



## Curriculum Vitae

Dr. Anjel Raj. Y

### Contact Information

Phagwara, Punjab  
India

Phone: +91 9677274054  
E-mail: [anjeljos82@gmail.com](mailto:anjeljos82@gmail.com)

### Education Qualification

Degree	Specialization	Year of Passing	Institution/University
Ph.D.	Marketing	2023	B. S. Abdur Rahman Crescent Institute of Science and Technology, Chennai, India
MBA	Finance and Marketing	2016	Jerusalem College of Engineering, Chennai, India
B. Com	Management	2014	Jawaharlal Nehru Rajkeeya Mahavidyalaya, Port Blair, Andaman and Nicobar Islands, India

### PhD Topic

*An Investigation Into The Impact Of Social Media Attributes And Consumer Engagement On Behavioral Intention Towards Apparel Buying In India*, under the guidance of **Dr. Hemalatha. J**, Associate Professor, Crescent School of Business, B S Abdur Rahman Crescent Institute of Science and Technology, Chennai, India.

### Work Experience

Organization	Designation	From	To
Barclays Shared Services	Process Advisor	2018	2019
Andaman College (ANCOL)	Guest Lecturer	2023	2024
GNA University	Assistant Professor	2025	Present

### Administrative Experience:

- Guided the students for their summer training projects, assignments and Seminars.
- Mentored and supervised the overall progress of the students as Class incharge.
- Assistant Editor in GNA Journal of Management and Technology (GJMT) from 1<sup>st</sup> January 2026.
- Setting and marking examinations to evaluate progress of students.
- Organized various departmental educational, industrial and recreational visits.

## Reviewer

Served as Reviewer for

- *International Journal of Business Excellence*” (Scopus Indexed, H-Index 32), Inderscience Publication
- *European J. of International Management* (Scopus Indexed, H-Index 37), Inderscience Publication
- 15+ Book Chapter Reviewed in IGI Global Scientific Publishing Book Submission System
- *GNA Journal of Management and Technology (GJMT – Peer Reviewed)*

## Journal Publication

Year	Publication Details
2025	<i>Ascertaining the effectiveness of social media marketing activities on purchase intention and the moderation effect of consumer trust</i> published in <i>International Journal of Business Innovation and Research</i> (Inderscience, Scopus indexed, Impact Factor = 1.35).
2025	<i>Electric vehicle adoption toward sustainable transportation solution: key drivers and implications</i> published in <i>International Journal of Energy Sector Management</i> (Emerald, Scopus indexed, Impact Factor = 2.5).
2025	<i>Theoretical Perspectives on Website Quality, Online Customer Reviews, and Personalisation: A Literature Review and a Conceptual Framework for Online Purchase Behaviour</i> published in <i>GNA Journal of Management &amp; Technology</i> (Peer-Reviewed, S. Amar Singh Charitable Trust, Jalandhar).
2024	<i>Validating the Potential Measures of E-Brand Trust and Loyalty</i> published in <i>International Journal of Electronic Marketing and Retailing</i> (Inderscience, Scopus indexed, Impact Factor = 0.696).
2021	<i>A Bibliometric Study on Effect of Social Media Marketing on Customer Engagement</i> published in <i>Turkish Online Journal of Qualitative Inquiry</i> (Scopus indexed).

## Publication Proceedings in Conference/Seminar

Title	Conference	Date	Organizer & Location	Seminar/Conference
Exploring Researchers' Intentions to Embrace Artificial Intelligence in Higher Education	Digital Transformation in Education: Integrating Technology for Enhanced Learning	Mar 2025	GNA Business School, Punjab, India	Seminar
Consumer Loyalty Towards Ayurvedic Medicines: An Approach Towards Sustainable Healthcare System	International Conference on Business Technology, Innovation and Sustainability (ICBTIS-2025)	Apr 2025	VISTAS, Chennai, Tamil Nadu, India	Conference
Validating the Relationship Between E-Brand Experience, Trust, and Loyalty: SEM Approach	International Conference on Advanced Research in Management Science (ICARMSEET-2025)	Apr 2025	St. Joseph's College of Engineering, Chennai, India	Conference

## **Book Publication**

<b>Title</b>	<b>Book Title</b>	<b>Year</b>	<b>Publisher</b>	<b>ISBN</b>	<b>National/ International/ Scopus</b>
Facebook Analytics: An Effective Tool to Monitor the Success of a Marketing Campaign	Trends in Humanities, Education, Commerce and Management Research	Mar 2025	Bhumi Publishing	978-93-48620-35-4	National
InstaImpact: Leveraging Instagram Advertising Formats to Build Trust and Drive Consumer Action	The Changing Landscape of Humanities, Social Sciences, Commerce & Management	Apr 2025	Bhumi Publishing	978-93-48620-28-6	National
Exploring Researchers' Intention to Embrace Artificial Intelligence in Higher Education	Digital Transformation in Education: Integrating Technology for Enhanced Learning	Apr 2025	National Press Associates	978-93-48843-50-0	National
Harnessing Artificial Intelligence To Enhance Employee Retention	Integrating Research: Humanities to Management	July 2025	Bhumi Publishing	978-81-991070-4-5	National
Innovation And Influence: The Role Of Entrepreneurs In Shaping The International Political Economy	Contemporary Issues in Social Science, Commerce and Management Research Volume II	Sept 2025	Bhumi Publishing	978-81-993182-3-6	National
Paws and Influence: The Power of Petfluencers in Modern Branding	Petfluencers and Pet – Powered Branding	Oct 2025	IGI Global	979833734342	International and Scopus
Enhancing Employee Performance through ChatGPT Integration in the Travel and Hospitality Sector: The Mediating Role of Job Satisfaction	Research and Reviews in Humanities, Commerce and Management	Dec 2025	Bhumi Publishing	978-93-47587-79-5	National
The Soul of Business Learning Integrating AI With Human- Centred Education	Reimagining Business Education in the Age of Artificial Intelligence	Jan 2026	IGI Global	9798337343778	International
Chatbots and Virtual Assistants in Recruitment: Enhancing Talent Acquisition through AI	Smart HR: Integrating Artificial Intelligence and Data in Talent Strategy	Jan 2026	Weser Books	978-3-96492-729-3	International
Entrepreneurial Mind-set and Vocational Training for a Sustainable Future	Advancing Management: Strategies for Organizational Success	Jan 2026	National Press Associates	978-93-7343-178-9	National



Digital Payment Systems and Their Transformative Role in Modern Marketing Strategies	Impacts of Digital Payment Systems on Marketing	Feb 2026	IGI Global	9798337345260	International and Scopus
Clicks to Consciousness Advancing Social Responsibility in Sustainable E-Commerce	Socially Responsible Approaches for Sustainable E-Commerce	Mar 2026	IGI Global	9798337339979	International and Scopus
Automation to Authenticity: Managing Brand Reputation Amid AI-Generated Content	AI in Consumer Analytics and Strategic Branding	Mar 2026	IGI Global	9798337399638	International

### **Editorial Work**

Title	Publisher	Year	ISBN
The Changing Landscape of Humanities, Social Sciences, Commerce & Management	Bhumi Publishing	Apr 2025	978-93-48620-28-6

### **Paper Presented at the Conference/Seminar**

Title	Conference Name	Year	Organizer & Location
Social Media Marketing and Consumer Engagement: Research Evidence	International Management Conference on “Re-inventing The Future Work and Business”	Feb 2021	KIIT School of Management, Bhubaneswar, Odisha
Ascertaining the Effectiveness of Social Media Marketing Activities on Purchase Intention	XLV Indian Social Science Congress	Apr 2022	B. S. Abdur Rahman Crescent Institute of Science and Technology, Chennai
AI-Driven Chatbot and Its Impact on Customer Purchase Intention in the E-Tail Industry: The Moderating Role of Personal Involvement	International Conference on Managing Customer Expectations: Role of AI and Analytics (ICMCE 2024)	Aug 2024	Chitkara University, Punjab, India
Influence of E-Brand Experience on E-Brand Loyalty: The Mediating Role of E-Brand Engagement and Trust	3rd International Conference on Innovative and Sustainable Business Practices (ICISD 2024)	Sept 2024	Measi Institute of Management, Chennai, India
Investigating the Adoption Intention of ChatGPT by the Academic Research Community: TAM & SCT Model	18th International Conference on AI Revolution: Opportunities and Challenges	Mar 2025	Amity University, Haryana, India
Exploring Researchers' Intentions to Embrace Artificial Intelligence in Higher Education	Seminar on Digital Transformation in Education	Mar 2025	GNA University, Punjab, India
Validating the Relationship Between E-Brand Experience, Trust, and Loyalty: SEM Approach	International Conference on Advanced Research in Management Science (ICARMSEET-2025)	Apr 2025	St. Joseph's College of Engineering, Chennai, India

Consumer Loyalty Towards Ayurvedic Medicines: A Sustainable Healthcare Approach	International Conference on Business Technology, Innovation and Sustainability (ICBTIS-2025)	May 2025	Vels Institute of Science and Technology, Chennai, India
Consumer Satisfaction as a Driver of Green Purchasing and Environmental Intentions	2nd International Conference on Multidisciplinary Approaches for Sustainable Development (ICMASD-2026)	Mar 2026	C T University, Punjab India

### **Awards, Grants and Fellowships**

<b>Award/Grant</b>	<b>Description</b>	<b>Year(s)</b>	<b>Organiser/Institution</b>
Junior Research Fellowship (JRF)	Awarded for doctoral research in marketing	2020–2023	B. S. Abdur Rahman Crescent Institute of Science and Technology (BSACIST)
Best Paper Award	Consumer Loyalty Towards Ayurvedic Medicines: An Approach Towards Sustainable Healthcare System”	May 2025	ICBTIS-2025, VISTAS, Chennai, Tamil Nadu, India
Assistant Editor	GNA Journal of Management and Technology	Jan 2026	GNA University, India

### **Workshop Attended**

<b>Title/Topic</b>	<b>Organizer</b>	<b>Date</b>	<b>Mode</b>	<b>Days</b>
Basic Statistical Analysis and its Interpretation using SPSS	Global Institute of Statistical Solution (GISS)	June 2021	Online	2 Days
Multivariate Data Analysis and Its Interpretation Using SPSS	Institute of Statistical and Analytical Research	Apr 2021	Online	3 Days
Digital Entrepreneurship: Future of Biz – A New Normal!	School of Management & Commerce, Brainware University, West Bengal	June 2021	Online	5 Days
Research Methodology	Annamalai University (ICSSR)	Oct 2021	Offline	10 Days
Mediation, Moderation and Conditional Analysis	VIT Business School, Chennai, India	June 2022	Offline	2 Days
Advanced Application of AI in Research & Innovation	A.C.T Academy, Tamil Nadu, India	Mar 2025	Online	4 Days
Mastering Advanced Excel: Tools for Data–Driven Decisions	Udaan Educational Services	May 2025	Online	2 Days
Skillup: Data Analysis with SPSS & Path Modeling using Smart PLS	Ecospatial Lab	June 2025	Online	20 Days
Transforming Education and Research Through Artificial Intelligence: Tools, Ethics and Future Pathways	Udaan Educational Services	July 2025	Online	2 Days
Hands on Workshop on Power BI Dashboard Mastery	Udaan Educational Services	Feb 2026	Online	2 Days

Title/Topic	Organizer	Date	Mode	Days
Data Visualization Tools and Techniques	A.C.T Academy, Tamil Nadu, India	Mar 2026	Online	5 Days

### **Workshop Organized**

Title	Organizer(s)	Date	Mode	Days
Sustainability Exhibition on SOHA: Seeds of Hope and Action	Andaman College, in collaboration with BSG Delhi, India	Nov 2024	Online	1

### **Faculty Development Programme (FDPs)**

Title	Organizer	Date	Mode	Days
AI-Driven Pedagogy: Improving Teaching and Learning Experiences	AICTE-ATAL Academy, Chandraprabhu Jain College of Higher Studies	2024	Online	6 Days
NEP-2020 Orientation and Sensitization Programme	Malaviya Mission Teacher Training Programme	June 2025	Online	9 Days
Short Term Program on Business Applications of Artificial Intelligence	Malaviya Mission Teacher Training Programme	June 2025	Online	6 Days

### **Patent Details**

Design Title	Design No.	Class	Grant Date	Inventors / Contributors
Employee Efficiency Monitoring Device	456188-001	14-02	22/04/2025	Dr. Anjel Raj Y and Others
Resume Analysis Device	464359-001	14-02	02/07/2025	Dr. Anjel Raj Y and Others

### **Analytical Skills and Professional Activities**

Category	Details
Statistical Tools & Techniques	Proficient in Path Analysis, Confirmatory Factor Analysis (CFA), Structural Equation Modelling (SEM) with latent variables using AMOS, SmartPLS, and IBM SPSS.
Multivariate Analysis	Working knowledge of multivariate data analysis techniques using IBM SPSS.
Academic Evaluation	Reviewed and evaluated final year student projects; provided feedback for quality, coherence, and academic rigour.

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<b>Category</b>	<b>Details</b>
Course Design & Delivery	Designed and delivered undergraduate and postgraduate courses in Management and Marketing.
Student Development Activities	Promoted and facilitated student participation in rural social initiatives through organising events, resource allocation, and mentoring for community impact.
Research Engagement	Sustains a robust research agenda with a focus on AI, social media market

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### **Personal Details**

- Date of Birth: 17<sup>th</sup> June 1994
- Marital Status: Married