

Faculty Profile



Dr. S. Catherine Rex, M.B.A., Ph.D
Associate Professor

HIGHLIGHTS:

- Number of Journal Publications: 5 book chapter: 8
- H-Index: 2
- Project Funding Received: 1
- Patents Published: 2
- Patents Granted: nil

PROFESSIONAL LINKS:

- Scopus ID: 56732851400
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=56732851400>
- Google Scholar ID: <https://scholar.google.com/citations?user=fTxTAE4AAAAJ&hl=en>
- Anna University Faculty ID: 280836
- AICTE Faculty ID: 1-9313670872
- LinkedIn: <http://surl.li/bkebou>

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 15
- Industrial Experience: 2

AREA OF SPECIALIZATION: Marketing and Finance

SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:

- One Month Sponsored Consultancy research by Cavin care products Jack and Jelly Market Study on Nov,2023.

PATENTS PUBLISHED/GRANTED:

1. Published a Patent “Precision Marketing with AI-driven Customer Segmentation”, The Patent Office Journal No. 35/2024 in Application No. 202441063680A, Dated 30/08/2024.

2. Published a Patent Office Journal No. 16/2023 in titled as “instigating machine learning methodology to review monetary advisory records in financial sector”, in Application No.202341021851 A, 21/04/2023.

COURSES CERTIFIED:

- NPTEL course certified in Marketing Management
- NPTEL course certified in Consumer Behaviour
- NPTEL course certified in Train the trainers.
- NPTEL course certifies in Services Marketing: Integrating People, Technology and strategy.

ACHIEVEMENTS AND AWARDS:

- Awarded as Excellence in Teaching & Research Integration award, 2024 by ASETJMS - Edu conclave Award on the occasion of Teachers Day.

SPECIAL SESSIONS DELIVERED:

- Delivered a Session on 23rd to 27th Sept, 2024 about the topic “Utilizing digital tools for literature review and research management” in one week FDP and workshop, Organized by CMAOI and AMIEE association of India.
- Delivered a Session the topic “Integrating Interdisciplinary Research for Innovation and Sustainable Development” jointly organized by Karunya School of Management (NAAC A++ Accredited), Coimbatore and CMAOI Association from August 19, 2024 to August 23, 2024.

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- Participated in Celonis Process Analysis in Saveetha Engineering College and ICT Sponsored Faculty Development Program on 6th Nov to 8th Nov,2024.
- Participated in workshop on Econometrics on 19th Oct,2024.
- Attended one day hands on workshop by using NVivo workshop in MEASI on 24th Feb,2024.
- Attended 15 days of short-term course in Research Methodology from 22nd May to 06th June,2023, organized by Utkal University, Odisha.
- Participated in the AICTE Recognized Faculty Development Programme on Sustainable Development Goals: Challenges and Opportunities from 21/08/2023 to 25/08/2023 (One Week) at Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu.
- Attended One Week AICTE FDP on Universal Human Values from 19th to 23rd April 2021.
- Attended FDP on the topic Digital Education Tools for Teachers from Madras University from 18th to 20th June, 2021.
- Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Technology Disruptions in Management" from 23/08/2021 to 27/08/2021 at College of Management, SRM Institute of Science and Technology.
- Participated in National Seminar on, "Transformation, Adaptation and Sustainability towards a Brighter Future", Organized by Patrician College of Arts and Science on 5 March, 2011.
- Participated a Faculty Development Programme, "Art of Investing in Stock Markets", Organized by Sathyabama University on 13 Dec 2013.
- Participated a One Day National Level Seminar On "Consumerism", Organized by Jeppiaar Engineering College on March 2013.
- Participated a Faculty Development Programme, "Teaching Methodology for Engineering students-A New Perspective ", Organized by Jeppiaar Engineering College on March 2014

- Participated a Faculty Development Intervention "Taking Stock ass Teachers' 12 hrs. Training Module at Jeppiaar Engineering College, 28 June 2014.
- A Faculty Development Program on "Research Methodology & Report Writing" at Jeppiaar Engineering College, August 2016.
- A Faculty Development Program on "Financial planning" at Jeppiaar Engineering College, Jan 2016.
- A National level Workshop on "Business Analytics" Organized by the Department of management Studies, Jeppiaar Engineering College on 24 March 2017.
- One Day National Level Financial & Banking Conclave on "Investment & e-Banking in India- Emerging Trends, at Kumararani Meena Muthiah College of Arts & Science, January,2018.
- Faculty Development Program on" Stress Management" at Jeppiaar Engineering College, May 2017.
- ICSSR - IMPRESS Sponsored seminar conducted " "Social Networking Medias: Security and Challenges", at Jeppiaar Engineering College, 26th & 27th September 2019.
- National Seminar on "Establishing Safe Shelter Homes: Strategies to reduce crimes against women" sponsored by "national commission for women, at Jeppiaar Engineering College on 26th July 2019.
- National Seminar sponsored by National commission for women, New Delhi on the topic of "Role of Women in Unpaid care Work" on March 21st 2018. CSSR SPONSORED Two Day National Level Seminar on "Smart Cities. The Way Ahead for Inclusive Economic Growth" to be held at Jeppiaar Engineering College on 23rd & 24th July, 2015.
- A National Level workshop on "Business Analytics" at Jeppiaar Engineering College, March 2017.
- A Faculty Development Program on "Research Methodology & Report Writing" at Jeppiaar Engineering College, August 2016.
- NAAC sponsored seminar on "Teaching in Internet Era –The Challenges A Head", at Tagore Engineering College, March 2016.
- Workshop on "The magic of believing in yourself", organized by Licensed Heal your life workshop leader, January 2016.
- Participated in the "Training Programme on Supply Chain 4.0" Organized by Department of Management Studies, Anna University and CII-Institute of Logistics, Chennai, March 2019.

PROFESSIONAL MEMBERSHIPS:

- MMA
 - CMAOI
 - SOCIETY OF PEOPLE ANALYTICS.
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