

Dr. Albin Lawrence

3/329, Thirunagar, North Kattur, Trichy – 620019.

Qualifications: M.Com., M.Phil., M.B.A., Ph.D. (Commerce)

Date of Birth: June 6th, 1977

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A passionate facilitator of learning, with proactive approach in work, has nurtured the professional skills of the students.

Professional Competencies

- › Conducting Workshops for Middle Level Managers
- › Organising Conferences/Workshops
- › Counseling pupil
- › Research
- › Curriculum development

Areas of Research

- › Behavioural Finance
- › Personality Traits
- › Emotional and Cognitive Biases

Employment History

- › **Redington India Limited** **Chennai**
HR Manager – Learning & Development May 2016 – till date
- › **SASTRA University** **Thanjavur**
Assistant Professor, School of Management June 2008 – April 2016
- › **ICFAI National College** **Trichy**
Faculty Member – Finance June 2005- May2008
- › **St.Joseph’s College** **Trichy**
Lecturer June 2002- May2005
- › **Allsec Technologies** **Chennai**
Customer Support Officer August 2001- March 2002

Key Roles & Responsibilities @ Redington India Limited

Redington India Limited, a listed company is a Supply chain and Distributor of IT and Non - IT products with a work force of 1600+ employees, spread across 45 locations in India.

- › Key member in establishing the 'Learning & Development' department.
- › Responsible for designing and conducting New Employee Induction Programmes.
- › Conducted training programmes on 'Accounting & Finance' for the Middle Level Managers located across PAN India.
- › Responsible for negotiating and engaging resources for Out Bound Training programmes for the employees.
- › Member of the Editorial Team for the Corporate E-News Letter.

Education

- » **Ph.D in Commerce**, Bharathidasan University, Tiruchirappalli, (February 2016)
- » **Master of Business Administration**, Periyar University, (2008).
- » **Master of Philosophy in Commerce**, Alagappa University, (2007).
- » **Master of Commerce**, Loyola College (Autonomous), Chennai, University of Madras, (April, 2001).
- » **Bachelor of Commerce**, St. Joseph's College (Autonomous), Tiruchirappalli, Bharathidasan University, (April, 1999).

Self Learning Initiative

'Accounting Analytics' by University of Pennsylvania on Coursera. Certificate earned on February 19, 2017.

A brief on the Ph.D Thesis

Title: "A study of Investing Style in Equities as a Function of Investor Bias and Investor Personality using PLS-SEM and Fuzzy"

Research Guide & Supervisor: Dr.LJ.Chaarlas, Head Of the Department, Department of Commerce, St.Joseph's College, Trichy

Financial decisions in stock market are made in situations of high complexity and high uncertainty. Human brains have evolved various short cut mechanisms for making such

decisions called as cognitive biases. An effort was made in the research to understand the susceptibility of the cognitive biases among retail equity investors. Also an attempt was made by using PLS - SEM to understand the moderating effect of the biases on the Personality and the Investing styles of the investors. Algorithms were framed using Fuzzy, suggesting stocks to the investors given their cognitive biases and personality.

Key Roles & Responsibilities at Various Education institutions

Subjects handled

- › Financial Accounting for Managers
- › Security Analysis & Portfolio Management
- › Financial Management
- › Cost & Management Accounting
- › Merchant Banking
- › Quantitative Techniques
- › Business Research Methods
- › Statistics for Research
- › Entrepreneurship Development

Other Academic Responsibilities

- › Coordinator for the **Entrepreneurship Development Cell** at SASTRA University. (2009 - 2016)
- › Member of the document preparation team of School of Management, SASTRA University for the **NAAC Accreditation**.(2014)
- › Member of the document preparation team of School of Management, SASTRA University for the **TCS Accreditation**.(2013)
- › Continuous Internal Assessment (CIA) **Exam Coordinator** at School of Management SASTRA University (2011 - 12)

Research Publications

- › K. Govindarajan, **Albin D Robert Lawrence**, Praveen. C, "A Study on Customers' Adoption of Modern Technology in Banking Industry in India" International Journal of Applied Engineering Research Volume 9, Number 19 (2014)
- › Dr.V.Srinivasa Kumar and **Albin D Robert Lawrence** "Strategies for Managerial Effectiveness in Indian Automobile (Two & Three Wheelers) Companies : A Financial Statement Analysis" The Case Centre UK office: Cranfield University, Wharley End Beds MK43 0JR, UK CASE - Reference no. 114-076-1 (2014). CASE - Reference no. 114-076-1 (2014)

- › **Albin D Robert Lawrence**,; Ravichandran, K.S.; Charlas, LJ “A Fuzzy Approach In Exploring the Style of Investing of Equity Investors” IEEE Conference Publications - 2012 Page(s): 149 - 155 (2012)
- › **Albin D Robert Lawrence** and Charlas LJ “Behavioural Finance A Boon To Investors” Journal of Finance, Accounting and Management Jan-12, Vol.3, No.1, Pp 32-44. (2012)
- › **Albin D Robert Lawrence** “Investors Choice: LIC vs Private Insurance Companies” Insurance Chronicle August 2009, JUL-05, Pp 25-29 (2009)
- › Sebastin Titus and **Albin D Robert Lawrence** “Customer Focus in Banking Services” Indian Journal of Marketing, Vol XXXIV No.1 (Jan 2004)
- › **Albin D Robert Lawrence** and CharlasLJ “A Paradigm Shift: Efficient Market Hypothesis to Behavioral Finance” The Dynamics Of Management: THE PLUS FACTORS (Edited Book), ISBN: 978-81-920622-0-7, ED. BOOK, FEB-11, Pp.211-214.

Workshops Participated

- › Participated in a 3 day workshop ‘Introduction to Participant - Centered Learning and Case Method : Analysis of a Strategy Case’ conducted jointly by **Harvard Business Publishing and Case Research Society of India**. (April 23 - 25 , 2012)
- › Participated in the Faculty Development Programme on Research Methods using SPSS at Hallmark Business School, Trichy. (January7th& 8th , 2011)

Programmes Organised

» **Conferences:**

- › Member of organizing committee for the International Conference on the Changing Paradigms of Technology and Strategic Management (2013), SASTRA University;
- › Member of organizing committee for the IEEE - International Conference on Management Issues in Emerging Economies (2012), SASTRA University;
- › Member of organizing committee for the International conference on Active Teaching & Learning in Higher Education (2007), at ICFAI National College Trichy.

Professional Skills

- » **Computer**
 - › Statistical Package for Social Sciences (SPSS) for analyzing data
 - › Proficient at using Microsoft office

- » **Analytical**
 - › Expertise in Multivariate Data Analysis and Structural Equation modeling.

- » **Language**
 - › Tamil (native), English (fluent), Hindi (fluent), Marathi (basic)

Declaration

I hereby declare that the details furnished above are true to the best of my knowledge and belief.

(Albin D Robert Lawrence)