

STAFF PROFILE

Name:	Ms. Viviliaa F
Designation:	Assistant Professor, Department of Commerce
Qualification:	M.Com., SET., (Ph.D.)
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Area of specialization:	Financial Management, Marketing, Consumer Behaviour, Research Methodology
Research Experience:	3 years
Projects Completed / Ongoing:	1. Ph.D. Thesis in Commerce submitted to the University of Madras 2. Scopus publication work in progress on AI and Consumer Behaviour
No. of Papers Published:	06
No. of Papers Presented in the National/International/Seminars/Workshops/Conferences:	03
No. of Online Courses completed (Minimum of 4 Weeks):	03

PUBLICATIONS

1. *Catalysing Sustainable Choices: The Impact of Social Media Influencers on Eco-Friendly Skincare Product Purchases*. International Journal of Cultural Studies and Social Sciences (UGC Care Listed), Vol. 20, Issue 01, No. 03, Jan–Jun 2024.
2. *The Influx of Green Marketing on Revolutionizing Product Packaging: Evidence from Chennai*. Humanities and Social Science Studies (UGC Care Listed), ISSN: 2319-829X, Mar 2023.
3. *Unravelling the Power of Guerrilla Marketing in Shaping Brand Image: A Conceptual Odyssey*. Humanities and Social Science Studies (UGC Care Listed), ISSN: 2319-829X, Mar 2023.
4. *The Greenwashing Triangle: Applying the Fraud Triangle Model to Corporate Sustainability Deception Propositional Prisms*. Journal of the Oriental Institute (UGC Care Approved, Peer Reviewed & Referred), Vol. 74, Issue 01, No. 1, Jan–Mar 2025.
5. *Using AI to Improve Quality of Life*. Journal of Management and Entrepreneurship (UGC Care Group I), ISSN: 2229-5348, Vol. 19, No. 1(I), Jan–Mar 2025.
6. *Whispered Prestige: A Thematic Exploration of Quiet Luxury in High-End Automobiles*. Journal of Commerce and Business Studies (UGC Care Listed, IF=5.318), ISSN: 2322-0767, Vol. 08, Book 01, Jan–Jun 2025.

FDP'S/ SEMINARS/ WORKSHOPS/WEBINARS ATTENDED

Faculty Development Programmes (FDPs)

- One Week National Level Online Faculty Development Programme on LibreOffice Suite Impress 6.3, organized by the Internal Quality Assurance Cell (IQAC), Auxilium College (Autonomous), Vellore, in association with Spoken Tutorial, EduPyramids SINE, IIT Bombay, 30 March – 8 April 2026.
- One Week Virtual International Faculty Development Programme on "Global Research Pathways: Preparing for Post-Doctoral Fellowships and Research Paper Publication", organized by the Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Ramapuram Campus, 4–11 May 2026.

International Conferences

- Two-Day International Virtual Conference on "Stand, Start, Strive & Stabilize – Changing Business Scenario in the Backdrop of COVID-19", organized by the PG and Research Department of Commerce, Loyola College (Autonomous), Chennai, 19–20 April 2021.
- Two-Day International Conference on Business Analytics for Sustainable Digital Transformation, organized by the PG and Research Department of Commerce, Loyola College, Chennai, 21–22 April 2022.
- International Conference on Business Resilience Revolution to Re-Revolution (BRRR 2023), organized by the PG and Research Department of Commerce, Loyola College, Chennai, 1–2 March 2023.
- International Conference on Adapt to Change (A2C), organized by the Department of Corporate Secretaryship, Loyola College, Chennai, 19 January 2024.
- International Conference on Business Revival through AI Innovation, Networking and Sustainability (BRAINS 2025), organized by the Department of Commerce – Shift II, Loyola College, Chennai, 26–27 November 2025.
- AGNITE 2026 – Accelerating Growth through Next-Gen Intelligence and Technological Evolution in Commerce, One-Day International Conference organized by the Department of Corporate Secretaryship, Loyola College, Chennai, 5 February 2026.
- One-Day State Level Conference on "The Entrepreneurial Recipe for Business Success", organized by the Department of Commerce – Shift I, Stella Maris College.

National Conferences / Summits

- ELEV8 2.0 – National Entrepreneurial Summit 2025, organized by the Department of Corporate Secretaryship – Shift II, Loyola College, Chennai, 24 November 2025.

National Seminars

- THRIVE 2023 – National Level HR Seminar on Decoding New Normal Organisational Realities and HR's Responses, organized by the Human Relations Study Circle (HRSC), Department of Social Work, MSSW, 10 February 2023.
- One-Day Seminar on Enhancing Soft Skills – A Gateway for Enabling the Differently Abled, organized by the Department of Commerce – Shift II in collaboration with the Resource Centre for Differently Abled (RCDA), Loyola College, Chennai, 27 March 2023.

- Seminar on Empowering Women as Entrepreneurs and Leaders, organized by the PG and Research Department of Commerce, Loyola College, Chennai, 27 February 2024.

Webinar

- Webinar on "Thematic Analysis", conducted by Prof. Victoria Clarke, organized by Fortune Institute of International Business (FIIB) as part of the FIIB–Emerald Research Series, 12 January 2024.

Colloquiums

- Business Colloquium 2023 – Tapping the Untapped Business Avenues, organized by the PG and Research Department of Commerce, Loyola College, Chennai, 30–31 January 2023.