



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University
Accredited with A++ Grade by NAAC (4th Cycle) | College with Potential for Excellence(CPE)
Ranked 65th in NIRF 2023 by MHRD
#163, Brigade Road, Bengaluru - 560025, Karnataka.

CURRICULUM VITAE

Name: Dr. Veenu Mohan Muthukattu

Designation: Assistant Professor

Gender: Female

Email-ID (Official): veenu@sjcc.edu.in

Education:

- PhD in Commerce from Bharathiar University, Coimbatore
- UGC NET Qualified in Commerce held in June 2011.
- M.Phil from Madurai Kamaraj University, Madurai.
- M.Com from St. Joseph's College of Commerce, Bengaluru. (Bengaluru University)
- B.Com from Christ College, Bengaluru. (Bengaluru University)

Areas of specialisation:

- Online Marketing
- Online Consumer behaviour
- E-tailer Marketing Strategies
- Impulse Buying Behaviour
- Compulsive buying behaviour

Research Interest:

- Impulse Buying Behaviour
- Compulsive buying behaviour
- Business Ethics
- Corporate governance

Teaching Interest:

- Business Ethics
- Corporate governance
- Corporate social responsibility
- Marketing management
- Consumer behaviour
- Creative advertisement and media management
- Service management
- Business law
- Company law
- Banking and insurance
- Industrial psychology and industrial relations
- Human resource development

Work Experience with current institution:

Total Experience (including Teaching and Research)

Name of the Institution	Position Held	Experience from - to	Total Years of Experience
St. Joseph's College of Commerce	Assistant Professor	2005 till date	18 years

Work Experience with previous employer: St. Joseph's Evening College

a) Teaching Experience :

Designation	Teaching Experience from - to	Total Years of Experience
Lecturer	June 2005-December 2005	6 months

Administrative Roles (i.e. VP, IQAC, TQM, HOD, Class Mentor, Co-ordinators, NSS Programme Officer and others):

Position Held	Years of Experience	Nature of responsibilities
Vice Principal (Shift-2)	June 2022 till date	
Member of NEP Task force	One year	
NAAC steering team member	One year	
HOD- B.Com	2016-2020 (4 years)	
Student's Governor	2014-2016 (2 years)	
Class mentor	18 years	
Rotaract Club Coordinator	2 years	

Guest Lecture Coordinator	2 years	
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Academic Roles (Editorial Board Member, Member - Board of Studies, Examiners, External Examiner or Advisory Board in other Colleges, Peer Reviewer):

KEY RESPONSIBILITIES & ABILITIES

- Curriculum & Course Development
- Convener- International seminar
- Member of Governing Body since 2016
- Member of Academic Council
- Chaired and member of board of studies
- Member of board of examiners
- Member of college advisory council and IQAC
- Member of TQM
- External Examiner- paper setter, evaluator and reviewer
- Controller of paper setters
- Guide for Post graduate dissertation/projects
- Faculty Management
- Managing Industry-Academia Interface
- Organizing of workshop, students’ seminar and national and foreign trips
- Facilitating collaborations, admissions &
- Mentoring
- Editor of Department Newsletter
- Judged events over a wide range of subjects.

Honors, Recognition, Awards:

Name of the Award	Name of the Awarding organisation	Year	Nature of Award
Certificate of Appreciation	Rotaract District 3190	2013-14	Presented in recognition for the selfless support and contribution towards the Society and Rotaract movement for Rotaract Club of St. Joseph’s College of Commerce
Certificate for Exemplary contribution towards education	Career Launcher	2009-10	Presented in appreciation of exemplary contribution towards transforming students into future leaders.

a. Journal Articles

Title	Authors	Year of Publication	Details of the Journal
Published paper titled “A Study on Consumer Impulse Buying Behavior In Facebook Commerce With Reference To Demographic Variables”	Ms. Veenu Mohan Muthukattu	2018	Journal of Emerging Technologies and Innovative Research (JETIR) ISSN-2349-5162 © 2018 JETIR August 2018, Volume 5, Issue 8
Published paper titled “Demographic Impact on Impulsive Buying Behavior of Online Consumers”	Ms. Veenu Mohan Muthukattu	2018	Journal of Emerging Technologies and Innovative Research (JETIR) ISSN-2349-5162 © 2018 JETIR August 2018, Volume 5, Issue 8
Published paper titled “Mobile phone applications as innovative marketing technique in the emerging E-tail market”	Ms. Veenu Mohan Muthukattu	2015	Journal titled “Emerging global marketing strategies” ISBN: 972-81-8209-400-0. Vijay Nicole Imprints Pvt. Lmt. Chennai.

b. Paper Presentations (Conferences, Seminars, Workshops)

Title and details	Presented at	Date
Participated, Presented and won the best paper award titled “ Mobile phone applications as innovative marketing technique in the emerging E-tail market” in the International conference on “Emerging marketing strategies	Loyola college (Autonomous), Chennai.	17 th February,2015

and practices in the competitive global environment”		
Paper presented on "IT for banking, Financial Services, Insurance and ITES' at - National Level Seminar.	Madras Christian College	September 2006
Presented a paper on "The growing need of E-Mail Marketing in present scenario", at - State Level Seminar.	Gudleppa, Hallikeri College, Haveri	March 2006
Presented paper in Absentia titled “A study into the influence of technology driven tools on purchase behavior of consumers”	Sixth International conference on Contemporary Issues in Agriculture, Engineering, Information Technology, Life Sciences, Social Sciences and Humanities, Melbourne, Australia	December 2017
Presented paper titled “A Study on Consumer Impulse Buying Behavior In Facebook Commerce With Reference To Demographic Variables”	In the International conference organised by Conference Info in association with Academic Science at Indian Council of Social Science Research, Punjab University Campus, Chandigarh, India	12 th August 2018
Presented paper titled “Demographic Impact on Impulsive Buying Behavior of Online Consumers”	In International conference on research trends in Engineering, Applied science and Management organised in Osmania University centre for International programmes, Hyderabad, Telangana state, India	5 TH August 2018

c. Invited Lectures, Presentation and Participation in Workshops, Trainings and Roundtables organised

Title of the Topic / Theme Discussed	Participant/panelist /presenter	Name of the Organisation	State/ National/ International	Date
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	(Please mark the appropriate one)			
“Behavioral Insights through Big Data”	Resource person for the Staff Refresher Course	UGC-Human Resource Development Centre, Ranchi University	National	14 th December 2022
Retail Analytics for Business Process Services	Participant	Designed by Tata Consultancy Services	National	10 th June, 16 th June and 17 th June 2016.
Challenges and Prospects in Higher Education	Participant	Conference of Xavier Board of Higher Education in India	National	5 th to 8 th May 2016
Research Methodology and statistical data analysis	Participant	PG department of commerce, Deva Matha college, Kuravilangad	National	10 th , 11 th and 12 th of February 2016.
Research and Publication	Participant	Centre for Research and CEDBEC, Christ University, Bengaluru	National	9 th July, 2013
Priority sector lending- some emerging issues” organized by the department of economics	Participant	Government first grade college, Vijaynagara, Bengaluru	UGC sponsored National Seminar	28 th and 29 th September 2010.
Training course for trainers in soft skills	Participant	All India Association For Christian Higher Education (AIACHE)	National	12 th May 2007 to 18 th May 2007.

Consultancy (year wise latest to old):

Nature of Consultancy	Name of organization	Duration
Academic and Administrative Audit	Montfort College	24th September 2020.
