

Dr. Susan R. Abraham
Assistant Professor & Head Of Department
Department of Management Studies
St. Thomas College, Bhilai
Chhattisgarh

Area of specialization

Finance and HRM

Conferences Organised

1. Convenor : Organised UGC Sponsored National Conference on Challenges Facing Management Education – An Indian Perspective, on 24th and 25th February 2014.
2. Convenor: Organised National Seminar on Emerging Trends in Business Management, on 29th and 30th November 2010.

FDPs Attended

1. Participated in the **Orientation Program** conducted by UGC – Academic Staff College, Pt. Ravishankar Shukla University, Raipur, during 28th January to 24th February 2011, sponsored by UGC..
2. Participated in the **Workshop on Research Methodology** organized under the aegis of Internal Quality Assurance Cell, (NAAC) at St. Thomas College, Bhilai during January 17-18, 2012.

Additional Responsibilities

Member Board of Studies, Pt. Ravi Shankar Shukla University, Raipur
Member, Board of Studies, Hemchand Yadav University, Durg
College Convenor, For TISS - NUSSD Program
Member in the Editorial Board of Asian Journal of Management
Training & Placement Officer from 2012 to 2021

PUBLICATIONS

1. Paper titled “A Study on Attitude of Youth Towards Startups in Tier II & Tier III Cities” has been published in the ‘International Journal of Management and Social Science Research Review, Vol 1 (1), January 2016. { Impact Factor 3.029}.
2. Paper titled “A study on Employability Crisis in Non-Metros: Are the Graduates Job – Ready” has been published in the Kegees Journal of Social Science, Vol 7 (2), July 2015..

3. Paper titled “An Empirical Study on Young Professionals Preference to do Job in Non-Metros” has been published in ‘Asian Journal Of Management’, Vol 5 (2), April – June 2014,
4. Paper titled “A Study on Assessment of Teamwork Practices in Public Sector Units of Chhattisgarh” has been published in ‘Proceedings of Shaastrarth’, by Wiley Publications, in February 2013
5. Paper titled {Doctoral Dissertation} “A Study on Implementation of Training and Development Programmes in Bhilai Steel Plant and its Effectiveness” has been published in ‘KEGEES Journal of Social Science’, Vol 5(1), in January 2013.
6. Paper Titled “Importance of Marketing Communication for Marketers in India” has been published in ‘Lab to Land’, Vol - 4(15), July-September 2012.
7. Paper titled “Emerging Trends in Customer Relationship Management in Indian Banking Sector – Public Bank Vs Private Bank” has been published in ‘Changing Scenario of Business and E-commerce’, in Nov 2012.
8. Paper titled “ Buying Behaviour of Rural Consumers Migrated to Urban Areas: An Empirical Study of Chhattisgarh” has been published in ‘Emerging Trends & Challenges in Management’, by Excel India Publishers, New Delhi, in March 2012.

SEMINARS ATTENDED AND PAPERS PRESENTED

1. Participated, Presented a Paper entitled “An Empirical study on Resistance to Training Modules Among Executives of Chhattisgarh” in the National Seminar on Innovative Practices in Human Resource Management” organized by Shri Shankaracharya Mahavidyalaya (Chhattisgarh), Sponsored by UGC, during January 15th -17th , 2014.
2. Participated, Presented a Paper entitled “A Study on Perception of Youth Towards New Products with Innovative Technology” in the National Seminar on Emerging innovations & Practices in Indian Business organized by Institute of Management, Pt. Ravishankar Shukla University, Raipur, (Chhattisgarh), during September 6 -8, 2013.
3. Participated, Presented a Paper entitled “Importance of Marketing Communication for Marketer in India” in the International Seminar on Dynamics of 21st Century Communication” organized by Department of Education, Swami Swaroopanand Saraswati Mahavidyalaya, Bhilai, (Chhattisgarh), Sponsored by Public Relation Department of Chhattisgarh Government, during December 19-20, 2012.
4. Participated, Presented a Paper entitled “Corporate Social Responsibility – Its Relevance to Industry and Education” in the National Seminar on Academic –

Industry Interface in the Era of Globalisation organized by Institute of Management, Pt. Ravishankar Shukla University, Raipur, (Chhattisgarh), Sponsored by UGC, during 3rd -5th March 2012.

5. Participated, Presented a Paper entitled “Privatization – A Boom to Marketers in Service Industry in the National Conference on Management Encounters, - New Challenges for Globalization organized by Department of Management, Chouksey Engineering College, Bilaspur (Chhattisgarh) on 26th February 2012.
6. Participated, Presented a Paper entitled “Challenges before HR Professionals and the Best Practices for Multi Skill Development” in the National Seminar on Management of Resources, Utilization and Sustainable Development organized by Department of Commerce and Management, Govt. V.Y.T.P.G Autonomous College, Durg (Chhattisgarh) during 17th -18th December 2011.
7. Participated, Presented a Paper entitled “Emerging Trends of Super market – An Empirical Study in Chhattisgarh” in the 64th All India Commerce Conference organized by Department of Commerce, School of Management, Pondicherry University, during December 13 – 15, 2011.
8. Participated, Presented a Paper entitled “A Study on the Influence of Advertising and Marketing to Children’s Food Choices and Diet” in the National Seminar on Commerce in Life organized by Department of Commerce, Kalyan P.G.College, Bhilai, (Chhattisgarh) sponsored by UGC, during December 02 -03, 2011.
9. Participated, Presented a Paper entitled “Effectiveness of Team Work” in the National Seminar on Issues and Challenges in a Market Driven Business Landscape organized by Shri Shankaracharya Mahavidyalaya (The Management Institute) In Association with CII, and secured Ist Runner up in Paper Presentation Contest of PEHAL – A Management Event during March 11-12, 2011.
10. Participated, Presented a Paper entitled “Role of Private Sector in Tourism of Chhattisgarh” in the National Seminar on Role of Tourism Industry in Economic Development of Chhattisgarh organized by Department of Commerce, Swami Swaroopanand Institute of Education, Bhilai, (Chhattisgarh), Sponsored by Chhattisgarh Tourism Board, during February 23-24 2011.
11. Participated, Presented a Paper entitled “Effectiveness of Training and Development Methods in Public Sector Units”, in the National Seminar on Emerging Trends in Business Management, organized by Department of Management Studies, St. Thomas College, Bhilai, (Chhattisgarh), during November 29 -30, 2010.
12. Participated in the National Seminar on Paradigm Shift in Higher Education : Steps Towards Quality Enhancement, Organised by the Internal Quality Assurance Cell , St. Thomas College, Bhilai, Chhattisgarh, held on October 30, 2009.