

# **Faculty Profile**



**Dr. Catherin.T.C, M.B.A., M..Phil., Ph.D**  
Assistant Professor-DOMS

## **HIGHLIGHTS:**

- Number of Journal Publications: 8
- H-Index: 3
- Project Funding Received: -
- Patents Published: 1
- Patents Granted: -

## **PROFESSIONAL LINKS:**

- Scopus ID: 59787207100
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=59787207100>
- Google Scholar ID: <https://scholar.google.com/citations?user=PKGd5uoAAAAJ&hl=en>
- Anna University Faculty ID: 281650
- AICTE Faculty ID: 1-43675562618
- Anna University Supervisor ID: -
- LinkedIn: <https://www.linkedin.com/in/dr-catherin-t-c-440a7827a/>

## **PROFESSIONAL BACKGROUND:**

- Teaching Experience till date: 2 years 11 months
- Industrial Experience: -

## **INTERNATIONAL EXPOSURE: -**

## **AREA OF SPECIALIZATION:**

- Operations

**Ph.Ds AWARDED WITH DETAILS: -**

<b>S:No</b>	<b>Name of Scholar</b>	<b>Title of Thesis</b>	<b>Year of Completion</b>	<b>Full Time/Part Time</b>

**Ph.Ds GUIDING: -**

- **Full Time Scholars: -**
- **Part Time Scholars : -**

**SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:**

- “Socio-Economic Impact of Solar Energy in Rural and Tribal Households in Tamil Nadu” – Applied to ICSSR November 2024

**PATENTS PUBLISHED/GRANTED:** Branding of Creative Industries (CI)

**COURSES CERTIFIED:**

- One Short Term E-certificate course on “**The Fundamentals of Digital Marketing**”; on 3<sup>rd</sup> May 2020, certified by **Google Digital unlocked- The Open University**.
- One NPTEL course on “**Business Environment**”; on 2<sup>nd</sup> Dec 2023, certified by National Testing Agency.

**ACHIEVEMENTS AND AWARDS:**

- In MBA university 1<sup>st</sup> rank holder (**Gold Medal**)
- In BBA university 11<sup>th</sup> rank holder

**SPECIAL SESSIONS DELIVERED: -**

**CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:**

- Participated & Presented paper titled “ Systematic Literature Review on Marketing Analytics”, 6<sup>th</sup> International Conference on “Engineering & Advancement in Technology 2024”, Malla Reddy College of Engineering, Secunderabad, India, on 27<sup>th</sup> & 28<sup>th</sup> Sept 2024.
- Participated & Presented paper titled “Embracing Sustainability: The Evolution of Conventional Banking through Green Banking Initiatives”, ICRBSS 2023 3<sup>rd</sup>

International Conference on “Reinventing Business Practices Start-Ups and Sustainability”, SRM Institute of Science and Technology, Vadapalani Campus, Chennai, on 2<sup>nd</sup>& 3<sup>rd</sup> November 2023.

- Participated & Presented paper titled “Digital Payment Trends: A New Wave Amidst Gen Z in India”, ICBF2023 International Conference on “Business and Finance”, SNMV College of Arts & Science, Coimbatore, on 4<sup>th</sup> August 2023.
- Participated & Presented paper titled “Social Entrepreneurship – An Analysis on Key Issues and Concepts”, ICBF 2023 International Conference on “Business and Finance”, SNMV College of Arts & Science, Coimbatore, on 4<sup>th</sup> August 2023.
- Participated & Presented paper titled “Green Banking: Two Sides of a Coin”, ICON 2021 Virtual International Conference on “New Order & Its Implications on Business Dynamics”, Presidency College, Bengaluru, on 1<sup>st</sup>& 2<sup>nd</sup> July 2021.
- Participated & Presented paper titled “Green Banking Initiatives: A Key towards Sustainability”, International Conference on “Business Finance & Management Sciences”, SRM Institute of Science and Technology, Kattankulathur, on 18<sup>th</sup>& 19<sup>th</sup> February 2021.
- Participated & Presented paper titled “Need of the Hour: Awareness on Green Banking Products”, Two Day “International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth”, VIT Business School, Chennai, on 23<sup>rd</sup>& 24<sup>th</sup> October 2020.
- Participated & Presented paper titled “Is Parenting Stress on the Same Page? The Covid-19 Lockdown”, Two Day “International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth”, VIT Business School, Chennai, on 23<sup>rd</sup> & 24<sup>th</sup> October 2020.
- Participated & Presented a paper titled “Impact of Information and Communication Technology in Tourism Marketing”, International seminar on “Multidisciplinary Research in Global Challenges and Perspectives of Sustainable Development”, St. Jerome’s College, Nagercoil, on 21<sup>ST</sup> December, 2019.
- Three Days Online FDP on “**Outcome Based Teaching-Learning Practices**” (Dr. M.G.R. Educational and Research Institute, Chennai), from 23<sup>rd</sup> Nov 2024 to 25<sup>th</sup> Nov 2024.
- Eleven Days National Level PDP on “**Research Methodology & Data Analysis**” (SRM Institute of Science and Technology, Ramapuram), from 09 August 2023 to 19 August 2023.
- Ten Days Virtual FDP on “**Recent Trends in Multidisciplinary Research**” (SRM Institute of Science and Technology, Ramapuram), from 07<sup>th</sup> July 2023 to 18<sup>th</sup> July 2023.
- Seven Days FDP on “**Data Analytics using R Programming**” (ISBR Business School, Bengaluru), from 25<sup>th</sup> July 2023 to 31<sup>st</sup> July 2023.
- Seven Days FDP on “**Navigating Data Analytics for Research Excellence**” (SRM Institute of Science and Technology, Kattankulathur), from 19<sup>th</sup> June 2023 to 25<sup>th</sup>

June 2023.

**PROFESSIONAL MEMBERSHIPS:**

- The Society for People Analytics

**OTHER DETAILS (If any): -**