindigul.
- Participated in the National Webinar on the topic “Online Assessment Tools” On July 23<sup>rd</sup>, 2020 organised by IQAC, St. Xavier’s College (Autonomous), Palayamkottai, Tamilnadu.
- Participated in the National Webinar on the topic “E-learning through SWAYAM,” On August 26<sup>th</sup>, 2020 organised by Shihab Thangal Central Library and Research Centre, EMEA College of Arts & Science, Kerala.
- Participated in the National Webinar on the topic “Opportunities and Challenges for Sales and Marketing in FMCG Industry” – Post Covid On September 09<sup>th</sup>, 2020 organised by Department of MBA, Dr. Ambedkar Institute of Technology, Bengaluru.
- Participated in the National Webinar on the topic “Gender Responsive Budgeting: Union Budget 2020 Outlook” On September 09<sup>th</sup>, 2020 organised by Department of Commerce, National College, Thiruvananthapuram, Kerala.

### **Participated Conferences:**

- Participated in the one day state level conference on Entrepreneurship ‘Enrich to Become Rich’, organized by the department of commerce (Shift I), Stella Maris College, on March 2018.
- Participated in the two days conference on “Management beyond repertoire” organized by Stella Maris college, Jan.2014, Chennai.
- Participated in national conference on Paradigm shift in financial services, Sept 2009, organized by dept. of commerce (shift II), MCC.
- Participated in national level seminar on “Women and the workplace – ‘Eve’olving roles”, organized by M.O.P Vaishnav college for Women, Aug 2009, Chennai.
- Participated in national conference on Impact of Inflation, Sept 2008, organized by dept. of commerce (shift II), MCC.
- Participated in State Level Seminar organized by the dept. of Bank Management on Impact of Globalization on Banking, at Anna Adarsh College for women, 2005 Chennai.

- Participated in Webinar on the topic “Start step to Star-up” On May 05<sup>th</sup> , 2020 organised by EDC in association with Institution’s Innovation Council of Francis Xavier Engineering Collge, Tirunelveli, Chennai.
- Participated in Webinar on the topic “Technology in Education for NextGen after COVID-19” On May 09<sup>th</sup> , 2020 organised by Department of IT, Loyola – ICAM, Loyola College, Chennai.
- Participated in the Webinar on the topic “Gamification Tools in Teaching” On May 07<sup>th</sup> , 2020 organised by IQAC, St. Xavier’s College for Women, Aluva.
- Participated in Webinar on the topic “Indian Stock Market in the Corona Pandemic” On June 08<sup>th</sup> , 2020 organised by Department of Commerce with Finance, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore.
- Participated in the Webinar on the topic “OUT OF BOX THINKING” On June 1<sup>4th</sup> , 2020 organised by Department of MBA, St. Joseph’s College of Engineering, OMR, Chennai.
- Participated in Webinar on the topic “GST LEVY AND INPUT TAX CREDIT” On July 03<sup>rd</sup> , 2020 organised by Department of Commerce, Rathinam College of Arts and Science, Coimbatore.
- Participated in the live Webinar on the topic “Challenges and Opportunities of future (post covid) in learning and placement: A Strategic view” On July 07<sup>th</sup> , 2020 organised by Lunding Collge, Lunding, Hojai, Assam.
- Participated in the Motivational Webinar on the topic “Crisis comes with Opportunities” On July 10<sup>th</sup> , 2020 organised by G.T.N Arts College(Autonomou), Dindigul, TN.
- Participated in the Placement Webinar on the topic “Personality Development” On June 12<sup>th</sup> , 2020 organised by Department of Electrical and Electronics Engineering of Francis Xavier Engineering College, Tirunelveli, Tamilnadu.
- Participated in the Webinar on the topic “Effective Online Teaching Pedagogy for Accounting” On July 13<sup>th</sup> , 2020 organised by the Department of Commerce and Management, Seshadripuram Institute of Commerce and Management, Bengaluru.
- Participated in “Spit-free India Movement” during June – August 2020 to prevent the spread of COVID – 19.organised by Alamelu Charitable Foundation, supported by TATA TRUSTS.

### **Workshops:**

- Participated in Academic – BOS – Prepartation of Curriculum for the Entrepreneurship Skill Development Programme in the UG Degree program, at University of Madras on 20<sup>th</sup> June 2019.(as deputed by college Principal)
- Participated in three days Workshop on SPSS & AMOS, during 6<sup>th</sup>, 7<sup>th</sup> and 13<sup>th</sup> April 2018, at Dept. of Commerce (Shift II), MCC.
- Participated in two days’ workshop on 8<sup>th</sup> and 9<sup>th</sup> August 2015. “Practical approaches in stock markets” at IIT Madras.
- Participated in workshop on “Model building and validation for research in management and social sciences” organized by Anna university, March 2014.
- Participated in two day workshop on “Cyber Crimes in BFSI sector”, organized by department of Criminology, University of Madras, April 2013.
- Participated in Faculty development workshop on “Leadership and emotional intelligence, organized by department of Commerce, Feb 2012. MCC.
- Participated in a national level workshop on research paper / article publications, March 2011 at Sri Sai Ram institute of mgt. studies, Chennai.
- Participated in the workshop on Team building and advanced counseling organized by transfer advise – coaching- training, Netherlands and center for International social work, Jan.2011, MCC.
- Participated in the workshop on “Data analysis using SPSS” organized by World class business education programme”, Oct 2010 at MCC.

### **FDP:**

- Participated in the FEP (Faculty Enrichment Program) on “The Future of Learning – Skills & Experiential Learning” organized by Department of Commerce, University of Madras on 25<sup>th</sup> March, 2019.
- Participated in the FDP on “Transactional Analysis for Personal Excellence and Professional Effectiveness”, organized by Dr. Chandran Devanesen centre for HRD, MCC on 16<sup>th</sup> March, 2019.
- Participated in the FDP on “How to Write and Publish a Research Article in Scopus-Indexed Journal”, organized by IQAC on 2<sup>nd</sup> March 2019.
- Participated in FDP on Securities Markets, jointly organized by the National Institute of Securities Markets and Dept. of Commerce, UOM, held on 3<sup>rd</sup> and 4<sup>th</sup> Dec. 2018 at the UOM.
- Participated in FDP 2018 on Emerging Trends in Business Education, organized by the Dept. of B.B.A, on 6<sup>th</sup> March 2018.
- Attended the FDP organized by XIME Campus, Oragadam, Chennai. On April 11-12, 2017.
- Participated in the FDP on “Enhancing skills and knowledge on values, character building and motivation”, organized by the Dr. Chandran Devanesen center for HRD, on June 2014, MCC.
- Participated in the International FDP on Global education strategy for business and technology, organized by Sri Sai Ram institute of mgt. studies, July 2011, Chennai.
- Participated in Faculty Learning Programme on “Changes in the Higher Education Sector and Strategies for Management Education in India”. On May 06<sup>th</sup>, 2020 organised by Business Standard Learning.
- Participated in Faculty Development Programme on “Examinations in wake of COVID-19”. On May 08<sup>th</sup>, 2020 organised by Department of Commerce – Shift II, Partrician College, Chennai.
- Participated in Faculty Learning Programme on “Contemporary Tools and Techniques for Teachers and Researchers in Higher Education: Experience of using Virtual classrooms”. On May 09<sup>th</sup>, 2020 organised by Cambridge Institute of Technology, Bengaluru.
- Participated in Faculty Development Programme on “MOODLE LMS”. During 26<sup>th</sup> to 31<sup>st</sup> May, 2020 organised by Department of English, J.B.A.S College for Women, Chennai.
- Participated in Online International Faculty Development Programme on “Leadership Excellence”. Organized by the Department of Corporate Secretaryship and Information Systems Management from 1<sup>7th</sup> June to 2<sup>3rd</sup> June 2020, J.B.A.S College for Women (Autonomous), Chennai.
- Participated in Two Day Faculty Development Programme on “Online Teaching & E- content”. On June 3<sup>rd</sup> and 4<sup>th</sup>, 2020 organised by IIDE.

### **E-QUIZ**

- Participated in Online Quiz on the topic “Management Principles” during May, 2020 organised by Department of Business Administration, Mohamed Sathak College of Arts and Science, Sholinganallur, Chennai.
- Participated in Online Quiz Contest on the occasion of World Environment Day organized by Department of Mechanical Engineering, during 3<sup>rd</sup> June to 6<sup>th</sup> June 2020, GIET University, Gunupur, Odisha.
- Participated in Online Quiz on the topic “Banking” On July 03<sup>rd</sup>, 2020 organised by PG & Research Department of Commerce, The Quaide Milleth College For Men, Medavakkam, Chennai.
- Participated in Online Quiz on the topic “Global Pandemic 2020” On July 05<sup>rd</sup>, 2020 organised by IQAC, St. Jude’s College, Thoothoor, Kanyakumari District, Tamil Nadu.
- Participated in Online Quiz on the topic “Gender Equality and Safety: The Facts” On July 07<sup>th</sup>, 2020 organised by SRISHTI and WAHAP Cell of PSG College of Arts and Science, Coimabtoe.
- Participated in the National Level Online Quiz on the topic “Statistical Methods” On August 07<sup>th</sup>, 2020 organised by MBA Department, Mother Theresa College of Engineering & Technology, Peddaplli.

- Participated in the Online Quiz on the topic “Covid-19 and Environment Awareness” on 2020 organised by Department of Geography, Sharadchandra Mahavidyalaya, Shiradhon, Tq-Kallam Dist. Osmanabad, (M.S.)
- Participated in National Level Online “Business Quiz” organised by Department of Management, S.B. Jain Institute of Technology, Management & Research, Nagpur.

#### **Certificate Courses:**

\*Basic Counseling Course conducted by MCC School of Continuing Education, April 2019.

\*Basic Counseling Level- I Course conducted by MCC School of Continuing Education, November 2020.

**Orientation and Refresher courses attended:** Orientation course, batch-106 held from 18.5.2012 to 14.6.2012, organized by academic staff college, University of Madras.

Completed Online Two week Refresher Course in Commerce & Management from 25<sup>th</sup> June – 8<sup>th</sup> July 2021 and obtained Grade A+, organized by Teaching Learning Centre, Ramanujan College, University of Delhi.

#### **Resource Persons:**

- External Examiner for various soft skill programmes and Personality Development.
- Attended as member of Interview Panel at Kendriya Vidyalaya No.1, Air Force Station, Tambaram, Chennai – 600 073.

#### **Administrative Positions:**

- Department librarian during the year 2009 to 2012.
- Conference Convener during the period 2012 to 2015.
- Member of the Academic Counsel during the period 2012 to 2014.
- Member of the Senatus Finance Committee for the period 2015 to 2017.
- Member of Centre for Women Studies (CWS) during the year 2013 to 2018.
- Member of Board of Examiners during 2013 till date.
- Staff Advisor of the Department from 17.06.2019 till date.
- Department Admission Work from 2020 till date.