

Curriculum Vitae

Name : Dr. Berkmans J, M.Com., PGDCA.,M.Phil., Ph.D

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Dr. K. Antony Baskaran

Associate Professor

Sacred Heart College,

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Working Experience

Sl.No	Institution	Place of work	No of year	Department	Designation
1	Maya Appliance	Chennai	1	Accounts	Assistant Accountant
2	Sacred Heart College	Tirupattur	9	Commerce	Assistant Professor
3	Loyola College	Vettavalam	1	Commerce	Assistant Professor

Corporate Life in the College

Sl.No	Role or Position	Committee	Date From	Date To
1	Dean of Student Affaires	Shift-II	13/06/2016	30/03/2019
2	Association President	UG and PG	16/06/2015	31/03/2017
3	Councilor	IGNOU	10/06/2013	1/7/2021
4	Member	UG and PG Board of Studies	14/06/2011	1/7/2021
5	Coordinator	Guezou Hostel	14/06/2011	31/03/2016

Research Interest

Broadly: Consumer Behaviour

Specifically: Consumer and Retailer Marketplace Interactions, Cognitive Behaviour and Gender Attitudes

Publications

- Berkman and Antony Baskaran (2021), “Effects of Perceived Benefit, Perceived Ease of Use, Website Aesthetics and Trust on Purchase Intention of Online Shoppers”, *Sambodhi*, UGC Care Listed Journal, Vol.44 No.01(II) January-March, ISSN: 2249-6661, pp 1-6
- Berkman J, (2019), “B2C Online Shopping Channel Preference an Investigation of Socio Economic Attributes of Online Consumers, *International Journal of Advance and Innovative Research*”, UGC Approved Journal, Impact Factor; 7.36, ISBN:2394-7780, pp 4-10.
- Berkman J, and Antony Baskaran (2018), “Asymmetry in the Use of Information Sources by Select Demographic Variables”, *International Journal of Management, IT, & Engineering*, UGC Approved Journal, Vol.8 Issue 10(1), ISSN No 2249-0558, Impact Factor: 7.119, pp 413-414.
- Berkman J, (2018) “Cognitive Complexity Formation Through Online Shopping Information Sources: A Demographic Investigation”, *International Journal of Research in Social Sciences*, UGC Approved Journal, Vol.8 Issue 11(1), ISSN No 2249-2496, pp 401-409.
- Berkman J and Antony Baskaran, (2017) “A Study on Factor Influencing Purchase Intention of Online Shoppers in Tirupattur”, *Shanlax International Journal of Management*, UGC Approved Journal Number 44278, Vol-5, Special Issue-2 No-44278, Impact Factor: 2.082, pp-274-278.
- Berkman J and Antony Baskaran (2015) “Exploring the Role of Media Strategy and New Product Development in Long Term Success of Market Acceptance. A Case Study of Pogo Channel”, *Paripex Indian Journal of Research*, Vol-4, Impact Factor 5.761, pp29-31.
- Berkman J and Marcus (2015) “Problems and Prospects of Vegetable Cultivating Farmers”, *Sacred Heart Journal of Science and Humanities*, Vol-7, ISSN 22776613, pp51-59.
- Berkman J and Antony Baskaran (2015) “The Viral Markets Makes You Aware”, *Vaniya Vimarsh Journal of Commerce*, Vol-1, ISSN-2395-0102, pp8-15.
- Mary J Priyadharsini and Berkman J (2012) “Contract Farming in India and Its Prospects”, *Nurturing Economic Development through CSR*, Vol-1, ISBN: 9789381195116, pp262-267.

FACULTY DEVELOPMENT PROGRAMMES/WORKSHOP

- Participated Seven Day National Training Programme on “Academic Leadership” held at Islamiah College (Autonomous), Vaniyambadi, during 13 Feb-19-Feb, 2019.
- Attended Ten days Orientation Course for “Enhancing E-Skill Qualitative and Quantitative Research Methods” held at Loyola Institute of Social Science Training and Research (LISSTR), Chennai, during 01 Jun- 10Jun, 2016.
- Participated in a Faculty Development Programme on the Theme, “Faculty of GMCS Course and Orientation Programme” held at The Institute of Chartered Accounts of India Chennai, during 02 May-3May, 2015.
- Participated “All India Association for Christian Higher Education” held at CSI Synod Center Chennai, during 09 July-11 July, 2014.

Workshop Attended

- Participated two day national workshop on the theme, Research Writing and Publication in Business Studies, held in Central University of Tamil Nadu, on 29 Dec-2016.
- Participated three day workshop on Structural Equation Modeling (SEM) using IBM SPSS, held in Christ University, Bangalore on 29 Dec-2016.
- Participated one day workshop on Sampling Methods and Techniques, held in Christ University, Bangalore on 25-Jan-2016.
- Participated one day workshop on How to Conduct/Administer Survey? Various Methods and Techniques, held in Christ University, Bangalore on 27-Aug-2016.
- Participated one day workshop on “All about Sampling- Various Sampling Methods & Techniques, held in Christ University, Bangalore on 26-Aug-2016.
- Participated one day workshop on How to Prepare an Instrument for Research? Scaling & Instrument Preparation Techniques, held in Christ University, Bangalore, on 25-Aug-2016.
- Participated one day workshop on “How to do Review of Literature in an Efficient and Most Meaningful Way?” held in Christ University, Bangalore, on 24-Aug-2016.
- Participated three day workshop on “Social Inclusion in Higher Education, held in Loyola College, Chennai on 27-Aug to 29-Aug 2016.
- Participated Three day National workshop on Data Analysis Using SPSS, held in Christ University, Bangalore, on 16-May to 18-May 2016.

Keynote Lecture Delivered

- Delivered Lecture on “Demonetization Boon or Ban in Indian Economy Growth, Vivekanandha College of Arts and Science for Women, Namakkal, 17-Feb-2017.

Seminars/Conferences Attended

- Attended “The Role of IQAC towards Quality Assurance in Autonomous College” held at Sacred Heart College, Tirupattur on 4-Nov-2016 to 5-Nov-2016.

- Attended “Agricultural Transformation and Rural Development in India Issues and Problems, Stakeholder Perception of Genetically Modified Products” held at Sacred Heart College, Tirupattur on 30-Jun-2016 to 01-July-2016.
- Attended conference “Prospects and Emerging Trends in M-Commerce and M-Banking” held at Sacred Heart College in Tirupattur on 16-Feb-2016.
- Attended International Conference on “Innovative Marketing Strategies for Sustainable Growth” held at Sankara College of Science and Commerce in Coimbatore, on 16-Sep-2015.
- Attended State Level Seminar on “Recent Trends in Marketing” held at Loyola College, in Vettavalam on 22-Jan-2015.
- Attended Seminar on “Emerging Challenges in Finance and Accounting” held at Sacred Heart College, in Tirupattur on 10-Dec-2013 to 11-Dec-2013.
- Attended Seminar on “Nurturing Economic Development through Corporate Social Responsibility” held at Sri Krishnaswamy College for Women in Chennai on 24-Feb-2012.
- Attended Seminar on “Entrepreneurship Key for Sustained Economic Empowerment” held at St. Xavier’s College, in Palayamkottai on 11-March-2011 to 12-March-2011.
- Presented Paper on “A study on Women Entrepreneurs in Tirunelveli with Special Reference to DIC” Conference held at Loyola College in Chennai on 25-Feb-2011 to 26-Feb-2011.
- Attended National conference on “Consumer Protection” held at Loyola College in Chennai on 15-Dec-2010 to 16-Dec-2010.
- Attended a Seminar on “Paradigm Shift in Organizational Work Culture” held at St. Xavier’s College in Palayamkottai on 05-March-2008.

Dr. Berkman J