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**Name:** Dr. B. Chinna Muthu, M.Com., M.Phil., Ph.D.,

**Designation:** Assistant Professor of Commerce

**Education:**

- UG – (B. Com, Madras Christian College, University of Madras, 2012)
- PG - (M. Com, Madras Christian College, University of Madras, 2014)
- M.Phil – Commerce (Madras Christian College, University of Madras, 2015)
- Ph.D – Commerce (Madras Christian College, University of Madras, 2018)

### **Brief Bio**

Dr. B. Chinna Muthu has been an Assistant Professor of Commerce at the Madras Christian College since 2018. He received his M.Phil. and Ph.D. in Commerce from the University of Madras through Madras Christian College. His area of expertise is Finance, Human Resources and Entrepreneurship. He is a recipient of UGC – Junior Research Fellowship (JRF) and an awardee of ICSSR – Minor Research Project on Women Entrepreneurship (2019-2020), the World Bank funded TNHSRP Research Project on 108 Emergency Ambulance Services (2021-2022), TNUHDB & CMDA Research Project on North Chennai Development Programme (2023), ICSSR – Special Research Project on Beti Bachao Beti Padhao (BBBP) Scheme (2023-2024) and ICSSR – Minor Research Project on Prohibition and Rehabilitation of Manual Scavengers (2023-2024). The research contribution of Dr. B. Chinna Muthu covers financial inclusion, financial counselling, rural development, women entrepreneurship and employee engagement. Dr. B. Chinna Muthu has authored and edited books on Rural Empowerment, Financial Inclusion and Women Entrepreneurship. He has published 28 research articles in peer-reviewed journals, 21 research papers in conference proceedings and presented 37 research papers in national and international conferences, out of which 10 papers were acknowledged with the 'Best Paper Award'. Dr. B. Chinna Muthu has served as a resource person for 51 invited lectures across Colleges and B-Schools. He also conducted workshops on Research Methodology, Questionnaire Preparation, Research Ethics, Plagiarism, Proposal Writing and Data Analysis in Social Science Research using SPSS and AMOS. Being a recognised Research Supervisor at the University of Madras, Dr. B. Chinna Muthu is currently guiding 4 Research Scholars. He served as a Member of the Examination Committee (2021-2023) and Currently serving as Associate Coordinator of Institute of Administrative Services Coaching and Member of Criterion 3 in IQAC at MCC.

## 1. Name

Dr. B. CHINNA MUTHU M.Com., M.Phil., Ph.D.,

## 2. Education

- **Ph.D (Commerce)**, UGC-JRF (2016-2018), December 2018  
Madras Christian College (University of Madras), Tambaram East, Chennai.
- **M.Phil (Commerce)**, August 2015 (First Class with Distinction)  
Madras Christian College (University of Madras), Tambaram East, Chennai.
- **Master of Commerce**, April 2014 (First Class)  
Madras Christian College, Tambaram East, Chennai.
- **Bachelor of Commerce**, April 2012 (First Class with Distinction)  
Madras Christian College, Tambaram East, Chennai.

## JUNIOR RESEARCH FELLOWSHIP (JRF)

- Awarded University Grants Commission – Junior Research Fellowship (UGC-JRF) to pursue Doctoral Research (Ph.D) for the year 2016 - 2018.

## NATIONAL ELIGIBILITY TEST (NET)

- Cleared University Grants Commission – National Eligibility Test (UGC-NET) for Assistant Professor (Commerce) in September 2015.

## STATE ELIGIBILITY TEST (SET)

- Cleared Tamil Nadu – State Eligibility Test (TN-SET) for Assistant Professor (Commerce) in September 2017.

## RESEARCH GUIDESHIP

- Recognised as a Research Supervisor to Guide Ph.D and M.Phil Research Scholars in Commerce by the University of Madras (Ref. No: RP/Guideship/Ph.D/Approval/2022/1578 dated 21.11.2022).

## CERTIFICATE COURSES

1. Completed an Online Certificate Course on “*Communication Technologies in Education*” in SWAYAM, Ministry of Human Resource Development, Government of India and All India Council for Technical Education (AICTE), offered by University of Mumbai in March 2018.
2. Completed an Annual Refresher Programme in Teaching (ARPIT) Online Certificate Course in “*Research Methodology for Social Science Teachers*” on SWAYAM, Ministry of Human Resource Development, Government of India and All India Council for Technical Education (AICTE), offered by University of Hyderabad in June 2019.
3. Completed an Online Course on “*Literature Search & Reference Management in Academic Writing*” in PharmaState Academy on 25<sup>th</sup> April 2021.
4. Completed an Online Course on “*Publons Academy Practical Peer Review*” in Publons Academy on 01<sup>st</sup> June 2021.
5. Completed an Online Course on “*Journal Citation Reports (JCR) Certification Series - 2021*” organised by the Clarivate Journal Citation Reports on 08<sup>th</sup> July 2021.

## RESEARCH PROJECTS

- Awarded a Project Grant under the Minor Research Project Scheme of the Indian Council of Social Science Research (ICSSR) for a research project titled “Problems and Prospects of Rural Women Entrepreneurs in Tamil Nadu- An Empirical Study” with a sanctioned budget of INR 3,00,000/- (Rupees Three Lakh Only) on 31<sup>st</sup> October 2019.
- Awarded a Project Grant under the World Bank funded Operational Research Programme of Tamil Nadu Health System Reform Programme (ORP-TNHSRP) for a research project titled “Challenges of Rural People in Effective Utilisation of 108 Emergency Ambulance Services in Tamil Nadu – An Empirical Study” with a sanctioned budget of INR 5,00,000/- (Rupees Five Lakh Only) on 29<sup>th</sup> June 2021.
- Served as Co-Principal Investigator in the Research Project titled “Socio-Economic-Psychological Wellness Survey and Focus Group Discussion Conducted in North Chennai” as part of ‘Vada Chennai Valarchi Thittam’ funded by the Tamil Nadu Urban Habitat Development Board (TNUHDB) and Chennai Metropolitan Development Authority’s (CMDA) with a sanctioned budget of INR 5,00,000/- (Rupees Five Lakh Only) during August 2023.
- Awarded a Project Grant under the Short-term Empirical Research Project Scheme of the Indian Council of Social Science Research (ICSSR) for a research project titled “Socio-economic Impact Assessment of Beti Bachao, Beti Padhao (BBBP) Scheme in Rural Tamil Nadu – An Empirical Study in Cuddalore district of Tamil Nadu” with a sanctioned budget of INR 5,00,000/- (Rupees Three Lakh Only) on 29<sup>th</sup> August 2023.
- Awarded a Project Grant under the Minor Research Research Project Scheme of the Indian Council of Social Science Research (ICSSR) for a research project titled “Prohibition of Employment as Manual Scavengers and Rehabilitation Act - 2013 [PEMSR] - A Mixed Methodology Study on the Status of Implementation and Rehabilitation under the Self Employment Scheme for Rehabilitation of Manual Scavengers (SRMS) in Chennai Corporation, Tamil Nadu” with a sanctioned budget of INR 7,43,000/- (Rupees Seven Lakh Forty Three Thousand Only) on 22<sup>nd</sup> December 2023.

### 3. Publications

## BOOK PUBLICATIONS

1. Edited a Book titled “Financial Inclusion - A Roadmap for Development” published by Kaav Publications, New Delhi on 24<sup>th</sup> June 2019 with ISBN:978-93-88996-05-1
2. Edited a Book titled “Women Entrepreneurship – Problems and Prospects” published by Kaav Publications, New Delhi on 31<sup>st</sup> October 2019 with ISBN: 978-93-88996-18-1
3. Authored a Book titled “Empowering Rural People through Financial Inclusion and Financial Counselling” published by Grin Verlag, Munich, Germany on October 2020 with ISBN: 978-33-46263-68-1 and e-ISBN: 978-33-46263-67-4.

## RESEARCH PUBLICATIONS IN UGC APPROVED JOURNALS

1. “Pradhan Mantri Jan - Dhan Yojana (PMJDY): Financial Inclusion scheme – A Conceptual Study” published in the Journal of Management and Science on October 2015 Vol. 2 Pg. No. 99-104 ISSN: 2249-1260 (UGC Journal No: 49291).

2. "A Study on Work Life Balance of Women Working in BPO with Reference to Ajuba Solutions, Chennai" published in the Journal of Management and Science on October 2015 Vol. 2 Pg. No. 45-50 ISSN: 2249-1260 (UGC Journal No: 49291).
3. "Innovative Measures for Effective Inclusive Financing in India - A Study" published in the International Journal of Business Intelligence and Innovations on March 2016 Special Vol. Issue 4 Pg. No. 365-372 ISSN: 2348-4705 (UGC Journal No: 64448).
4. "A Study on Innovative Human Resource Practices in IT and ITeS Industries" published in the International Journal of Business Intelligence and Innovations on March 2016 Special Vol. Issue 4 Pg. No. 379-387 ISSN: 2348-4705 (UGC Journal No: 64448).
5. "Problems of Fast Food Restaurant Consumers in Chennai – A Study [With special reference to Kentucky fried chicken (KFC)]" published in the International Journal of Exclusive Management Research on October 2016 Vol. 6 Issue 10 Pg. No. 1-8 ISSN: 2249-8672 (UGC Journal No: 49166).
6. "Problems of Lean Management Initiatives in Business Processing & Outsourcing (BPO) Industry in Chennai – A Study" published in the International Journal of Business Intelligence and Innovations on November 2016 Special Vol. Issue 4 Pg. No. 97-104 ISSN: 2348-4705 (UGC Journal No: 64448).
7. "Factors Affecting Green Supply Management in the Logistics Service Industries in Chennai – A Study" published in the Journal of Management and Science on January 2017 Vol. 1 Pg. No. 45-54 ISSN: 2249-1260 (UGC Journal No: 49291).
8. "Impact of Human Resource Practices in IT and ITES Industries in Chennai – A Study" published in the International Journal of Business Intelligence and Innovations on February 2017 Special Vol. Issue 4 Pg. No. 295-302 ISSN: 2348-4705 (UGC Journal No: 64448).
9. "Factors Influencing Implication of Goods and Services Tax (GST) 2017 In India – A Study" published in the Journal of Management (JOM) on October 2017 Vol. 4 Issue 2 Pg. No. 221-226 ISSN: 2347-3940 (UGC Journal No: 48565).
10. "Challenges to Financial Inclusion in Rural Tamil Nadu – A Study (Developing Financial Inclusion Model with Ability's Approach)" published in the SJCC Management Research Review on December 2017 Vol. 7 Issue 2 Pg. No. 56-69 ISSN: 2249-4359 (UGC Journal No: 62905).
11. "Problems of Rural Women to Access Formal Financial Products and Services – A Study (With Special reference to Kancheepuram District of Tamil Nadu)" published in the Journal of Emerging Technologies and Innovative Research (JETIR) on July 2018 Vol. 5 Issue 7 Pg. No. 596-601 ISSN: 2349-5162 (UGC Journal No: 63975).
12. "Factors Influencing Employee Engagement in IT and ITES Industries– A Study (With special reference to the Chennai city in the state of Tamil Nadu)" published in the Journal of Emerging Technologies and Innovative Research (JETIR) on July 2018 Vol. 5 Issue 7 Pg. No. 262-265 ISSN: 2349-5162 (UGC Journal No: 63975).
13. "Achieving Women Empowerment Through Inclusive Financing - An Empirical Study (With Special reference to Rural Salem District in the state of Tamil Nadu)" published in the International Journal

of Management, IT & Engineering (IJMIE) on July 2018 Vol. 8 Issue 7(1) Pg. No. 111-118 ISSN: 2249-0558 (UGC Journal No: 46823).

14. "Ensuring Social Equity Through Financial Inclusion Programmes in Rural Tamil Nadu – A Study" published in the Journal of Emerging Technologies and Innovative Research (JETIR) on January 2019 Vol. 6 Issue 1 Pg. No. 5-11 ISSN: 2349-5162 (UGC Journal No: 63975).
15. "Determinants of Rural Households' Investment in Tamil Nadu – A Study" published in the International Journal of Advance and Innovative Research (IJAIR) on March 2019 Vol. 6 Issue 1 Pg. No. 42-50 ISSN: 2394-7780 (UGC Journal No: 63571).
16. "Exploring the Factors of Financial Inclusion and Women Empowerment in Rural Tamil Nadu" published in the International Journal of Advance and Innovative Research (IJAIR) on June 2019 Vol. 6 Issue 2 Pg. No. 174-180 ISSN: 2394-7780 (UGC Journal No: 63571).
17. "Empowering Rural Women and their Awareness on Financial Products and Services – An Empirical Study" published in the Wesleyan Journal of Research on March 2021 Vol.14 Issue 1 Pg. No. 131-138 ISSN: 0975-1386 (UGC CARE Journal).
18. "Empowering Rural Women and their Awareness on Financial Products and Services – An Empirical Study" published in the Wesleyan Journal of Research on March 2021 Vol.14 Issue 1 Pg. No. 131-138 ISSN: 0975-1386 (UGC CARE Journal).
19. "Intrinsic Factors Affecting Rural Women Entrepreneurs in Tamil Nadu – An Empirical Study" published in the Sambodhi on 2021 Vol.44 Issue 1 (VIII) Pg. No. 203-212 ISSN: 2249-6661 (UGC CARE Journal).
20. "Empowerment and Influencing Financial Profile of Rural Women – An Empirical Study" published in the Utkal Historical Research Journal on 2021 Vol.34 Issue 5 (VIII) Pg. No. 137-146 ISSN: 0976-2132 (UGC CARE Journal).
21. "Food Marketing in the Era of Greenwashing: Unveiling How Consumer Insights Shape their Purchase Intentions" published in the Rabindra Bharati University Journal of Economics on 2024 Vol.28 Issue 7 Pg. No. 89-96 ISSN: 0975-802X (UGC CARE Journal).
22. "Navigating Social Commerce: Understanding Factors Influencing Customer Purchase Intentions" published in the Rabindra Bharati University Journal of Economics on 2024 Vol.28 Issue 7 Pg. No. 196-203 ISSN: 0975-802X (UGC CARE Journal).

#### **RESEARCH PUBLICATIONS IN PEER-REVIEWED JOURNALS**

1. "Challenges of Green Human Resource (HR) Practices in Business Processing & Outsourcing (BPO) Industry in Chennai – A Study" published in the International Journal of Management and Social Science Research Review on January 2017 Vol 1 Issue 3 Pg. No. 87-94 ISSN: 2349-6738.
2. "Factors Affecting Financial Inclusion in Rural Tamil Nadu – A Study" published in the Business Horizons on September 2017 Vol 4 Issue 1 Pg. No. 1-7 ISSN: 2395-2504.

3. "A Study on Financial Inclusion in India with Special Reference to Factors Affecting People to Access Formal Financial Products and Services" published in the Madras University Journal of Business and Finance on July 2015 Vol. 3 Issue. 2 Pg. No. 114-128 ISSN: 2320-5857.
4. "Empowering Rural India through Financial Counselling and Financial Inclusion - A Study" published in the Madras University Journal of Business and Finance on January 2016 Vol.4 Issue.1 Pg. No. 30-41 ISSN: 2320-5857.
5. "Problems of SHGs in Repayment of Loans and Resulting NPAs in Indian Banking Sector - A Study" published in the Madras University Journal of Business and Finance on July 2016 Vol.4 Issue.2 Pg. No. 12-26 ISSN: 2320-5857.
6. "Enhancing Financial Inclusion in India through Financial Literacy – A Study" published in the International Journal of Arts, Humanities and Management Studies on December 2016 Vol.2 Issue.12 Pg. No. 34-44 ISSN: 2395-0692.
7. "Problems in Financing Small Family Businesses in Rural Tamil Nadu – A Study" published in the Intercontinental Journal of Finance Research Review on August 2017 Vol. 5 Issue. 9 Pg. No. 4-7 ISSN: 2347-1662.
8. "The perception of employees on remote working and work outcomes during the COVID-19 pandemic" published in the International Journal of Indian Culture and Business Management on 2023 Vol. 30 Issue. 4 Pg. No. 457-477 ISSN: 1753-0814. (Web of Science – Emerging Source Citation)

#### **4. Research Interests (Specialisations)**

Financial Inclusion  
 Financial Counselling  
 Rural Development  
 Rural Healthcare  
 Women Empowerment  
 Women Entrepreneurship  
 Employee Engagement

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

Financial Accounting  
 Corporate Accounting  
 Business Law  
 Retail Management  
 Advertising Designing  
 Contemporary Marketing  
 Business Economics & Finance  
 Services Marketing  
 Strategic Management  
 Brand Management  
 Taxation and Tax Planning  
 International Business  
 Strategic Marketing  
 Computer Training  
 Environmental Studies

## 6. Awards

- Awarded “MCC Alumni Research Publication Award in Humanities” scoring the Second Highest Cumulative Impact Factor for the Academic Year 2018-2019 at Madras Christian College, Chennai on 09<sup>th</sup> March 2020 (Cash Prize: Rs. 5,000/-).
- Awarded “Shri. J. W. Raj Anderson Memorial Endowment Fund” for the completion of Ph.D in the Department of Commerce, Madras Christian College for the academic year 2020-2021 on 17<sup>th</sup> November 2022 (Cash Prize: Rs. 5,000/-).
- Awarded Meritorious Service Award (Gold Medal) for the Outstanding Service in National Service Scheme, Madras Christian College during 2011-2012

## 7. Presentations

### PAPER PRESENTATIONS AND PUBLICATIONS IN PROCEEDINGS

1. “Benefits and Barriers of Green Logistics initiatives in Logistics Service Industries in Chennai – A Study” presented in the International Conference on Emerging Marketing Strategies and Practices in the Competitive Global Environment held on 17th February 2015 Organised by Department of Commerce (Shift II), Loyola College, Chennai in collaboration with Management Development Institute of Singapore (MDIS). The research paper was also acknowledged as “**Best Paper**”. ISBN: 978-81-8209-400-0.
2. “A Study on Challenges and Strategies in Achieving Financial Inclusion in India” presented in the National Conference on Emerging Issues in Global Economy, Commerce and Management: Challenges and Strategies for International Competitiveness held on 14th & 15th September 2015 Organised by Department of Commerce (Shift II), Madras Christian College, Chennai. The research paper was acknowledged as “**Best Paper**”. ISBN: 978-93-81899-55-7.
3. “A Study on Impact of Financial Inclusion towards Women Empowerment in India” presented in the National Seminar on Innovative Management Practices for Sustainable Development and Global Competitiveness held on 8th & 9th October 2015 Organised by Department of Management Studies, Pondicherry University, Puducherry in association with Indian Council of Social Science Research (ICSSR). ISBN: 978-93-85477-25-6.
4. “A Study on Innovative Practices for Furthering Inclusion in India” presented in the National Conference on Innovative Practices for Corporate and Individual development held on 20th November 2015 Organised by Department of Management studies, Krupanidhi School of Management, Bengaluru, India. ISBN: 978-93-85640-40-7.
5. “Role of Information and Communication Technology (ICT) in Enhancing Financial Inclusion in India – A Study” presented in the National Conference on Role of Information and Communication Technology (ICT) on the Growth of Service Industries held on 20th & 21st March 2016 Organised by Department of PG Commerce of Sri Kaliswari College, Sivakasi sponsored by Indian Council of Social Science Research (ICSSR). ISBN: 978-93-5258-485-7.
6. “Role of Information and Communication Technology (ICT) in Rural Development in India - A Study” presented in the National Conference on Role of Information and Communication Technology



(ICT) on the Growth of Service Industries held on 20th & 21st March 2016 Organised by Department of PG Commerce of Sri Kaliswari College, Sivakasi sponsored by Indian Council of Social Science Research (ICSSR). ISBN: 978-93-5258-485-7.

7. "Factors Affecting Work-Life Balance of Men Working in BPO Industry – A Study" presented in the National Conference on Emerging Trends in Service Sectors - Issues & Challenges held on 31st August 2016 Organised by Post Graduate Department of Business Administration, Dwaraka Doss Govardhan Doss Vaishnav College, Chennai. ISBN: 978-81-929581-3-2.
8. "Challenges of Information Technology (IT) Enabled Financial Inclusion in Rural India - A Study" presented in the National Conference on e-India: Synergising Financial Inclusion, IT and Business held on 23rd September 2016 Organised by The Departments of MBA, BBA & B. Com (ISM), Guru Nanak College, Chennai. ISBN: 978-93-80757-52-0.
9. "Challenges of Green Initiatives in the Logistics Service Industries in Chennai – A Study" presented in the National Conference on Environmental Sustainability Through Green Strategies held on 14th October 2016 Organised by Department of Commerce, A.E.T. College, Salem, Tamil Nadu. ISBN: 978-93-86537-11-9.
10. "Problems in Achieving Financial Inclusion through Innovative Banking Services in Rural India – A Study" presented in the National Seminar on Innovative Banking Services - A Transformative tool for Business, Finance and Customer Service held on 10th January 2017 Organised by Department of Business Administration, St. Xavier's College, Palayamkottai, Tamil Nadu. ISBN: 978-93-84734-39-8.
11. "A Study on Challenges of E-Banking Services in Rural India" presented in the National Conference on A New Beginning of Indian Financial System held on 1st February 2017 Organised by Commerce Department, Sridevi Arts and Science College, Krishnapuram, Ponneri - 601 204. The research paper was acknowledged as "**Best Paper**". ISBN: 978 - 81-907879-8-4.
12. "Problems of Rural Layman towards Digital Banking in India - A Study" presented in the International Conference on Building a Digital Nation: Problems & Prospects held on 21st February 2017 Organised by Departments of Accounting & Finance and Bank Management, Ramakrishna Mission Vivekananda College (Autonomous), Mylapore, Chennai. ISBN: 978-81-8209-495-6.
13. "Perspective of Tax Consultants on Implication of Goods and Services Tax (GST) 2016 in India – A Study" presented in the National Seminar on Direct & Indirect Tax Laws - An Overview held on 7th & 8th February 2017 Organised by Department of Commerce (Corporate Secretaryship), Meenakshi College for Women, Kodambakkam, Chennai. The research paper was acknowledged as "**Best Paper**". ISBN: 978-93-97390-25-7.
14. "Demographic Factors Influencing Rural Women Empowerment – An Empirical Study" presented in the International Virtual Conference on "Women's Leadership and Empowerment" held on 06<sup>th</sup> February 2021 organised by the Department of Commerce, Pioneer Kumaraswamy College, Nagercoil. The research paper was acknowledged as "**Best Paper**". ISBN: 978-81-948096-5-4.
15. "A Study on Extrinsic Factors Affecting Rural Women Entrepreneurs in Tamil Nadu" presented in the One Day Virtual International Conference on Global Trends in Social Sciences & Information Technology (ICGTSSIT-2022) held on 15<sup>th</sup> July 2022 Organised by Department of Commerce,



Kaamadhenu Arts and Science College, Erode, Tamil Nadu. The research paper was acknowledged as “**Best Paper**”. ISBN: 978-81-957614-1-8.

16. “Impact of Entrepreneurial Cognition and Social Media Usage on College Students’ Entrepreneurial Intentions” presented in the Two-Day National Seminar on Stimulating Entrepreneurial Mindset for Next-Gen Students held on 18<sup>th</sup> & 19<sup>th</sup> April 2023 Organised by PG & Research Department of Commerce, Bishop Heber College (Autonomous), Tiruchirappalli, Tamil Nadu sponsored by Indian Council of Social Science Research (ICSSR). ISBN: 978-93-5890-944-9.
17. “Inducing Entrepreneurial Spirit in Women Students Through Entrepreneurship Education-An Empirical Study” presented in the Two-Day National Seminar on Stimulating Entrepreneurial Mindset for Next-Gen Students held on 18<sup>th</sup> & 19<sup>th</sup> April 2023 Organised by PG & Research Department of Commerce, Bishop Heber College (Autonomous), Tiruchirappalli, Tamil Nadu sponsored by Indian Council of Social Science Research (ICSSR). ISBN: 978-93-5890-944-9.
18. “Role and Impact of Entrepreneurial Development Programs (EDPS) on GEN Z Student’s Entrepreneurial Perception” presented in the Two-Day National Seminar on Stimulating Entrepreneurial Mindset for Next-Gen Students held on 18<sup>th</sup> & 19<sup>th</sup> April 2023 Organised by PG & Research Department of Commerce, Bishop Heber College (Autonomous), Tiruchirappalli, Tamil Nadu sponsored by Indian Council of Social Science Research (ICSSR). ISBN: 978-93-5890-944-9.
19. “A Qualitative Study on the Challenges Faced by Entrepreneurs in the Music Industry” presented in the Two-Day National Seminar on Stimulating Entrepreneurial Mindset for Next-Gen Students held on 18<sup>th</sup> & 19<sup>th</sup> April 2023 Organised by PG & Research Department of Commerce, Bishop Heber College (Autonomous), Tiruchirappalli, Tamil Nadu sponsored by Indian Council of Social Science Research (ICSSR). ISBN: 978-93-5890-944-9.
20. “A Study on the Adoption Intention of Electric Vehicles Among Non-Users Using the Extended Theory of Planned Behaviour (TPB)” presented in the International Conference on “Economic Growth and Sustainable Development” held on 21<sup>st</sup> December 2023 Organised by the Internal Quality Assurance Cell (IQAC) & the School of Commerce, Shri Shankarlal Sundarbai Shasun Jain College, Chennai in collaboration with the Department of Commerce, School of Science and Humanities, B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai. EISBN: 978-81-962439-4-4.
21. “Influence of Sensory Marketing on Satisfaction And Repurchase Intention of College Students in Restaurants ” presented in the International Conference on “Economic Growth and Sustainable Development” held on 21<sup>st</sup> December 2023 Organised by the Internal Quality Assurance Cell (IQAC) & the School of Commerce, Shri Shankarlal Sundarbai Shasun Jain College, Chennai in collaboration with the Department of Commerce, School of Science and Humanities, B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai. EISBN: 978-81-962439-4-4.

## **PAPER PRESENTATIONS**

1. “A Study on Work-life Balance of Men Working in BPO Industry in Chennai” presented in the National Conference on Life Work and Leadership in organisation held on 27th January 2016 Organised by Department of Commerce, University of Madras, Chennai sponsored by University Grants Commission (UGC).

2. "Factors Affecting Green Supply Management in the Logistics Service Industries in Chennai – A Study" presented in the International Conference on "Prism of Possibilities" Business Opportunities & Challenges in Global Era held on 19<sup>th</sup> & 20<sup>th</sup> January 2017 organised by Postgraduate & Research Department of Commerce, Loyola college, Nungambakkam, Chennai. The research paper was acknowledged as "**Best Paper**".
3. "Problems in Financing Small Family Businesses in Rural Tamil Nadu – A Study" presented in the International Conference on Evolving Trends and Innovations in Business and Management for Sustainable Development held on 31<sup>st</sup> August 2017 Organised by Departments of Corporate Secretaryship & Management Studies, Sri Kanyaka Parameswari College for Women, Chennai - 600001. The research paper was acknowledged as "**Best Paper**".
4. "Ensuring Social Equity Through Financial Inclusion Programmes in Rural Tamil Nadu – A Study" presented in the International Conference on Social Equity: A Catalyst to Inclusive Growth and Sustainability held on 30<sup>th</sup> & 31<sup>st</sup> January 2019 Organised by Post Graduate Department of Banking & Insurance Management, Ethiraj College for Women (Autonomous), Chennai.
5. "Intrinsic Factors Affecting Rural Women Entrepreneurs in Tamil Nadu – An Empirical Study" presented in the Virtual International Conference on Reimagining Entrepreneurship and Corporate Governance in the Digital Era (ICRECGDE) held on 29<sup>th</sup> January 2021 Organised by Faculty Research Cell - Samshodhana, School of Commerce, JAIN - School of Commerce, Bengaluru, Karnataka. The research paper was acknowledged as "**Best Paper**".
6. "Empowering Rural Women and their Awareness on Financial Products and Services - An Empirical Study" presented in the One Day International Conference on Advancement in Business in the Digital Era – 2021 held on 17<sup>th</sup> February 2021 Organised by Post Graduate Department of Commerce, Jamal Mohamed College, Tiruchirappalli, Tamil Nadu.
7. "Empowerment and Influencing Financial Profile of Rural Women – An Empirical Study" presented in the Two Days International Conference on Business Finance and Management Sciences held on 18<sup>th</sup> & 19<sup>th</sup> February 2021 Organised by Department of Corporate Secretaryship and Accounting Finance, SRM Institute of Science and Technology, Kattankulathur, Kancheepuram, Tamil Nadu. The research paper was acknowledged as "**Best Paper**".
8. "Extrinsic Factors Affecting Rural Women Entrepreneurs - An Empirical Study" presented in the National Virtual Conference on Rejuvenation of Indian Economy in Pandemic Scenario held on 24<sup>th</sup> & 25<sup>th</sup> February 2021 Organised by Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, Tamil Nadu.
9. "Digital Divide in Online Learning – A Qualitative Study on the Challenges of Government College Students in Chennai" presented in the ICSSR Sponsored Two-Day National Conference on Bridging the Digital Divide-Engaging in Imperative Policy, Capacity and Competency Building held on 05<sup>th</sup> & 06<sup>th</sup> April 2021 Organised by Department of Public Administration, Madras Christian College (Autonomous), Chennai.
10. "A Study on the Impact of Augmented Reality in the Online Purchasing Behaviour of Customers" presented in the National level Online Conference on "STALWART 2K23 - Contemporary Issues in Commerce and Management" held on 01<sup>st</sup> June 2023 Organised by Department of PG Studies and

Research in Commerce, Sri Dharmasthala Manjunatheshwara (SDM) College (Autonomous), Ujire, Karnataka.

11. "Artificial Intelligence in Brand Marketing: A Tool to Improve Brand Image and Brand Satisfaction" presented in the National level Online Conference on "STALWART 2K23 - Contemporary Issues in Commerce and Management" held on 01<sup>st</sup> June 2023 Organised by Department of PG Studies and Research in Commerce, Sri Dharmasthala Manjunatheshwara (SDM) College (Autonomous), Ujire, Karnataka.
12. "A Study on the Awareness and Factors Affecting the Purchase of Electric Vehicles" presented in the International Conference on "Thriving in Turbulent Times: Sustainable Growth Through Innovative Practices" held on 09<sup>th</sup> and 10<sup>th</sup> August 2023 Organised by Department of Commerce in Association with Institution's Innovation Council, Women's Christian College (Autonomous), Chennai.
13. "Challenges of Student with Disabilities (SwDs) on the Effective Use of Assistive Technology in an Inclusive College Environment" presented in the International Conference on "Thriving in Turbulent Times: Sustainable Growth Through Innovative Practices" held on 09<sup>th</sup> and 10<sup>th</sup> August 2023 Organised by Department of Commerce in Association with Institution's Innovation Council, Women's Christian College (Autonomous), Chennai.
14. "A Quantitative Study on the Challenges Faced by Music Teachers Tutoring Through Online" presented in the International Conference on "Thriving in Turbulent Times: Sustainable Growth Through Innovative Practices" held on 09<sup>th</sup> and 10<sup>th</sup> August 2023 Organised by Department of Commerce in Association with Institution's Innovation Council, Women's Christian College (Autonomous), Chennai.
15. "Factors Influencing the Perception of Academicians and Students on Blended Learning in Higher Education – An Empirical Study" presented in the International Conference on "Thriving in Turbulent Times: Sustainable Growth Through Innovative Practices" held on 09<sup>th</sup> and 10<sup>th</sup> August 2023 Organised by Department of Commerce in Association with Institution's Innovation Council, Women's Christian College (Autonomous), Chennai.
16. "Navigating Social Commerce: Understanding Factors Influencing Customer Purchase Intentions" presented in the International Conference on "Economic Growth and Sustainable Development" held on 21<sup>st</sup> December 2023 Organised by the Internal Quality Assurance Cell (IQAC) & the School of Commerce, Shri Shankarlal Sundarbai Shasun Jain College, Chennai in collaboration with the Department of Commerce, School of Science and Humanities, B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai.

## **8. Resource Persons**

1. Served as a Resource Person to deliver a Lecture for the Students of Certificate Course on "Big Data Management" at MCC Boyd Business School, Madras Christian College, Chennai on 20<sup>th</sup> March 2018.
2. Served as a Resource Person for a One Day Workshop on "Research Methodology and Applications of Statistical Package for Social Science Research (SPSS)" organised by the Department of Management Studies, Versatile Business School, Chennai on 23<sup>rd</sup> March 2019.
3. Served as a Resource Person to deliver a Lecture on "Forms of Business Organisation" organised by the Department of Social Work (SFS), Madras Christian College, Chennai on 14<sup>th</sup> January 2020.

4. Served as a Resource Person to deliver a Lecture on “Financial Management” organised by the Department of Social Work (SFS), Madras Christian College, Chennai on 27<sup>th</sup> January 2020.
5. Served as a Resource Person for a One Day Workshop on “Application of Statistical Package for Social Science (SPSS) in Research” organised by the Department of Social Work, SDNB Vaishnav College, Chennai on 13<sup>th</sup> March 2020.
6. Served as a Resource Person to deliver a talk on “Abstract & Graphical Abstract” organised by MCC Research Colloquium, Madras Christian College on 01<sup>st</sup> June 2020.
7. Served as a Resource Person to deliver a talk on “Abstract Analysis – An Arts & Humanities Perspective” organised by MCC Research Colloquium, Madras Christian College, Chennai on 15<sup>th</sup> July 2020.
8. Served as a Resource Person to deliver a talk on “Abstract Analysis and Rewriting” organised by MCC Research Colloquium, Madras Christian College, Chennai on 20<sup>th</sup> July 2020.
9. Served as a Resource Person for a One Week Online Faculty Development Programme (FDP on “Virtual Workshop on First Principles of Scholarly Writing in Drafting Manuscripts” organised for college faculty organised by St. Christopher’s College of Education, Chennai from 10<sup>th</sup> August 2020 to 17<sup>th</sup> August 2020 under UGC – PARAMARSH Scheme.
10. Served as a Resource Person in the Online Workshop on “Pitfalls and Pathways in Research: A Guided Workshop” organised by MCC Research Colloquium, Deanery (R&D) & Centre for Teaching and Learning, Madras Christian College, Chennai from 21<sup>st</sup> – 25<sup>th</sup> June 2021.
11. Served as a Resource Person to deliver a talk on “Plagiarism 2.0” organised by MCC Research Colloquium, Madras Christian College, Chennai on 24<sup>th</sup> June 2021.
12. Served as a Resource Person to deliver a talk on “Nuances in Questionnaire Preparation” organised by MCC Research Colloquium, Madras Christian College, Chennai on 14<sup>th</sup> August 2021.
13. Served as a Resource Person to deliver a Lecture on “Nuances of Plagiarism Free Writing and Plagiarism Detecting Software” organised by the Department of Commerce & IQAC, Shri Shankarlal Sundarbai Shasun Jain College for Women, Chennai on 28<sup>th</sup> August 2021.
14. Served as a Resource Person to deliver a Lecture under Internal Course Oriented Lecture Series & Flash Talks related to course “Communication Research Methodology” on “Understanding Survey as a Research Method and Questionnaire as an Instrument” organised by the Department of Communication, Madras Christian College, Chennai on 23<sup>rd</sup> September 2021.
15. Served as a Resource Person for Online Faculty Development Programme on Scholarly Writings and delivered a lecture on “Plagiarism & Reference Manager – Software Training” organised by the Internal Quality Assurance Cell & PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 24<sup>th</sup> September 2021 under UGC – PARAMARSH Scheme.
16. Served as a Resource Person for Six Day Online Research Methodology Course in Social Sciences and delivered a lecture on “Questionnaire Development and Checking the Validity & Reliability” organised by the PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 27<sup>th</sup> October 2021 sponsored by Indian Council of Social Science Research (ICSSR).

17. Served as a Resource Person for Six Day Online Research Methodology Course in Social Sciences and delivered a lecture on "Writing Bibliography and Reference Management" organised by the PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 29<sup>th</sup> October 2021 sponsored by Indian Council of Social Science Research (ICSSR).
18. Served as a Resource Person in the Faculty Development Program on "Publish & Flourish" organised by Internal Quality Assurance Cell (IQAC) and MCC Research Colloquium, Madras Christian College, Chennai from 19<sup>th</sup> – 20<sup>th</sup> November 2021.
19. Served as a Resource Person in the Webinar on Business Innovative Practices and delivered a talk on "Financial Innovations in Business Operations" organised by the Department of Commerce, S. A. College of Arts and Science, Chennai on 20<sup>th</sup> November 2021.
20. Served as a Resource Person in the Seminar on "Digital Financial Inclusion in India" organised by the Department of Commerce (Computer Application), Mar Gregorios College of Arts & Science, Chennai on 29<sup>th</sup> April 2022.
21. Served as a Resource Person for a One Day Workshop on "Application of Statistical Package for Social Science (SPSS) in Research" organised by the Department of Social Work, SDNB Vaishnav College for Women, Chennai on 06<sup>th</sup> May 2022.
22. Served as a Resource Person for a Workshop on "Statistical Package for Social Science (SPSS) Research" organised by the Department of Commerce (Computer Applications), Loyola – International Academic Collaboration (LIAC), Loyola College, Chennai on 14<sup>th</sup> May 2022.
23. Served as a Resource Person in the Workshop on "Nuances of Research Methodology" organised by MCC Research Colloquium, Madras Christian College, Chennai from 30<sup>th</sup> – 30<sup>st</sup> May 2022.
24. Served as a Resource Person in the Faculty Development Program on Research Methodology and delivered a lecture on "Plagiarism Free Research Writing and Reference Management" Jointly organized by Madras Christian College Chennai and Valluvar College of Science & Management, Karur from 13<sup>th</sup> to 14<sup>th</sup> July 2022.
25. Served as a Resource Person in the Online Faculty Development Program on Nuances of Scientific Writing & Publishing and delivered a lecture on "Journal Finder" Jointly organized by All India Association for Christian Higher Education in India (AIACHE) and Madras Christian College, Chennai from 11<sup>th</sup> to 19<sup>th</sup> July 2022.
26. Served as a Resource Person in the Online Capacity Building Workshop on Manuscript Writing & Publishing for Research Scholars & Faculty and delivered a lecture on "Plagiarism" organized by Madras Christian College, Chennai from 12<sup>th</sup> to 16<sup>th</sup> September 2022.
27. Served as a Resource Person in the Workshop on "Proposal Writing" organised by Deanery – Research & Development, Madras Christian College, Chennai on 27<sup>th</sup> September 2022.
28. Served as a Resource Person to deliver a Lecture on "Preparation of Questionnaire in Social Science Research" in the FDP Series on Journal Writing organised by the Internal Quality Assurance Cell (IQAC), Shri Shankarlal Sundarbai Shasun Jain College for Women in collaboration with London Business University, Singapore Chennai on 20<sup>th</sup> October 2022.

29. Served as a Resource Person to deliver a Special Lecture on “Basics of Statistical Package for Social Science (SPSS) Research” organised by the Loyola – International Academic Collaboration (LIAC), Loyola College, Chennai on 31<sup>st</sup> October 2022.
30. Served as a Resource Person to deliver a Lecture on “Research Funding Agencies” in the Virtual Workshop on “Preparation of Research Grants Proposal in Social Studies” Organized by the Department of Management Studies and Associated with IQAC, Dhanraj Baid Jain College, Thoraipakkam, Chennai on 14<sup>th</sup> December 2022.
31. Served as a Resource Person to deliver a Lecture on “Data Collection and Analysis” in the Five-Day Virtual Capacity Building Workshop on Research & Publications in Service-Learning Programs organized by the IQAC, Maris Stella College, Vijayawada and Sponsored by the United Board on 13<sup>th</sup> January 2023.
32. Served as a Speaker to present an Operational Research Program Results on “Challenges of Rural People in Effective Utilisation of 108 Emergency Ambulance Services in Tamil Nadu – An Empirical Study” in the Dissemination Workshop Organized by the Tamil Nadu Health System Reform Program (TNHSRP), Chennai on 21<sup>st</sup> January 2023.
33. Served as a Resource Person to deliver Lecture on “SPSS and AMOS” in the ICSSR Sponsored National Level Three Day Workshop on “Process and Practice of Research” Organized by the PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 23<sup>rd</sup> and 24<sup>th</sup> January 2023.
34. Served as a Resource Person for “SPSS Workshop” organised by the Department of B.Com (Honours), Loyola College, Chennai on 02<sup>nd</sup> and 3<sup>rd</sup> March 2023.
35. Served as a Resource Person for a Workshop on “Data Analysis Using SPSS” organised by the PG Department of Social Work and PG Department of Human Resource Management, SDNB Vaishnav College for Women, Chennai on 10<sup>th</sup> March 2023.
36. Served as a Resource Person to deliver a Lecture on “Financial Management” organised by the Department of Social Work (SFS), Madras Christian College, Chennai on 03<sup>rd</sup> and 14<sup>th</sup> March 2023.
37. Served as a Resource Person to deliver a Lecture on “Preparation of Questionnaire and Plagiarism Free Writing” organised by the Department of Communication, Madras Christian College, Chennai on 20<sup>th</sup> July 2023.
38. Served as a Resource Person to deliver a Lecture on “Impact of Environmental Analysis in Strategic Management” organised by the Department of Social Work (SFS), Madras Christian College, Chennai on 31<sup>st</sup> July 2023.
39. Served as a Resource Person to deliver a Lecture on “Understanding Research Ethics and Plagiarism Free Research Writing” in the Online Research Methodology Workshop on Research Metrics in Academic Research and Publication Ethics organised by the ‘Aanvikshiki’ Research Cell & IQAC, Vivek College of Commerce, Mumbai in Association with M.O.P. Vaishnav College for Women (Autonomous), Chennai on 16<sup>th</sup> September 2023.
40. Served as a Resource Person in the 5 Day Online Faculty Development Program (FDP) on Academic Research and Publications in Arts and Humanities and delivered a lecture on “Research Gap, Research Questions & Hypothesis and Plagiarism” organized by All India Association for Christian

Higher Education in India (AIACHE) in association with Madras Christian College – Research Colloquium (MCC-RC), Chennai from 10<sup>th</sup> to 14<sup>th</sup> October 2023.

41. Served as a Resource Person in the One Day Workshop on Research is an Art and delivered a lecture on “Understanding Research Writing in Tamil and Publishing in Indexed Journals” organized by On in Art and Culture Trust, Chennai on 07<sup>th</sup> December 2023.
42. Served as a Resource Person to deliver a Lecture on “Introduction to SPSS” in the ICSSR Sponsored Three Day National Level Workshop on “Contemporary Statistical Tools for Handling Research Data” Organized by the PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 09<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> January 2024.
43. Served as a Resource Person to deliver a Lecture on “Human Rights: Contemporary Issues and Perspectives” in the 14 days Inter/Multi-Disciplinary Refresh Course in “Human Rights and Constitution of India” Organized by the UGC - Malviya Mission Teacher Training Centre (MMTTC), Ranchi University, Ranchi on 15<sup>th</sup> January 2024.
44. Served as a Resource Person to deliver Lectures on “Academic Research & Report Writing” and “Preparation of Research Instrument & Research Ethics” in the Research Workshop Series – I Organized by the Patrician Research Centre in association with IQAC, Patrician College of Arts and Science, Chennai on 18<sup>th</sup> and 19<sup>th</sup> January 2024.
45. Served as a Resource Person to deliver a Lecture on “Fundamentals of Data Analysis” Organized by the Department of Food Science, M.O.P. Vaishnav College for Women (Autonomous), Chennai on 28<sup>th</sup> January 2024.
46. Served as a Resource Person to deliver a Lecture on “Overcoming Procrastination: Unlocking Productivity in Achieving Academic Success” in the Seminar Organized by the Department of B.Com ISM and CA, Agurchand Manmull Jain College, Chennai on 31<sup>st</sup> January 2024.
47. Served as a Resource Person for a One Day Workshop on “Application of SPSS in Social Work Research” organised by the PG Department of Social Work, SDNB Vaishnav College for Women, Chennai on 19<sup>th</sup> February 2024.
48. Served as a Resource Person to deliver a Lecture on “Securing Funding and Grant Writing Nuances” in the Five Days National Level FDP on “Advanced Research Methodology – Navigating the Research Landscape” Organized by the Department of BBA, Mohamed Sathak College of Arts and Science, Chennai on 22<sup>nd</sup> February 2024.
49. Served as a Resource Person to deliver a Lecture on “Exploring Career Opportunities for Commerce Graduates” Organized by the Department of Commerce, Angappa College of Arts and Science, Coimbatore on 23<sup>rd</sup> February 2024.
50. Served as a Resource Person for a Workshop on “Usage of SPSS Software” organised by the Department of B.Com (Honours), Loyola College, Chennai on 26<sup>th</sup> February 2024.
51. Served as a Resource Person for a Seven Days Virtual Faculty Development Programme on IBM SPSS and Structural Equation Modeling (SEM) using AMOS on “Factor and Cluster Analysis” organised by the Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Chennai on 12<sup>th</sup> March 2024.



## **9. Administrative Positions**

### **MCC**

Associate Coordinator - Institute for Administrative Services Coaching (MCC - IASC): 2021-2025.

Member of the Examination Committee – MCC: 2021-2023

Member of Criterion III - Internal Quality Assurance Cell (MCC - IQAC): 2019 – 2024

Member of Board of Studies of the Environmental Studies Course (MCC): 2023-2024

Member of Board of Studies of the PGDHRM Programme (SCE-MCC): 2021-2022

### **DEPARTMENT**

Staff Advisor of Commerce Forum of the Department of Commerce (Aided Stream): 2021-2024.

Department Faculty Representative - Institution Innovation Council (MCC - IIC): 2020-2023.

Member of the Board of Studies of the Department of Commerce (Aided Stream): 2020-2021

Member of Admission Committee for M.Com Programme of the Department of Commerce (Aided Stream): 2023-2024.

Member of the Enrollment Committee from the Department of Commerce (Aided Stream): 2022-2024.

Department Faculty Representative - Institute for Administrative Services Coaching (MCC - IASC): 2021-2022.

Returning Officer to Elect Department Representative to the Student Council: 2021-2024

Department Nodal Officer of End of Semester Examination (Online) – April 2021

Department Nodal Officer of End of Semester Examination (Online) – November 2020

Department Nodal Officer of End of Semester Examination (Online) – April 2020

Coordinator of Google Classroom – LMS for the Department of Commerce (Aided Stream): 2019-2020.

Library In-Charge of the Department of Commerce (Aided Stream): 2019-2022.

Industrial Visits Organiser of the Department of Commerce (SFS): 2018-2019.

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