




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	17 Years		
Total Research Experience	-		
Total Industry Experience	-		
Area of Specialization	Marketing		
AICTE Faculty ID			
Email ID	mmariajainbruce@gmail.com		
EDUCATIONAL DETAILS			
Degree	Branch/ Specialization	University	Year
UG	BBM	Bangalore University	1999
PG	MBA (Marketing)	Madurai Kamaraj University	2002
	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"> ‘Causes and Effects of Employee Attrition in Insurance Sector’, Think India Journal ISSN: 0971-1260 Vol-22, Special Issue-21, UGC care approved International Indexed and Referred Journal, Impact factor 6.2. ‘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. ‘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. 			

Conference Proceedings	
<ul style="list-style-type: none"> • International Conference Proceedings on Multidisciplinary perspective of futuristic research and innovation in new era, Multi Spectrum Publications, ISBN: 978-81-19419-79-1, Vol.1, pp.240-247, December 2023. • National Conference Proceedings on Multidisciplinary Research Perspective and Technological Advancements in Digital India, Multi Spectrum Publications, ISBN: 978-81-19419-04-3, Vol.1, pp. 391 – 402, October 2023. 	
Books / Chapters Published	
<ul style="list-style-type: none"> • Written an Essay book in Tamil titled ‘ Vaanavil Vaalvil Vannangal Theettuvom’ published by Manimekalai Prasuram, Chennai in January 2018. • Written Tamil General Knowledge book titled ‘Oru Nimidam Oru Thagaval’ published by Manimekalai Prasuram and released at Colombo Tamil Sangam, Sri Lanka on 10th December 2017. • 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. 	
Fund Received	
-	
Patent Applied / Published/Granted	
-	
CITATIONS	-
H-INDEX	1
RESEARCH GUIDANCE DETAILS	

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