

## STAFF PROFILE

Name (Fr./Dr./Mr./Mrs./Ms.) : Dr. S. Arokia Punitha

Gender : Male  Female

Department : Business Administration

Educational Qualification : MBA, M.Phil, Ph.D, SET



S. No.	Degree / Diploma	Subject / Main	Name of the College / University
1.	Ph.D	Management	J.J. College of Arts and Science (Autonomous) /Bharathidasan University
2.	M.phil	Management	Sri Ramakrishna college of Arts and Science for womens / Bharathiar University
3.	MBA	Human Resource Management	Bharathiar University
4.	BBM	Business Management	Angappa College of Arts and Science/ Bharathiar University

\* The SET Examination Qualified during the year 2016 conducted by Mother Teresa Women's University – Kodaikanal.

Aided  Management  Shift I Shift II

Teaching Experience at Holy Cross College: 7 Years

Teaching Experience outside Holy Cross College: 8 Years

**Total Teaching Experience:** 15 Years

**Positions Held** (VP / Dean/ HOD / Director/ Overall Coordinator etc.)

S. No.	Name of the Position	Period
1.	Fine Arts Core committee member	From 2021 onwards
2.	Joint Coordinator, Financial Literacy Club	2017 to 2019
3.	Co-ordinator, Disaster Management Club	2024 onwards

## **BOOK PUBLISHED**

- Sustainable Rural Development and Student social Responsibility –Chapter edited
- Emerging Business Trends and Management practices, December 2023, ISBN – 978-81-967593-9-1. – Chapter Edited
- Emerging trends in human resource management, Feb 2024, ISBN: 978-93-6076-538-5 – Chapter Edited

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## **JOURNAL / ARTICLES PUBLISHED:**

- Dr. S. Arokia Punitha (2023), “Post Pandemic change in change in Women’s online buying preferences”, “Small Enterprises Development, Management & Extension Journal”, Volume 50, Issue 2, Pp. 182 – 191, May 22, 2023, Sage Journals, UGC Care listed journal.
- Dr. S. Arokia Punitha (2022), “A Study on customer expectations from local online shopping application to buy local products”, International Journal of Advanced Research in Science, Communication and Technology, Vol.2, Issue – 1, Pp 46-50, Feb 2022, ISSN – 2581-9429, Impact factor: 6.252, Cross Ref DOI: 10.4817/IJARSCT – 2504.
- Dr. S. Arokia Punitha (2021), “Higher Secondary School students perception about online classes during pandemic with reference to selected schools in Tiruchirappalli city”, International Journal of Advanced Research, Volume 9, Issue May, 2021, ISSN: 2320 – 5407, CrossRef DOI 10.21474/IJAR01, Impact factor: 7.08.
- Dr. S. Arokia Punitha (2021), “Effectiveness of Online classes during a pandemic – A Teachers and the Students perspective”, April Journal of Management, Volume 8, Issue 1, January –2021, pp. 1-6; ISSN Print : 2347-3940 and ISSN Online: 2347-3959; Scope Database Indexed, Journal Impact factor : 4.5239.
- Dr. S. Arokia Punitha (2020), “Usage of E- Books – A study with reference to postgraduate students in Tiruchirappalli City”, The International Journal of Analytical and Experimental Modal Analysis, Volume XIII, Issue II, ISSN No: 0886-9367, Impact factor: 6.3, UGC Care Approved Group – II Journal
- Dr. S. Arokia Punitha (2020), “A Study on College student’s opinion about social media in Trichy city”, Wesleyan Journal of Research Vol. 13 No. 4(X)Pages 149-152, December&2020, ISSN:0975-1386.

- Dr. S. Arokia Punitha (2019), “A Study on Employability Skills of Rural women undergraduates in Tiruchirappalli City, Tamilnadu, Published on the Our heritage, UGC Care listed journal, ISSN No: 0474 – 9030, Vol 68, Issue 17, January 2020, PP No : 197 – 202.
- Dr. S. Arokia Punitha (2019), “A Study on Customer awareness about India Post Payment Banks in Tiruchirappalli City”, published on the International Journal on Analytical and Experimental Modal analysis, ISSN No : 0886-9367, Volume XI, Issue X, October/2019, Page No:2278 – 2287.
- Ms. S. Arokia Punitha (2018), “Why Indian Banks are vulnerable to Scams? – A Descriptive Study”, Published on the National level seminar on Financial Inclusion – Reach the unreached, Department of Commerce (BPO), SRCAS, Coimbatore, ISBN: 978-93-5311-963-8, September 2018.
- Ms. S. Arokia Punitha (2017) & L. Janova Mary, “Customer Attitude Towards Restaurants After GST with Special Reference to Tiruchirappalli District – A Study” - GASCIAN – Journal of Science, ISSN: 2348-0432, December 2017.
- Ms. S. Arokia Punitha (2017) & L. Janova Mary, “Impact of Digitalisation on Bank Employees” - Asia Pacific Journal of Research, ISSN (Print) :2320-5504, ISSN (Online) :2347- 4793, November 2017.
- Ms. S. Arokia Punitha (2017) & L. Janova Mary, “Attitude of Customers towards Digitalised Business process in Tiruchirappalli” - Asia Pacific Journal of Research, ISSN (Print) :2320- 5504, ISSN (Online) :2347-4793, November 2017.
- Ms. S. Arokia Punitha (2016) & Dr.J. Parasuraman, “Payment Banks”- Brain child NachiketMor Committee” , International Conference on Recent trends in Business and Development, August 2016.
- Ms. S. Arokia Punitha (2015) & Dr.J. Parasuraman, “Financial Literacy Initiatives by selected banks in Tamilnadu”, UGC Sponsored National Seminar on Financial Literacy Programmes – Issues and Challenges, ISBN : 978-93-80394-57-2, PP : 46 – 48, September 2015.
- Ms. S. Arokia Punitha (2015) & Dr.J. Parasuraman, “A study on Job Stress among employees in private banks in Tiruchirapalli district” Published in International Journal of Management and Social Development, ISSN: 2348-1919, Volume- II, Number 2, PP – 87 – 88, February 2015.
- Ms. S. Arokia Punitha (2014), “Effective Strategic Management in Indian Banks”, National Seminar on Green Marketing (Problems and Prospects), ISBN: 978-93-80622-04-0, PP : 244 – 247, November 2014.
- Ms. S. Arokia Punitha (2014), “Recent trend in International Marketing”, National Seminar on Green Marketing (Problems and Prospects), ISBN: 978-93-80622-04-0, PP : 235 – 238, November 2014.

- Ms. S. Arokia Punitha (2014) & Dr.J. Parasuraman, “Retail Banking in India – Trends and the Challenges”, UGC Sponsored National Seminar on Retail Marketing in India: Problems and Prospects, ISBN : 978-93-80394-50-3, PP: 74 – 76, September 2014.

**Conference/Seminar/Workshop/ Training Programme attended - Academic & General:**

S. No.	Theme	Place	International / National / State level	Year	Resource Person / Paper Presentation / Participation
1	UGC Sponsored Short – Term course on Curriculum Development, Educational Technology and Evaluation Techniques	Bharathidasan University, Trichy	State Level	2015	Participation

**Orientation / Refresher / Other Courses attended \*:**

Topic	College	Days	(Mention Date here)
Curriculum Development, Educational Technology and Evaluation Techniques	Bharathidasan University	5	23.11.2015 to 28.11.2015
Innovation Teaching and Skills for Online classroom	Tamil Nadu Open University	Short term Course	April 2021
Faculty Development Programme on Promoting Entrepreneurship and Innovation	Sastra Deemed University, Thanjavur	12	25th April to 7th May, 2022
Faculty Development Programme in Securities Market	National Institute of Securities Market (NISM), Bharathidasan University	1	15th February, 2022
Faculty Development Programme on MOOCs and e-Content Development	Guru Angad Dev Teaching Learning centre – A centre for Ministry of Education under PMMMNMTT	7	29th April to 05th May, 2023
Faculty Development Programme on Structural Equation Modeling (Using AMOS & SMART PLS)	Shrimathi Indira Gandhi College, Tiruchirappalli	1	16.08.2023
Faculty Development Programme on Structural Equation Modeling using	Holy Cross College (Autonomous), Tiruchirappalli	1	25.08.2023

AMOS			
Faculty Development Programme on Outcome based education and essential AI tools for teachers	St. Thomas College, Palai and The Kerala State Higher Education Council (KSHEC)	7	10.01.2024 to 16.01.2024
Faculty Development Programme on AI Tools for Smart teaching and blended learning	Holy Cross College (Autonomous), Tiruchirappalli	5	22.01.2024 to 27.01.2024

**Resource Person:**

Academic Year	Name of the Programme	Date	Details
2021	How to write Research paper?	13.03.2021	Srimad Andavan Arts and Science College, Tiruchirappalli
2021	Business Process Re-engineering and Total Quality Management	29.03.2021	Sri Ramakrishna College of Arts & Science, Coimbatore
2021	Essential Interview skills to crack an interview	10.08.2021	Srimad Andavan Arts and Science College, Tiruchirappalli
2023	Power up your career	08.07.2023	Jamal Mohammed College, Trichy
2023	Innovation and Startup Ecosystem Dynamics	28.08.2023	K. Ramakrishnan College of Engineering in Trichy

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