

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
- Patents Published: 1

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
- LinkedIn: <https://www.linkedin.com/in/dr-catherin-t-c-440a7827a/>

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 2 years 11 months

AREA OF SPECIALIZATION:

- Operations

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 3rd May 2020, certified by **Google Digital unlocked- The Open University**.
- One NPTEL course on “**Business Environment**”; on 2nd Dec 2023, certified by

National Testing Agency.

ACHIEVEMENTS AND AWARDS:

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

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- Participated & Presented paper titled “ Systematic Literature Review on Marketing Analytics”, 6th International Conference on “Engineering & Advancement in Technology 2024”, Malla Reddy College of Engineering, Secunderabad, India, on 27th & 28th Sept 2024.
- Participated & Presented paper titled “Embracing Sustainability: The Evolution of Conventional Banking through Green Banking Initiatives”, ICRBSS 2023 3rd International Conference on “Reinventing Business Practices Start-Ups and Sustainability”, SRM Institute of Science and Technology, Vadapalani Campus, Chennai, on 2nd & 3rd 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 4th 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 4th 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 1st & 2nd 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 18th & 19th 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 23rd & 24th 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 23rd & 24th 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 21ST December, 2019.

- Three Days Online FDP on “**Outcome Based Teaching-Learning Practices**” (Dr. M.G.R. Educational and Research Institute, Chennai), from 23rd Nov 2024 to 25th 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 07th July 2023 to 18th July 2023.
- Seven Days FDP on “**Data Analytics using R Programming**” (ISBR Business School, Bengaluru), from 25th July 2023 to 31st July 2023.
- Seven Days FDP on “**Navigating Data Analytics for Research Excellence**” (SRM Institute of Science and Technology, Kattankulathur), from 19th June 2023 to 25th June 2023.

PROFESSIONAL MEMBERSHIPS:

- The Society for People Analytics