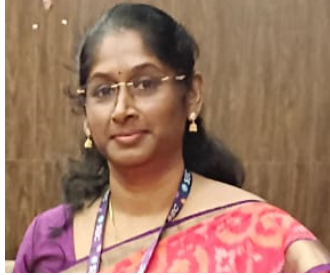


Faculty Profile



Dr. Catherine Rex.S, B.Sc, B.Ed, MBA, Phd
Associate Professor

HIGHLIGHTS:

- Number of Journal Publications: 8 Scopus, 1 ABDC, 2 UGC and 20 others
- H-Index: 3
- Patents Published: 2

PROFESSIONAL LINKS:

- Scopus ID: 56732851400
- Google Scholar ID: <https://www.scopus.com/authid/detail.uri?authorId=56732851400>

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 16 Years two months
- Industrial Experience: 4 yrs

AREA OF SPECIALIZATION:

- Behavioral Finance.
- Brand Marketing
- Consumer Behaviour.

SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:

- In 2023, Consultancy Live Project for Cavin kare Pvt.Ltd . Company.

PATENTS PUBLISHED/GRANTED:

- 1.Precision Marketing with AI-driven Customer Segmentation.
- 2.An instigating machine learning methodology to review monetary advisory records in financial sector.

ACHIEVEMENTS AND AWARDS:

- Awarded as “Excellence in Teaching & Research Integration award”, 2024 by ASETJMS -Edu conclave Award on the occasion of Teachers Day.
- Completed NPTEL _Marketing Management, Consumer Behaviour and Train the Trainers and Services Marketing: Integrating People, Technology and Strategy

BOOKS PUBLISHED:

- Author of ISBN Book titled, “AI, Innovation and Economic Shifts- A Management Perspective”, 2025, ISBN: 978-620-7-80481-8. Lambert Academic Publishing Ltd.
- Editor for Proceedings of the 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS-2023), Volume 277, Advances in Economics, Business and Management Research, ISSN:2731-7854, ISBN-978-94-6463-373-3.
- Author of ISBN book “Store Patronage towards branded Supermarket - Model Building Approach”, ISBN: 978-620-3-85564-7, Editor: Petra chi.
- Author for ISBN book titled, Managerial Economics, ISBN:978-81-966857-7-5. Editor: REST Publisher.

JOURNAL ARTICLE SCOPUS INDEXED:

- In Press. Article titled, “Examining the Antecedental Role of Sustainable Purchase Intention in Shaping Brand Image and Awareness.”, International Journal of Business Innovation and Research, 2025.

Published a research article titled as, Insta shoppers purchase intention regarding fashion apparels, Academy of Marketing Studies Journal, Volume 27, Issue 6, 2023. 1528-2678- 27-6-254. (ABDC B Category).

Published a research article titled as Why people are obsessed with products? -An empirical study regarding Royal Enfield Motorcycle, Advances in Economics, Business and Management Research (Atlantis Press - Part of Springer Nature book volume). Why People are Obsessed with Products? – A Case Study of Royal Enfield Motorcycle | Atlantis Press (atlantis-press.com)
https://doi.org/10.2991/978-94-6463-162-3_18

(2023) A study on impulsive buying behaviour in online shopping, International Journal of Professional Business Review. | Miami, v. 8 | n. 3 | p. 01-17 | e01237 | 2023.ISSN:2525-3654. (Scopus Indexed).

(2022). Awareness and Impacts on Women, Helpline in India. International Journal of Health Sciences, 6(S2), 8723–8729. <https://doi.org/10.53730/ijhs.v6nS2.7250>.

(2021), Workplace Stress and Mental Health during Covid, International Journal of Aquatic Science, ISSN: 2008-8019, Vol 12, Issue 03, 2021. (Wos).

Rex, S Catherine (2021), Consequences of Online Learning of Students, Productivity journal, New Delhi Vol. 62, Iss. 3, (Oct-Dec 2021): 330-339. DOI:10.32381/PROD.2021.62.03.10(ProQuest indexed).

(2019), “Shoppers’ Propensity on Supermarket Chain Store Attributes in Grocery Retailing”, International Journal of Management Business Research, pp.61-67.

(2018), “Cherry Picking: Shopper Behavior to choose a Store”, Journal of Advanced Research in Dynamical & Control Systems, Institute of Advanced Scientific Research/US.,Vol.10, Issue-12.

(2015), “Shopping Behaviour and Consumer Choice in Branded Vegetarian Food

Restaurants”, International Journal of Economic Research, Vol.12, No.2.

(2016), “A Study on Consumer Perception on Store Choice of Branded Grocery Supermarket”, International Journal of Applied Business and Economic Research, IJABER, Vol. 14, No. 5.

BOOK CHAPTER SCOPUS INDEXED:

- Catherine, S., Ramasundaram, G., Nimmagadda, M. R., & Suresh, N. V. (2025). Roots, Routes, and Identity: How Culture Shapes Heritage Travel. In T. Tarnanidis, J. Papathanasiou, V. Ismyrlis, & V. Kittu Manda (Eds.), *Multiple-Criteria Decision-Making (MCDM) Techniques and Statistics in Marketing* (pp. 343-352). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-9122-8.ch015>
- Catherine, S., Mangaiyarkarasi, T., Kalaiselvi, K., .,(2025), Adapting to Generation AI: Navigating the Future of Business and Technology, *Navigating Data Science in the Age of AI Exploring Possibilities of Generative Intelligence*.pp. 13-33.Emerald Publishing,2025.
- Catherine.S; Nidhi Gupta; E. Gopi; R., .,(2025), “Enhancing Patient Engagement and Outcomes Through Digital Transformation”, *Impact of Digital Transformation on Business Growth and Performance*,2025-03-26, DOI: 10.4018/979-8-3693-9783-1.ch011, Part of ISBN: 9798369397831.
- Catherine, S., Suresh, N.V., Mangaiyarkarasi, T., Jenefa, L. .,(2025),Unveiling the Enigma of Shadow: Ethical Difficulties in the Field of AI, *Navigating Data Science Unleashing the Creative Potential of Artificial Intelligence*, pp. 57-67, Emerald Publisher,2025.
- Catherine, S., Kalaivani, M., Suganya, V., Suresh, N.V.,(2025),The Next Wave in Marketing: Data Science in the Age of Generative AI, *Navigating Data Science Unleashing the Creative Potential of Artificial Intelligence*, pp. 13-26, Emerald Publisher,2025.
- Innovative Intercultural Communication Training in Translator Education, Catherine, S., Vettriselvan, R., E. P., J., & Rajesh, D. (2025). *Innovative Intercultural Communication Training in Translator Education: Cultivating Cultural Competence*. In M. Amini (Ed.), *Cutting-Edge Approaches in Translator Education and Pedagogy* (pp. 217-244). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-6463-5.ch008>
- Suresh, N. V., Selvakumar, A., Sridhar, G., & S., C. (2024). Operational Efficiency and Cost Reduction: The Role of AI in Healthcare Administration. In B. Singla, K. Shalender, & K. Stamer (Eds.), *Revolutionizing the Healthcare Sector with AI* (pp. 262-272). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-3731-8.ch013>.
- Vettriselvan, R., Deepa, R., Gautam, R., Suresh, N. V., & Catherine, S. (2025). Bridging Academia and Industry Through Technology and Entrepreneurial Innovation: Enhancing Supply Chain Efficiency. In P. Mahalle (Ed.), *Bridging Academia and Industry Through Cloud Integration in Education* (pp. 145-174). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-6705-6.ch006>Machine learning applications in healthcare: Improving patient outcomes, diagnostic accuracy, and operational efficiency.

- Unveiling the economic tapestry: Statistical insights into India's thriving travel and tourism sector.
- Published a book chapter in the IGI Global Publisher Book series titled as, Rethinking Sustainable-Oriented Pilgrimage Tourism, Management and Practices of Pilgrimage Tourism and Hospitality, September, 2023 ISBN13: 9798369314142 | ISBN10: N/A | EISBN13: 9798369314159. Tamilnadu (260523-054117).
- Latha Lavanya^{1,*}, S. Catherine², M. Vijayalakshmi³ Exploring Ethical Consumer Among Generation Z Using ICSM Scale, Series: Advances in Economics, Business and Management Research, Proceedings of the 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023), **Doi:10.2991/978-94-6463-374-0_26**
- Strategies, Best Practices, and Pitfalls in the Era of Digital Transformation, 2025-03-26 | Book chapter | DOI: 10.4018/979-8-3693-9783-1.ch003, Part of ISBN: 9798369397831 Impact of digital transformation on business growth and performance.

Published a book chapter in the IGI Global Publisher Book series titled as, Effective Brand Building in Metaverse Platform: Consumer-Based Brand Equity in a Virtual World (CBBE), Omnichannel Approach to Co-Creating Customer Experiences Through Metaverse Platforms, IGI Global Publishing, Pages: 320, DOI: 10.4018/979-8-3693-1866-9 ISBN13: 9798369318669|EISBN13: 9798369318676.

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- Display of anger at workplace: comparative study between men and women leadership. 12th AIMS international conference, IIM Kozhikode, December 28-31, 2022.
- Charisma: Who determines, international conference on Business analytics, PG & Research department of commerce, Loyola college, April 21-22, 2022.
- Impact of covid 19 on stock market: a comparative analysis, international conference on business analytics and intelligence, Indian Institute of Science, December 20-21, 2021.
- Does leadership style influence employee sustainability, AIMS International conference, IIM Kozhikode, 2-4 January 2020
- The Green revolution practices in Human resources management – adoption of policies and practices, 4th International conference on Business and Economics, Faculty of Business Studies, University of Dhaka 2020
- A comprehensive review on circular economy, international conference on Circular economy: Responsible manager for sustainability and circularity, IIM Jammu, 2020
- Which is more challenging? Selecting or holding the faculty. 6th International virtual conference on Managing Business in covid-19 era. School of Business, Skyline University
- Prediction of psychological distress using ANN, 2nd International conference on redefining human resource and marketing management perspectives, School of commerce, Jain University
- Return and volatility transmission between large and small cap stocks: evidence from Indian stock market, 5-7 December 2019, IIM Bangalore.
- Organizational Branding and Employee Commitment – A critical Analysis, International conference on Science and Management, 23 & 24 March, 2017, Jeppiaar Eng. Collège.
- Employee reaction towards performance appraisal practice and commitment as an organizational outcome. National conference on Rethinking People management, Xavier School of Human Resource Management, Xavier University, Bhubaneshwar, Feb, 3-4, 2017.
- The impact of Career development practices on the Organizational commitment of employees, Conference on National Academy of Psychology, IIT Madras, 29-31, Dec, 2016.
- Women and choices – Barriers encountered, Intelligence, innovation and Inclusion (3i) – Best practices for Global Excellence. Department of Management Studies - Pondicherry University, March, 11-12, 2016
- The influence of HR practices on employee sustainability. International conference on sustainability, IIM–Shillong, March 17-19, 2016.
- An analysis on impact of family lifecycle stages on source of influence among retail bank customers. National level conference on emerging trends in managerial excellence held on 17-18 October, 2012 in Satyabhama University.
- Attitude towards credit: an empirical study among different demographic segments.

International conference on emerging trends and practices in management held on 20 August 2011 in DB Jain college.

PROFESSIONAL MEMBERSHIPS:

- MMA