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Dr. Charlet Christina Rajakumari. R

Assistant Professor

Education

- B.Com, University of Madras, 2001
- M.Com, University of Madras, 2003
- M.Phil., Alagappa University, 2005
- Ph.D., University of Madras, 2016

#### Highlights

“Ambience and Food as Stimuli to Diner Loyalty: The Mediating Effect of Dining Experience – (MR Model)”  
“Malaysian Cuisine – A Saleable Brand in Chennai?”  
Co-Convener ARC Staff in Charge of Department Women Students  
China – May 2018 - ICEMC  
Malaysia - May 2014 – ICBME  
Sri-Lanka - December 2013 – ICTHM  
Japan – January 2011 – eCASE & eTech

Greetings!!! Love for accounts and analytical papers has sharpened my skill of teaching analytical papers including Business Maths, Statistics, Management Accounting, Accounting for Decision Making and Corporate Accounting. Interested in research particularly in the areas of marketing and the restaurant industry. Recognised as a Guide by the University of Madras, for guiding M.Phil Research Scholars in the research work and have guided 12 M. Phil. Candidates till date.

[https://docs.google.com/document/d/1ciW79bot\\_6NKWWVpfc7cjxe1EFWmbH0t/edit?usp=sharing&oid=116745043171694985782&rtpof=true&sd=true](https://docs.google.com/document/d/1ciW79bot_6NKWWVpfc7cjxe1EFWmbH0t/edit?usp=sharing&oid=116745043171694985782&rtpof=true&sd=true)

#### Internal Page with complete CV with following items

1. Name: Dr. Charlet Christina Rajakumari. R
2. Education: M.Com., M.Phil., Ph.D., NET
3. Publications:

#### PAPERS PRESENTED AND PUBLISHED – ABROAD

1. Participated and presented a paper on “Ambience and Food as Stimuli to Diner Loyalty: The Mediating Effect of Dining Experience – (MR Model)” in the International Conference on E-Business and Mobile Commerce 2018, organized by IEDRC, held in Chengdu, China during May 21-23, 2018.

Conference Proceedings – ISBN 978-1-4503-6430-0

2. Participated and presented a paper on “Malaysian Cuisine – A Saleable Brand in Chennai?” in the International Conference on Banking, Marketing and Economy organized by IEDRC during May 2014 in Kuala Lumpur, Malaysia.

Journal of Economics, Business & Management – Vol. 3, No. 7, July 2015 – ISSN: 2301-3567.

[https://www.researchgate.net/publication/272908785\\_Malaysian\\_Cuisine\\_-\\_A\\_Saleable\\_Brand\\_in\\_Chennai](https://www.researchgate.net/publication/272908785_Malaysian_Cuisine_-_A_Saleable_Brand_in_Chennai)

3. Participated and presented a paper on “Students’ Response towards Foreign Food Chains operated from outside India – A Study in Colleges across Chennai” in the International Conference on Hospitality and Tourism Management organized by ICRD during December 2013 in Colombo, Sri Lanka.

Conference Proceedings – ISBN 978-955-4543-15-7.

4. Participated and presented a paper on “A Study on the Customer Preference of Mobile Phone Network Services in Chennai” in the International Conference organized by e CASE & e Tech during January 2011 in Tokyo, Japan.

Conference Proceedings – ISSN 2074-5710.

### **THESIS PUBLICATION**

Publication of Ph.D. thesis, “The Impact of the Dining Industry on the Status of Chennai City”, LAMBERT Academic Publishing, Germany, ISBN 978-3-330-05067-9, March 2017.

### **PAPERS PRESENTED AND PUBLISHED**

1. Paper on “Implications of Consumer Demographics on Dining Behavior” in the Ph. D Consortium organized by IIT, Bombay in November 2015.

2. Paper on “The Impact of Brand Image on Brand Satisfaction and Brand Favorability – A Study on Tamil Nadu Restaurants in Chennai” in the International Conference on Retailing and Branding organized by University of Madras in February 2015.

Brand – Sculpting Corporate Identity – ISBN: 978-81-8094-166-5.

3. Paper on “A Study on the Effectiveness of Innovative Television Commercials” in the International Conference on Innovation, Creativity and Change, organized by Delhi Business School in May 2011.

Proceedings – DELENG/2010/34793.

4. Paper on “Role of Government in the Revival of Banks after Inflation” in International Conference on Accelerating Economic Revival through Innovation and Reform, organized by Womens’ Christian College in March 2010.

Proceedings – ISBN: 93-80043-76-7.

5. Paper on “A Comparative Study on the National and International Brands of Cosmetics in Chennai among College Goers” in International seminar organized by Osmania University College for Women in March 2010.

International Commerce and Business – ISBN: 978-81-8488-867-6.

6. Paper on Women Entrepreneurship in National seminar on Women empowerment in India: Issues and Challenges, organized by Osmania University College for Women in March 2009.

7. Paper on Inflation in National seminar organized by Madras Christian College in September 2008.

8. Paper on Banking in National seminar organized by Vellalar College for Women Erode in August 2003.

### **JOURNAL PUBLICATIONS**

1. “Restaurant Attributes – A Conjoint Analysis” – Invertis Journal of Management – ISSN 0975 – 6310 - July – December 2015.

2. “The Influence of Restaurant Attributes on Customer Satisfaction” - Journal of Business and Finance - ISSN 2320-5857- July 2015.

3. "A Study on the Emotional Intelligence of the Employees of the Hotel Savera" – Training and Development Journal – ISSN 2231-0681- December 2013.

#### **RESEARCH PROJECT**

"Transformational Role of Women in Preserving Ecology through Green Consumption Practices" – sponsored by UBCHEA.

4. Research Interests (Specialisations) – Marketing, Restaurant Industry

5. Courses taught

- UG – Business Law
- Corporate Accounting
- Logistics and Supply Chain Management
- Business Maths & Statistics
- Financial Management
- Ad Designing
- Entrepreneurship Development
- PG – Brand Management
- Financial Management
- Accounting for Decision Making
- Services Marketing
- Strategic Marketing
- Entrepreneurship and Business Development

6. Presentations - Nil

7. Resource Persons – Handled the Workshop on "SPSS (20) – Basics" organised by Department of Commerce (Shift II), Women's Christian College on 04.02.2020.

8. Administrative Positions – Women Student Counsellor of the Department  
Nodal Officer – C-19 College Task Force  
Poll Officer – NRWSF Election  
Poll Officer – CUS Election