

# Profile

Name : Dr. (Mrs.) Prabha Arockia Joans . S.  
Department : Commerce  
Educational Qualification : M.Com., M.Phil., MBA., Ph.D., PGDCA.



S.No	Degree / Diploma	Subject / Main	Name of the College / University
1.	U.G.	Commerce	Sonnai Meenal College./ Alagappa University
2.	P.G.	Commerce	Yadhava College/ MKU University
3.	M.Phil.	Commerce	Fatima College / MKU University
4.	Ph.D.	Commerce	St. Joseph's College/ Bharathidasan University
5.	MBA	Financial Management	Periyar University
6.	PGDCA	E-Commerce	Yadhava College/ MKU University

Teaching Experience at Holy Cross College : 3 Years

Teaching Experience outside Holy Cross College : 4 Years

Total Teaching Experience : 7 Years

## Journal Publication:

- ❖ A Study on the Factors Influencing Students Motivation to Learn in Tiruchirappalli City, Tamilnadu, ISSN:0971-1260, Vol-22-Issue- 10-November-2019.
- ❖ Parental and related Factors Affecting Students Academic Achievement - ISSN:1301-2746, has been published in Adalya Vol-9-Issue- 3-March-2020

## Paper Presentation:

- The Role of Consumer Behaviour in Retail Success- paper presented at Two Day International Conference on Global Contemporary Issues and unlocking Innovation in Business Industry 4.0 (hybrid Mode).
- Contemporary Research in Entrepreneurship and management -paper presented at Fourth International Conference on Contemporary Research in Entrepreneurship and management.
- A Role of Consumer Behaviour in Social Media Advertising for Online Marketing –paper presented at International Conference on Role of Artificial Intelligence in E-Commerce.

**Conference/Seminar/Workshop/ FDP/Training Programme attended:**

<b>S.</b>	<b>Theme</b>	<b>Place</b>	<b>International / National</b>	<b>Year</b>	<b>Resource Person /</b>
1.	Impact of global meltdown in Indian Economy	Fatima College Madurai-18	National	2010	Participated
2.	Women Entrepreneurs- Challenges and Opportunities	S.Vellaichamy Nadar College, Madurai-19	National	2011	Presented
3.	Environmental Sustainability: Challenges and Strategies	Fatima College Madurai-18	International	2011	Presented
4.	Re- Engineering in Human Resource Management	Holy Cross College Tiruchrapalli-2	International	2022	Participated
5.	Issue and Challenges on Traditional and Digital Marketing	Bishop Heber College Tiruchrapalli-17	International	2023	Presented
6.	A Strategy for Export Marketing : Issues and Challenges	Bishop Heber College Tiruchrapalli-17	International	2023	Presented
7.	A Strategy for export marketing	Bishop Heber College Tiruchrapalli-17	International	2023	Presented
8.	Social Entrepreneurship	Bishop Heber College Tiruchrapalli-17	National	2023	Presented
9.	Women Entrepreneurs	Bishop Heber College Tiruchrapalli-17	National	2023	Presented

9.	Government Schemes For Entrepreneurs	Holy Cross College	National level	2024	Participated
10.	Outcome Based Education and Essential AI Tools for Teachers,	St. Thomas College Palai	National level	2024	Participated
11.	AI Tools for smart teaching and blended learning	Holy Cross College	National level	2024	Participated
12.	Outcome Based Education and Essential AI Tools for Teachers	Internal Quality Assurance Cell (IQAC) of St. Thomas College, Palai , Kerala	National level Online Faculty Development Program	10 January 2024 to 16 January 2024	A grade
13.	Data Visualization and Analytics' with Excel, Power BI, Tableau and Generative AI	PG Department of Computer Applications and IQAC of Marian College Kuttikkanam (Autonomous)	International Online Faculty Development Program	05 July 2024 to 11 July 2024	A grade

**Book Publication:**

- ❖ Marketing Management - Charulatha Publications-ISBN 978-93-6260-763-8
- ❖ Principles of Management – Scientific International Publishing House (SIPH) – ISBN 978-93-6674-493 – 3

**Professional Membership:**

- ❖ District Director, Tiruchirappalli - Human Rights International Federation(HRIF).

**Life Membership Received:**

- ❖ Associate Member in Education Research and Development Association (ERDA)
- ❖ Fellow Member of International Institute of Organized Research, India. –FI2OR

**Patent Received:**

- ❖ Received UK Patent for “Real-Time Supply Chain Management Device”.

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Dr.S.Prabha Arockia Joans