




# TAGORE ENGINEERING COLLEGE

(A Member of Tagore Group of Institutions Chennai)

Approved by AICTE, New Delhi | Affiliated to Anna University, Chennai

ACCREDITED BY IQAC-NAAC WITH 'A' GRADE

## FACULTY PROFILE

PERSONAL DETAILS			
Name & Qualification	Dr. M. MARIA JAIN BRUCE MBA., M.Phil., Ph.D.,		
Designation	Associate Professor		
Department	MBA		
Total Teaching Experience	18 Years		
Total Research Experience	-		
Total Industry Experience	-		
Area of Specialization	Marketing		
AICTE Faculty ID			
Email ID	<a href="mailto:mmariajainbruce@gmail.com">mmariajainbruce@gmail.com</a>		
EDUCATIONAL DETAILS			
Degree	Branch/ Specialization	University	Year
UG	BBM	Bangalore University	1999
PG	MBA (Marketing)	M K University	2002
PG	M.Phil (Management)	Vinayaka Missions University	2007
Ph.D	Marketing	Anna University	2016
RESEARCH / PUBLICATION DETAILS			
Publications in Journal			
<ul style="list-style-type: none"><li>‘Causes and Effects of Employee Attrition in Insurance Sector’, Think India Journal ISSN: 0971-1260 Vol-22, Special Issue-21 (2019), UGC care approved International Indexed and Referred Journal, Impact factor 6.2.</li><li>‘Impact of Product and Market Factors on Consumer Behavior: A Study on Personal Computers Purchase’, Asian Journal of Applied Sciences, Scopus Indexed (2016) ISSN 1996-3343, H-Index 16, vol.8, no.1, pp.92-100.</li><li>‘Capital Structure Analysis in PSUs: A Case Study of TNPL’ International Journal of Enterprise and Innovation Management Studies, Scopus Indexed ISSN 1741-5098, vol.2, no.1, pp. 56-63.</li></ul>			

Conference Proceedings	
<p>Paper presented on the title “Role of HRM in Risk Management” in the International Conference on “Multidisciplinary Perspectives of Futuristic Research and Innovation in New Era” conducted by Arunachala College of Engineering for Women on 22 Dec 2023, and published in the conference proceeding with ISBN 978-81-19419-79-1, pp. No.232-239.</p> <p>Paper presented on the title “Mobile Marketing: Pioneering The Future Of Consumer Engagement” in the National Conference on “Multidisciplinary Research Perspectives and Technical Advancements in Digital India” conducted by Arunachala College of Engineering for Women on 27<sup>th</sup> Oct 2023, and published in the conference proceeding with ISBN 978-81-19419-04-3, pp. 391-402.</p>	
Books / Chapters Published	
<ul style="list-style-type: none"> <li>• Book chapter titled “Breaking Barriers: Women’s Resilience and Triumphs in India” ISBN: 978-93-95054-79-9, (2024) to Dr.MGR Educational and Research Institute, Chennai.pp.117-128</li> <li>• Book Chapter titled ‘Status of Women: The Indian Context’, Empowering Women, ISBN: 978-93-5593-750-6, (2022), Dr.MGR Educational and Research Institute, Chennai, pp.405–417.</li> </ul>	
Fund Received	
<p>Tamilnadu State Council for Science and Technology - SPS - Cultivating coastal women’s livelihood through seashell crafts awareness and training in Kanchipuram district - Rs.7500 (2023 - 2024)</p>	
Patent Applied / Published/Granted	
-	
CITATIONS	-
H-INDEX	1

<b>RESEARCH GUIDANCE DETAILS</b>		
<b>Sl.No</b>	<b>University</b>	<b>Supervisor ID / Reference</b>
1	Anna University, Chennai	-
2	Number of UG Scholars Guided	-
3	Number of PG Scholars Guided	<b>100</b>
4	Number of Ph.D. Scholars Guided	-
5	Number of Ph.D. Scholars Pursuing	-
<b>PROFESSIONAL SOCIETY MEMBERSHIP DETAILS</b>		
<b>Sl.No</b>	<b>Professional Society Name</b>	<b>Member ID</b>
1	All India Management Association	<b>M 201211141</b>