

Essential Faculty Profile Information

1. Professional Photograph



2. Basic Information

- Full Name : Dr. Catherin.T.C
- Designation : Assistant Professor
- Department : Department of Management Studies
- Employee ID (optional) : TSBA079
- Years of Teaching Experience : 3.5 years
- Industry Experience (if any) : Nil

3. Educational Qualifications: MBA, MPhil, Ph.D.

4. Areas of Specialization : Operations

5. Faculty Research Dashboard (Maximum 300 Words)

Dr. Catherin T C is an accomplished academician and researcher serving as an Assistant Professor in the Department of Management Studies, with interdisciplinary expertise in Operations and Supply Chain Management, Sustainability, Human Resource Management, Green Banking, and Artificial Intelligence in Education. She holds a Ph.D. in Management Studies from Manonmaniam Sundaranar University, with doctoral research focusing on Green Banking Initiatives and Awareness, contributing to sustainable financial systems and environmentally responsible banking practices.

As a research-driven faculty member, Dr. Catherin has built a growing scholarly profile through research publications, Scopus-indexed book chapters, conference proceedings, and patents in emerging domains. Her research contributions have appeared in reputed academic platforms including IEEE Xplore, IGI Global, AIP Conference Proceedings, and peer-reviewed journals, scopus-indexed journals focusing on contemporary themes such as AI-enabled learning, sustainability, fintech ecosystems, logistics innovation, digital workplace learning, and smart management systems.

She actively contributes to the academic community through national and international conference presentations, research collaborations, and continuous professional upskilling. She has completed several Faculty Development Programmes (FDPs) and a Professional Development Programme (PDP) in data analytics, AI, digital pedagogy, and multidisciplinary

research. Further strengthening her pedagogical and industry competencies, she successfully completed the IUCEE International Educator Certification Program (IIECP – Fall 2025) in learner-centered pedagogy and outcome-based education, along with the Zoho Projects Application Certification in digital project and workflow management.

Beyond research, she contributes significantly to institutional development as Operations Club Coordinator, Business Standard Coordinator, and Department Social Media Coordinator, promoting experiential learning, student engagement, and industry-academia collaboration. She also coordinated a three-day Management Development Programme (MDP) titled “Dive, Discover and Decode” for 180 teachers, emphasizing innovation and effective teaching practices. A University Gold Medalist in MBA and recipient of the Best Faculty Award (International Recognition), Dr. Catherin remains committed to advancing impactful, sustainable, and technology-driven management education

6. Professional Identifiers

Provide clickable links for:

- Scopus Author ID : <https://www.scopus.com/authid/detail.uri?authorId=59787207100>
- ORCID ID : <https://orcid.org/0000-0002-2469-5893>
- Google Scholar Profile :
<https://scholar.google.com/citations?user=PKGd5uoAAAAJ&hl=en>
- Web of Science Researcher ID : Nil
- Vidwan Profile : <https://vidwan.inflibnet.ac.in/profile/712631>
- LinkedIn Profile : <https://www.linkedin.com/in/dr-catherin-t-c-440a7827a/>

7. Contact Information

- Official College Email ID : catherintc@saveetha.ac.in

8. Updated Resume/CV

Attached

9. Academic Contributions

- Subjects Handled :
 - ✓ Operations specialization papers- Logistics and Supply Chain Management, Project Management
 - ✓ General paper: Statistics for Management, Operations Management
- Conference Presentations :
 - Presented paper titled “From Policy to Green Practice: Factors Driving Clients Awareness of Green Banking in Emerging Economies”, International Conference on “Intellectual Property Rights, Research and Development, Awards Ceremony” 2026 (ICIPRRDAC”2026), Shinawatra University, Thailand, from 26th February to 2nd March 2026.

- Presented paper titled “Real-Time Analytics Transparency and Employee Skill Agility: A Moderated-Mediation Framework for Digital Workplace Learning”, 2026 International Conference on “Technology and Management for Sustainable Development (ICTMSD-26)”, SRI SAI RAM Engineering College, Chennai, on 06th & 07th February 2026.
- FDPs/Workshops Attended :
 - Five-Day International FDP on “Digital Pedagogy in Higher Education”, Jeppiaar Engineering College, from 25-05-2026 to 29-05-2026.
 - Five days Virtual FDP on “Reimagining HR for the Future of Work: Technology, Talent and the Human Advantage”, Saveetha Engineering College, from 23.02.2026 to 27.02.2026
 - Seven Days FDP on “The Gen Z Effect: Innovation, Impact and the Future of Industry”, Star International Foundation for Research and Education on 02.10.2025 - 08-10.2025.
 - Seven Days FDP on “Industry 4.0 -Smart Manufacturing and Sustainable Development”, Sathyabama Institute of Science and Technology, from 06/01/2025 to 11/01/2025.
- FDPs/Workshops Conducted : NIL
- Guest Lectures Delivered :NIL

10. Membership in Professional Bodies: Member in CMAI

11. Awards and Recognitions

- Best Faculty Awards : Asia Pacific Excellence Award (India–Thailand Collaborative Edition), presented by Shinawatra University, Thailand
- Research Excellence Awards : Nil
- Appreciation Certificates : Management Development Program titled "Dive Discover and Decode "
- Academic Achievements :
 - IUCEE INTERNATIONAL EDUCATOR CERTIFICATION PROGRAM Fall 2025
 - ZOHO Project certification

12. Research Metrics Dashboard/ Publication Repository

Display:

- Total Publications : 15
- Scopus Publications :7

- Citation Count :10
- h-index :2
- i10-index : not applicable for scopus, for Google scholar 2

13. Current Responsibilities

- Business Standard Coordinator
- Department Social Media Coordinator
- Operations Club Coordinator

14. Recent Activities (Dynamic Section)

Show latest:

- Publications :
 - Analysing the Impact of ESG on Work Values – A Generational Analysis of Gen Z and Millennials”, Indian Journal of Information Sources and Services, Vol.16, No.2, 2026, pp.328-340, ISSN: 2231-6094 (P)
 - “Systematic literature review on marketing analytics”, AIP Conference Proceedings, Vol.3345(1), pp. 020157, 2026.
- FDPs :
 - Five-Day International FDP on “Digital Pedagogy in Higher Education”, Jeppiaar Engineering College, from 25-05-2026 to 29-05-2026.
 - Five days Virtual FDP on “Reimagining HR for the Future of Work: Technology, Talent and the Human Advantage”, Saveetha Engineering College, from 23.02.2026 to 27.02.2026
- Guest Lectures : Nil
- Awards : Best Faculty Awards : Asia Pacific Excellence Award (India–Thailand Collaborative Edition), presented by Shinawatra University, Thailand
- Consultancy Projects : Nil

