

Essential Faculty Profile Information

1. Professional Photograph



2. Basic Information

- Catherine Rex. S
- Associate Professor
- Department of Management Studies
- 17 years
- 4 years

3. Educational Qualifications: B.Sc, B.Ed, MBA, Ph.D.

4. Areas of Specialization: Marketing and Finance

5. Faculty Research Dashboard (Maximum 300 Words).

6. Professional Identifiers

Provide clickable links for:

- **Scopus Author Id** : <https://www.scopus.com/authid/detail.uri?authorId=56732851400>
- **Orcid Id**: <https://orcid.org/0000-0001-7761-2134>
- **Google Scholar Profile**:
<https://scholar.google.com/citations?user=fTxTAE4AAAAJ&hl=en>
- **Vidwan Profile**: <https://vidwan.inflibnet.ac.in/myprofile>
- **LinkedIn Profile** : <https://www.linkedin.com/feed/>

7. Contact Information

- catherinerexs@saveetha.ac.in

8. Updated Resume/CV

- Downloadable PDF Resume

9. Academic Contributions

- **Subjects Handled**: Managerial Economics, Strategic Management, Marketing Management.

10. Membership in Professional Bodies:

- CMAOI

- **MMA**

11. Awards and Recognitions

- ***Best Faculty Awards:*** Shinawatra University (2026), ASET Journal (2024).
- ***Academic Achievements:*** NPTEL Elite Silver in Management of Field Sales.

12. Research Metrics Dashboard/ Publication Repository:

Dr. S. Catherine Rex is an accomplished academic and researcher with expertise in Marketing, Finance, Artificial Intelligence applications in business, and data-driven decision-making. With over 17 years of teaching experience and industry exposure, her research portfolio reflects a strong commitment to advancing knowledge through interdisciplinary investigations. Her research emphasizes the integration of emerging technologies with business strategy, focusing on AI-driven customer segmentation, predictive analytics, and financial advisory systems.

- ***Total Publications:*** 50
- ***Scopus Publications:*** 31
- ***Citation Count:*** 57
- ***h-index :*** Scopus: 4; Google Scholar: 14
- ***i10-index :*** 15

13. Current Responsibilities

- Department Research Coordinator
- Conference Coordinator

14. Recent Activities:

- Conducted International Conferences on Emerging Practices in Business and Management, 2025 and 2026.