

Staff Profile

Name: Florence John

Designation: Associate Professor

Mail id: florencejohn@mcc.edu.in

<https://orcid.org/0000-0001-6887-5442>

Web of Science Researcher ID AAZ-1655-2020

<https://scholar.google.com/citations?user=eewBs7sAAAAJ&hl=en>

Education:

Under Graduate- B.Com.	Commerce	Madurai Kamaraj University	1985
Post Graduate- M.Com.	Commerce	University of Madras	1987
M.Phil. in Commerce	Analytical Study of the factors influencing labour productivity- A Case Study of Ashok Leyland, Ennore.	University of Madras	1994
Ph.D. in Commerce	A Customer Perception Towards E-banking Services in Banking Industry – With Special Reference to Chennai City.	University of Madras	2011

Brief Bio:

Dr.Florence John is presently Associate Professor, Department of Commerce, Madras Christian College, Chennai. She is an academician of repute having nearly 35 years of teaching and 22 years of research experience in the areas of Banking and Finance, Marketing and also HR. She is a trained facilitator in Human Resource Development and taught a course on Personality Development and Soft Skills. She has organized various conferences and workshops besides contributing to National and International Conferences. The subjects taught by her are Accounting, Income Tax Law and Practice, Human Resource Development, Logistics Management, Global retailing, Insurance & Risk Management and Security Analysis & Portfolio Management.

Ph.D. / M.Phil. Guideship:

Recognized as Supervisor by the University of Madras for guiding students for M.Phil. Degree Course in Commerce and have successfully guided 9 M.Phil. Scholars

Recognized as Supervisor by University of Madras for guiding students for PhD in Commerce and have successfully guided 8 Ph.D. Scholars at present guiding 2 Ph.D. Scholars.

Positions:

Warden, Margaret Hall Since July 2021

Dean of Women Students during 2020 – 21.

Convener of Value Education Programme from June 2014 to June 2020.

Associate Coordinator for Gender Studies from June 2009 to May 2014.

Head of the department of Commerce (SFS) from June 2003 – June 2008.

Curriculum Vitae

1. **Name:** FLORENCE JOHN
2. **Education:** M.Com., M.Ed., M.Phil., Ph.D.
3. **Publications:**
 1. Published a Paper entitled “Highbrow Thoughts in an Organisation for Competitive World” in AIMS Journal of Management, Vol. 8, No.2, Jan 2023 with ISSN 2395 - 6852.
 2. Published a Paper entitled “A Study on Wi-Fi Analytics as A Tool to Track Consumer Behaviour” in Journal of Education: Rabindra Bharati University, Vol.: XXIV, No. :1(X), 2022 with ISSN 0972- 7175.
 3. Published a paper titled “Artificial Intelligence, A Future and an Inexorable Medium in Financial Sectors: A Conceptual and Theoretical Framework” in TEST Engineering and Management, ISSN: 0193-4120 -15191-15193 Volume: 83, May 2020.
 4. Published a paper titled “Social Media Marketing Strategies influencing Customer Engagement-Structural Equation Modelling” in International Journal of Recent Technology and Engineering, ISSN 2277-3878, March 2020.
 5. Published a paper titled “Economical Investment coupled with Evergreen Yield - A Study on Growth hacking” in Parishodh Journal, ISSN No: 2347-6648, March 2020.
 6. Published a paper titled “Application of Personality theory on a Consumer’s Behaviour” ISSN No: 2454-9150, Page no 93-96, June 2019.
 7. Published a paper titled “Application of Personality theory on a Consumer’s Behaviour” in International Journal for Research in Engineering Application and Management, ISSN No: 2454-9150, Page no 93-96, June 2019.
 8. Published a paper titled “Are You in Your Right Senses When You Go for Shopping? A Critical Exploration on Sensory Marketing” in Review of Research Journal, ISSN No: 2249-894X, Page no 15-20, June 2019.
 9. Published a paper titled “A Study on the Workforce Diversities found in Indian IT Sector- A case study on the Employee Diversity among the Employees in HCL Technologies” in International Journal of Research in Advent Technology, ISSN: 2321-9637, March 2019.
 10. Published a paper titled “Risks Won’t Stop Us from Investing: An Exploratory Study with Respect to NRI’s” in AJANTA, ISSN: 2277-5730, Page No: 111- 115, Feb.2019.

11. Published a paper titled “Black Hat Marketing: A structural equation model towards website visit and an approach towards strategic measures to control Black Hat Marketing in the cyberspace” in International Journal of Management and Social Sciences, ISSN No: 2249-0191, e-ISSN: 2349-9761, Oct. 2018.
12. Published a paper titled “An Overview of IoT in Employee Wellness in India” in International Journal of Research and Analytical Reviews, E-ISSN 2348-1269, P- ISSN 2349-5138, Page No.78-84, Sep 2018.
13. Published a paper titled “A study on Consumer Preference towards Mobile Wallet” in Indian Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, August 2018.
14. Published a paper titled “Predictable and Precautionary Measures of Risk in Relation with Supply Chain” in International Journal of Research and Analytical Reviews, E-ISSN No: 2348-1269, P-ISSN: 2349-5138 Page No: 92-95, August 2018.
15. Published a paper titled “Customers Perception on Technology Payment Services in Commercial Banks – A Study” in SJCC Management Research Review journal, ISSN 2249-4359, Volume 8(1), Pg. No 46-56, June 2018.
16. Published a Paper titled “E-Recruitment an Organizational Change in International Journal of Multidisciplinary Approach and Studies (IJMAS), ISSN No 2348-537X Pg No 78-86, August, 2016.
17. Published a paper titled “Decision Making Styles of Young Adult Consumers in Chennai City: An Exploratory Study of Gender Differences” in Paripex – Indian Journal of Research, I ISSN 2250-1991, Vol.4 Issue 2, Feb 2015, Pg. No. 31-33.
18. Published a paper titled “Financial Inclusion Explaining Variations” in Madras University Journal of Business and Finance, ISSN 2320-5857, Vol.3 No.1 Jan 2015, Pg.No. 57-64.
19. Published a paper titled” Customer Awareness and Satisfaction of Online Banking Services: An Analytical Study of Nationalised Banks in India” in Global Journal for Research Analysis, ISSN No 2277-8160, Volume 3, Issue10, October 2014, Pg No.29-31.
20. Published a paper titled “Impact of Foreign Institutional Investors on Indian Stock” in DBJC Journal of Business Research, ISSN 2248-9711, Vol.1, Issue No.10, July-Sep 2013.

4.Research Interests (Specialisations): Banking and Finance, Marketing and HR.

Research Projects

1.Title of the Project: Development of course material for Gender Studies.

Funding Agency: United Board for Christian Higher Education in Asia, USA. 2012-13.

Outcome of the Project: Book entitled “Gender Matters” with ISBN No. 978-93-81006-57-3

2. Title of the Project: Study on the Financial Inclusion in Kancheepuram District (Minor Project).

Funding Agency: UGC, 2013-14.

5. Courses taught (UG & PG for the past 5 years):

UG: Logistics Management, Human Resource Development, Cost Accounting.

PG: Global Retailing, Insurance & Risk Management, Security Analysis and Portfolio Management and Accounting for Decision Making.

6. Presentations:

Papers Presented in International Conferences:

1. Presented a Paper Titled “Role of Instagram Influencers in Stimulating Purchase Intentions - Examining the Moderating Role of Gender and Emotional Intelligence” in Sustainability and Technological Advancements in Business Conference Organised by Department of Commerce, Patrician College of Arts and Science, Chennai on 15th Dec 2023.
2. Presented a Paper Titled “An Analysis of the Contributing Factors to The Expansion of Gig Workers in India and The Adversities Encountered by Gig Workers” in Sustainability and Technological Advancements in Business Conference Organised by Department of Commerce, Patrician College of Arts and Science, Chennai on 15th Dec 2023.
3. Presented a paper titled “Bitcoin as a Payment System: Opportunities and Challenges” in the International Conference on Innovative Practices in Commerce, Management, Humanities and Technology- IPCMHT 2022 organised by Patrician College of Arts and Science, Chennai on 25th & 26th August, 2022.
4. Presented a paper on “Black Hat Marketing: A structural equation model towards website visit and an approach towards strategic measures to control Black Hat Marketing in the cyberspace” in the International Conference on Impact of Cyber Crime and Cyber Security in Digital Transactions: Issues and Challenges organized by the SPEAK Foundation in Oct. 2018.
5. Presented a paper on “Investor’s behavior towards Bitcoin: An investigative study on the effects of Bitcoin on business and economy” in the International Conference on The Global Relevance of Bitcoin as a Payment System organized by the Department of Commerce, GSSJ College for Women held in Sep. 2018.
6. Presented a paper on “Bitcoin as a Payment System – Opportunities and Obstacles” in the International Conference on The Global Relevance of Bitcoin as a Payment System organized by the Department of Commerce in association with Confederation of Indian Industry (CII) - Young Indians held on 29 September 2018.
7. Presented a paper on “Machine Learning in Human Resources – Capacity Building and Pitfalls” in the International Conference sponsored by ICSSR on Social Impact of Internet of Things (IoT)- Boon and Bane held on 24 August 2018.

8. Presented a paper on “Effects of Employee Commitment of Organisational Performance – A study” in the International Conference on Sustainable Development Practices in the Modern Business Era (ICS DP 18), February 7 & 8, 2018.
9. Presented a paper on “Decision Making Style of Young Adult Consumers-A Study with Special Reference to College Students in Chennai City” in the International Conference on Social Innovation and Social Responsibility – A Key to Sustainable Development and Solutions, January 24 & 25,2018.
10. Presented a paper on “Factors Influencing Employee Engagement in IT and ITeS Companies in Chennai City,”in the International Conference on Business Research organized by the Department of Science and Humanities, SRM University, Kattankulathur on 26th September 2017.
11. Presented a paper on “A Structural Equation Model on Consumer Attitude towards Behavior – Factors Influencing and Affecting Organic Food Products in E-Commerce”, in the International Conference on Business Research organized by the Department of Science and Humanities, SRM University, Kattankulathur, 26th September 2017.
12. Presented a paper on “Challenges of E-human resource practices in IT and ITES Industries in Chennai City”, in International Conference held by Vivekananda College, Chennai on 21st February, 2017.
13. Presented a paper on “A Study on Digital Banking – A Perspective of Benefits and Challenges Involved”, in International Conference held by Vivekananda College, Chennai on 21st February, 2017.
14. Participated in the International Conference on “Human Computer Interaction – Redefining Corporate Paradigms” organized by Women’s Christian College, Chennai on 16th and 17th February 2015.
15. Presented a paper entitled “Quality of Indian Higher Education and Global Competitiveness” in the National Conference on Quality Initiatives in Higher Education – Exploring New Frontiers” organized by St.Mary’s College, Hyderabad on 3rd August,2013.
16. Participated in the International Conference on “Emerging Trends in Social Commerce” organized by the Department of Commerce (SFS), Madras Christian College on 12th and 13th September 2012.
17. Participated in the International Conference on “Synchronizing Management Theories and Business Practices: Challenges Ahead” organized by Annamalai University, Chidambaram during 27th to 29th July 2012.
18. Presented a paper entitled “Financial Inclusion: An Indian Perspective” in the International Conference on “Innovative Business and Technology Strategies for developing countries” organized by Asian Management Association and Putra Intelek International College, Malaysia at Dubai on 16th & 17th December,2011.
19. Presented a paper entitled “IFRS 9: The New Avatar for Financial Instruments” organized by the Dept. of Commerce (SFS), Madras Christian College on international conference on 'Sustainable Innovations in Global Business Scenario' on 14th and 15th September,2011.
20. Participated in the International Conference on “Sustainable Innovations in Global Business Scenario” organized by the Department of Commerce (SFS), Madras Christian College on 14th and 15th September 2011.

21. Participated in the International Conference on “Global Business” organized by Global Strategic Management Inc, Michigan, USA at Chennai on 24th to 26th March 2011.
22. Participated in the International Conference on “Emerging Trends in E-Commerce” organized by the Department of Commerce, University of Madras and Sponsored by UGC on 16th and 17th march 2011.

Papers Presented in National Conferences:

1. Presented a paper titled “Types of Digital Marketing and the Challenges Encountered” in the National Conference on Innovative Business Trends in Rising India organised by School of Commerce and IQAC of DB Jain College (Autonomous), Chennai on 4th June, 2022.
2. Presented a paper on “A study on Multi-Generational Workforce” in National Conference on Emerging Trends in Commerce and Management held in Dec.2019.
3. Presented a paper on “Agile Marketing: Benefits and Values” in National Conference on Agile Methodologies and Development in Organization held in Feb 2018.
4. Presented a paper on “Perception of Integrated Marketing Communication on High Involvement Product towards Customer Brand Engagement” in National Seminar on Recent Innovations in Business, Management and Technology in Feb 2018.
5. Presented a paper on “An Empirical Study on Immediate Payment service- An emerging payment system in Indian Banking”, in conference organized by PG Department of Business Administration, DG Vaishnav College, Arumbakkam, Chennai on 31st August 2016.
6. Presented a paper entitled "Factors Affecting work -Life Balance of Women employees in BPO industry-A study with special reference to Chennai city" in the National Conference on “Lean Management and Organisational effectiveness" organised by the PG Department of Human Resource Management, SDNB Vaishnav College for Women, Chennai on 29th Nov.2016.
7. Presented a paper on “A Study on E-Recruitment Technology Adoption in IT industries”, in conference held by Department of Commerce, University of Madras, Chennai, UGC Sponsored National Seminar on 27th January 2016. . Presented a paper on “Role of information Technology in NEFT Payment system- A Study on Indian Banking Industry”, in conference held by PG Department of Commerce, Sri Kaliswari College, Sivakasi, Sponsored by ICSSR on 20 & 21st March 2016.

7.Resource Persons:

- 1.Delivered a Lecture as Guest Speaker on topic “Identification of Research Gap” during A Seven Day Faculty Development Programme on “Building up the Insights on Qualitative and Quantitative Aspects of Research” held on 21-11-2023 through virtual mode, organized by Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology (Deemed to be University Under Section 3 of the UGC act 1956), Kattankulathur
- 2.Delivered a Lecture on “Life After School for Commerce Students” to the Higher Secondary Students of MCC Campus School on 5-08-2023.

3. Delivered a Lecture on “Redundant Publication: Duplicate and Overlapping Publication, Salami Slicing to the Ph.D research scholars organised Deanery of Research, MCC on 25-07-2023.

4. Served as a resource person in the online capacity building workshop on “Effective Research Methodology and Publication Strategies” organised by All India Association for Christian Higher Education, New Delhi and Madras Christian College, Chennai on 28 the February 2023.

5. Delivered a Key Note Address in the National Level Virtual Conference on Economic Growth and Sustainable Development on 10/06.2021 organised by St. Claraet College, Bangalore.

6. Guest Speaker on Five-day FDP on “Application of Tools and Techniques in Research Methodology on 07/06/2020 through webinar organized by Faculty of Management Studies, Noorul Islam Center for Higher Education (Deemed to-be university).

8. Administrative Positions:

1. Warden of Margaret Hall from July 2021 onwards.

2. Dean of Women Students during 2020 – 21.

3. Convenor of Value Education from 2014 – 15 to 2019 -20.

4. Associate Coordinator of Gender Studies from 2009 -10 to 2014 -15.

5. Head of the department of Commerce (SFS) from June 2003 – June 2008.

6. Head in charge of the department of Commerce(SFS) from Sep.1999 to June 2003.