

## Curriculum Vitae

Name : Dr. Berkman J, M.Com., PGDCAB., M.Phil., Ph.D.  
Gender : Male  
DOB : 14-05-1986



Permanent Address: 201, Water Tank Street  
R.C. Church Street , Velauthapuram  
Sivagiri (T.K)  
Tenkasi (Dt)- Tamil Nadu  
Pin-627760  
Mobile: +91 824 859 4693  
Email: [berkmansjloyola@gmail.com](mailto:berkmansjloyola@gmail.com)

Reference : Dr. K. Antony Baskaran  
Associate Professor  
Sacred Heart College,  
Tirupattur- 635 602  
Mobile: 8122933315, E-mail: [kantonybaskaran@gmail.com](mailto:kantonybaskaran@gmail.com)

### Professional Qualification

Name	Programme	Institution/University	Year of Passing
Ph. D	Ph.D	Thiruvalluvar University-Vellore	2022
M. Phil	M.Phil	Loyola College-Chennai	2011
PG	M.Com	St.Xavier's College Palayamkottai	2009
PG Diploma	PGDCAB	St.Xavier's College – Palayamkottai	2009
UG Degree	B.Com	M.S. University-Tirunelveli	2007

### 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 (2024) "Utilitarian Usage of Social Media and Information Diffusion about Smart Agricultural System", International Emerging Innovations for sustainable agriculture: Leveraging the potential of digital innovations by the farmers agri-tech startups and agribusiness enterprises in agriculture 5.0, VIT, pp- 46.
- 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.

- Berkmans 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.
- Berkmans J and Marcus (2015) “Problems and Prospects of Vegetable Cultivating Farmers”, *Sacred Heart Journal of Science and Humanities*, Vol-7, ISSN 22776613, pp51-59.
- Berkmans J and Antony Baskaran (2015) “The Viral Markets Makes You Aware”, *VaniyyaVimarsh Journal of Commerce*, Vol-1, ISSN-2395-0102, pp8-15.
- Mary J Priyadharsini and Berkmans J (2012) “Contract Farming in India and Its Prospects”, *Nurturing Economic Development through CSR*, Vol-1, ISBN: 9789381195116, pp262-267.

## **FACULTY DEVELOPMENT PROGRAMMES**

- Completed DFP on “Student-Centric Teaching Practices Organised by JHL and FDC, St. Joseph’s College, Tiruchirappalli, from 27<sup>th</sup>-29<sup>th</sup> January 2025.
- Participated Three Day FDP on “Innovative Teaching Pedagogy, Modern Teaching and Learning Methods for Teachers and Role of Research in 21st Century” Sponsored by ICSSR, on 7th to 9th January 2025.
- Attended 10 days FDP on Effective E-Content Development- Four Quadrant Approach, organized by FDC, St. Joseph’s College, Tiruchirappalli, between 3-8-2024 and 23-09-2024.
- Participated one day FDP on “Academic Research in Arts” St. Josephs College, Tiruchirappalli, on 09.12.2023.
- Participated one day FDP on “Intricacies of writing for research publication and projects” St. Josephs College, Tiruchirappali on 27.10.2023.
- Participated “Faculty development programme on patents and consultancy” St. Josephs College, Tiruchirappali on 20.11.2023.
- Orientation “Orientation programme for the teaching faculty” St. Josephs College, Tiruchirappali, 15 and 16.06.2023
- 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 in 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.
- Acted as a Resource Person of 40 hours Value Added Course entitled on “Professional Management Application of MS Office”, organized by Department of Commerce, St. Joseph’s College, Tiruchirapalli.
- Handling Bridge Course Classes for the First Year UG students from July to September 2024.

## **Seminars/Conferences Attended**

- Presented a Paper titled “Implications of Full Range Leadership on Teenagers’ Self-Esteem: The Role of Salesian Institutions in Higher Education”, organized by the School of Management, Kristu Jeyanti College (Autonomous), Benhaluru on 16<sup>th</sup> and 17<sup>th</sup> January 2025.
- Participated Two day National Seminar on Vision India- 2025 towards \$5 trillion Economy: Opportunities and Challenges, Sponsored by ICSSR, Ministry of Education, on 27<sup>th</sup> and 28<sup>th</sup> June 2024.
- Attended ICSSR Sponsored National Conference on Industry 5.0 A New Prospect for Business and Industrial Transformation, Organised by Department of Commerce, St. Joseph’s College, Trichirappalli on 18<sup>th</sup> and 19<sup>th</sup> July 2024.

- Attended conference on “Skill for HR in contemporary society” Sacred Heart College, on 22.09.2024.
- Attended “Digital India: Progress towards inclusive fulfillment for sustainable development in the digital economy” at St. Josephs College, Tiruchirappali, on 27 and 28 June 2023.
- 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.

## **Declaration**

I hereby declare that the above information furnished is correct and genuine

Data: 20/02/2025

Your’s sincerely

Place: Trichirappali



(Dr. Berkman J)