

PROFESSIONAL SUMMARY

NAME: DR. L. JENITRA

DESIGNATION: Associate Professor of Commerce, Holy Cross College (Autonomous), Tiruchirappalli – 620002, Tamil Nadu, India.

QUALIFICATION

M.Com., M.Phil., Ph.D.

ACADEMIC DEGREES

Qualification	Institution	University	Year of completion
Ph.D.	Holy Cross College, Trichy-2	Bharathidasan University, Trichy.	2016
M.Phil.	Urumu Dhanalakshmi College, Summer Sequential Programme	Bharathidasan University, Trichy.	1991
M.Com.	St. Mary's College, Tuticorin-1	Madurai Kamaraj University, Madurai.	1987
B.Com.	Holy Cross College, Trichy-2	Bharathidasan University, Trichy.	1985

TEACHING EXPERIENCE

Designation	Institution	Period	Years of experience
Associate Professor of Commerce	Holy Cross College (Autonomous), Trichy-2	From 15 th July 1987 onwards	37 years

SUBJECTS OF EXPERTISE

1. Financial Accounting
2. Cost Accounting
3. Management Accounting
4. Financial Management
5. Managerial Economics

CORE COMPETENCIES

Member in Editorial board and Reviewer for books

* Reviewer, Workshop on Digital Content Script Review for Accountancy, SCERT, Chennai, 14-09-2022 and 15-09-2022.

* Reviewer, Teachers' Manual for XII Accountancy Textbook, SCERT, Chennai, From March 2019 to May 2019.

* Domain Expert, XII Accountancy Textbook, SCERT, Chennai, From June 2018 to March 2019.

* Member, Editorial, 'Proceedings of the National Conference on Youth and Values' Holy Cross College (Autonomous), Trichy, 2018.

- * Reviewer, Teachers' Manual for XI Accountancy Textbook, SCERT, Chennai, From October 2017 to May 2018.
- * Domain Expert, XI Accountancy Textbook, SCERT, Chennai, From October 2017 to April 2018.
- * Reviewer, I UG and II UG Catechism Textbooks, Holy Cross College (.Autonomous), Trichy, 2015-16 to 2016-17.
- * Member, Editorial board, 'In Touch', Newsletter, Alumnae Association, Holy Cross College (Autonomous), Trichy, 2005-06 to 2010-11.

LEADERSHIP PROFILE

- * Head of the Department - From 2022-23
- * Dean of Arts - From 2020-21 to 2021-22
- * Vice Principal - From 2016-17 to 2018-19
- * Initiator and Coordinator, Commerce Book Bank - From 2006-07
- * Coordinator, College Orchestra - 2006-07 to 2010-11
- * Staff Coordinator, Alumnae Association - 2001-02 to 2004-05
- * AICUF Adviser -1987-88 to 1991-92
- * Staff Coordinator, Shift II Commerce - 1987-88 to 1991-92

AWARDS

Awards / Ranks	Course	Institution	University	Year
Cash award for copyright obtained	-	Holy Cross College, Trichy -2	-	2024
Cash award for member of editorial board for publication of book	-	Holy Cross College, Trichy -2	-	2019
Cash award for publication of book	-	Holy Cross College, Trichy -2	-	2017
Gold Medal for 25 years of service in teaching	-	Holy Cross College, Trichy -2	-	2013
Cash award for publication of book	-	Holy Cross College, Trichy -2	-	2010
Cash award for publication of book	-	Holy Cross College, Trichy -2	-	2009
Cash award for publication of 2 books	-	Holy Cross College, Trichy -2	-	2008
Gold Medal and University First Rank	M.Com.	St. Mary's College, Tuticorin -1	Madurai Kamaraj University, Madurai.	1987
Gold Medal and University Second Rank	B.Com.	Holy Cross College, Trichy -2	Bharathidasan University, Trichy.	1985

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Title of the Model	Month and Year	Register Number
Reporting Funds Flow – An Alternative Approach	February 2024	L-143200/2024
Model for Computing Water Cost Incurred by Households	July 2023	L-128646/2023
AQQM Model for Assessing Sustainability of Water Management at Household Level in Tiruchirappalli City	January 2018	L-71969/2018

PUBLICATIONS

Books Published

Title of the Book	Year of Publication	Publisher	Other Authors	ISBN
Management Accounting - Fifth Revised Edition	2022	Learntech Press, Trichy.	Co-authored with Dr. L. Cecil Dalston	978-81-908082-0-0
Financial Accounting – Fifth Revised Edition	2020	Learntech Press, Trichy.	Co-authored with Dr. L. Cecil Dalston	81-9039-304-9
Cost and Management Accounting	2017	Learntech Press, Trichy.	Co-authored with Dr. L. Cecil Dalston	-
Financial Accounting – Enlarged Edition	2009	Learntech Press, Trichy.	Co-authored with Dr. L. Cecil Dalston	81-9039-304-9
Management Accounting	2008	Learntech Press, Trichy.	Co-authored with Dr. L. Cecil Dalston	978-81-908082-0-0
Financial Accounting	2007	Learntech Press, Trichy.	Co-authored with Dr. L. Cecil Dalston	81-9039-304-9
Principles of Accountancy	2007	Learntech Press, Trichy.	Co-authored with Dr. L. Cecil Dalston	81-9039-304-9

Papers Published

* “Perception about Online Learning during Covid-19 Lockdown- with special reference to college students in Tiruchirappalli city”, published in Anvesak - A bi-annual Journal, UGC

Care Group 1 Journal, ISSN : 0378 – 4568, Vol. 51, No.1(XVII) January – June 2021 (pp. 144 - 150)

* *“Willingness towards Digital Banking Transactions - with special reference to Youth in Tamil Nadu”*, published in Kala - The Journal of Indian Art History Congress, ISSN: 0975-7945, Vol-27 No. 01(IX)., 2021, (pp. 61-68).

* *“Rural Entrepreneurship – Willingness among Youth in Tamil Nadu”*, published in the Proceedings of the NABARD Sponsored National Conference on ‘Poverty Eradication through Rural Entrepreneurship for a Sustainable Growth in the Rural Economy’, organised by Department of Commerce, Holy Cross College, Trichy, 2020, ISBN: 978-93-87360-71-6.

* *“Youth and Values with Particular Reference to Charity and Self-Respect”*, published in the Proceedings of the National Conference on Youth and Values, organised by Department of Value Education, Holy Cross College, Trichy, September 2018.

* *“Sustainability of Water Management at Household Level in Tiruchirappalli City”*, published in Academia and Society, Vol. 4 No.1, October, 2017, pp. 10-20, ISSN: 2393-9419 and Eissn: 2393-8919.

* ‘Luke’s Gospel’ Chapter 5 Part I contributed in the I Year Catechism Book, ‘God of Life’, Department of Value Education, Holy Cross College (Autonomous), Tiruchirappalli, 2015, pp. 97-124.

* *“Micro Credit and Attitudinal Change – Solution for Enabling Access to Drinking Water”*, published in the Proceedings of the International Conference on Challenges and Issues of Emerging Economies in the Economic Order for Developing the World Economy, Mangalore: United Publishers, September 2012, pp. 29-32, ISBN: 978-93-81195-30-7.

* *“Service Quality Parameters for Drinking Water Supply Services”*, published in the Proceedings of the National Conference on ‘Recent Trends in Indian Services Marketing’, March 2012, Tiruchirappalli: Holy Cross College, pp. 158-163, ISBN: 978-89-922545-0-0

Papers Presented

* *“A Study on Consumer Adoption of Electric Two-Wheelers in Tamil Nadu – Transformation Towards Sustainability”* in the 10th International Conference on Paramount Business Transformation held at SRM Institute of Science and Technology, Kattankulathur, Chennai, on 18th and 19th of March 2024.

* *“Perception about Online Learning during Covid-19 Lockdown- with special reference to college students in Tiruchirappalli city”*, presented in the Two Day International Conference on ‘The Impact of COVID Pandemic in the Universal Tertiary Sector, organised by Holy Cross College (Autonomous), Trichy – 2.

* *“Willingness towards Digital Banking Transactions - with special reference to Youth in Tamil Nadu”*, presented at the International Conference on Emerging Trends in Banking and Financial Technology, organised by SRM Institute of Science and Technology, Ramapuram Campus, Chennai-89.

* *“Youth and Values with Particular Reference to Charity and Self-Respect”*, presented in National Conference on Youth and Values, organised by Department of Value Education, Holy Cross College, Trichy, 01-12-2017.

* “*Micro Credit and Attitudinal Change – Solution for Enabling Access to Drinking Water*”, presented in the International Conference on Challenges and Issues of Emerging Economies in the Economic Order for Developing the World Economy, organised by Vivekananda College of Arts and Science, Chennai, 2012.

* “*Service Quality Parameters for Drinking Water Supply Services*”, presented in the National Conference on ‘Recent Trends in Indian Services Marketing’, organised by Department of Commerce, Shift II, Holy Cross College, Trichy, 2012.

Membership in Various Bodies

* Member, Book Recommendation Committee, Books / E-books recommendation for Madurai Kalaignar Memorial Library and Chennai Anna Centenary Library – From 6-9-2022

* Member, Board of Studies, Department of Commerce, St. Mary’s College, Tuticorin - From 2021 onwards

* Member, IQAC - From 2015-16 to 2017-18, 2020-21 to 2021-2022

* Board Member, DOVE - From 2014-15 onwards

* Core Group Member, Alumnae Association - 2005 -06 to 2014-15

* Member, Admission Committee - 2003-04 to 2005-06; 2016-17 to 2019-20

RESOURCE PERSON

Programme	Place and Duration
Workshop on Digital Content Script Review for Accountancy.	TNSCERT Chennai (14-09-22 & 15-09-22)
Online FDP for Commerce Faculty on Learning Outcomes-based Curriculum Framework, St. Mary’s College, Tuticorin.	Online through https://meet.google.com/shc-smip-uge (28-03-2022)
Training Based on Revised Curriculum for XII Accountancy for Higher Secondary Commerce Teachers in Trichy District.	TRP Engineering College, Irungalur, Trichy, One day (02-07-2019)
Training based on Revised Curriculum for XI Accountancy for Higher Secondary Commerce Teachers in Tamil Nadu, organised by District Institute of Education and Training, Coimbatore.	Akshaya College of Engineering and Technology, Kinathukadavu, Coimbatore, One day (12-06-2019)
Orientation for Newly Nominated Student Leaders- Value Based Leadership	Holy Cross College, Trichy. One day (06-03-19)
KRP Training Based on Revised Curriculum for XI Accountancy for Higher Secondary Commerce Teachers in Trichy District	TRP Engineering College, Irungalur, Trichy. One day (14-07-2018)
KRP Training based on Revised Curriculum for XI Accountancy for Higher Secondary Commerce Teachers in Tamil Nadu	ICSA Programme Centre, Chennai, One day (28-06-2018)

Inauguration of NSS Camp organised by Holy Cross College – ‘Contribution of Youth through NSS’	St. Joseph’s Higher Secondary School, Punganur, Trichy district. One day (20-11-2017)
Orientation for New Faculty- ‘Planning and Preparing for Class’	Holy Cross College, Trichy. One day (12-06-2017)

SEMINARS/ CONFERENCES/ WORKSHOPS/ TRAINING PROGRAMMES ORGANISED

Programme	From	To	Place	Sponsored by
Workshop on Digital Content Script Review for Accountancy.	14-9-22	15-9-22	SCERT Chennai.	SCERT Chennai
Faculty Orientation on LOCF	2-9-2021	2-9-2021	Online, Holy Cross College (Autonomous), Trichy.	-

SEMINARS/ CONFERENCES/ WORKSHOPS/ TRAINING PROGRAMMES ATTENDED

Programme	From	To	Place	Sponsored by
One day International E-Conference on Building a Sustainable World: SDGs in Commerce, Management, Economics and IT	10-05-24	10-05-24	IQAC, Dayanand College of Commerce, Latur, Maharashtra.	-
Two Day Multidisciplinary National Webinar on ‘Consumer Education and Protection - Empowering Future Generations’	29-02-24	01-03-24	Department of Commerce and Professional Studies, Rajagiri College of Social Sciences, Kerala & Department of Commerce, St. Pious X Degree and PG College for Women, Hyderabad in collaboration with State Consumer Disputes Redressal	-

			Commission, Hyderabad. (Online)	
International Conference on ‘Sustainable Evolution of Indian Economy’	30-08-23	30-08-23	Post Graduate and Research Department of Commerce, Sri Kanyaka Parameswari Arts and Science College for Women, Chennai (Online)	-
International Symposium on “Emerging Trends in Shaping the Future of Work”	17-05-23	18-05-23	College of Economics and Business Administration, University of Technology and Applied Sciences, Ibri, Sultanate of Oman – Online platform	-
Workshop on Digital Content Script Review for Accountancy	14-9-22	15-9-22	SCERT Chennai.	SCERT Chennai
International Conference on ‘The Impact of COVID Pandemic in the Universal Tertiary Sector’	16-3-21	17-3-21	Holy Cross College (Autonomous), Trichy	-
International Conference on ‘Emerging Trends in Banking and Financial Technology’	22-1-21	22-2-21	SRM Institute of Science and Technology, Ramapuram Campus, Chennai-89.	-
International Colloquium on ‘The Challenges of Higher Education in the 21 st Century’	27-9-19	27-9-19	St. Joseph’s College (Autonomous), Trichy.	-
XII Standard Accountancy Book Writing Workshop	07-3-19	09-3-19	Asha Nivas Conference Hall, Chennai.	SCERT Chennai
National Colloquium on Autonomous Institutions Marching Towards University Status	04-3-19	05-3-19	St. Joseph’s College (Autonomous), Trichy.	United Board

XII Standard Accountancy Book Writing Workshop	25-7-18	25-7-18	Asha Nivas Conference Hall, Chennai.	SCERT Chennai
Workshop for KRP Training Based on Revised Curriculum for XI Accountancy	27-6-18	27-6-18	SCERT Chennai.	SCERT Chennai
Higher Secondary Accountancy Teachers' Manual Preparation Workshop	7-6-18	9-6-18	SCERT Chennai	SCERT Chennai
Higher Secondary Accountancy Book Writing Workshop	20-12-17	21-12-17	DIET, Chennai.	SCERT Chennai
Higher Secondary Accountancy Book Writing Workshop	06-12-17	07-12-17	DIET, Chennai.	SCERT Chennai
Workshop on E Content Development	28-08-17	30-08-17	Holy Cross College (Autonomous), Trichy.	-
National Conference on Recent Trends in Indian Services Marketing	08-03-12	09-03-12	Department of Commerce and Business Administration, Holy Cross College (Autonomous), Trichy.	-
National Conference on Empowerment of Women	04-02-10	05-02-10	Department of Commerce, Holy Cross College (Autonomous), Trichy.	-
International Conference on Cross Cultural Management	06-10-09	07-10-09	Department of Business Administration, Holy Cross College (Autonomous), Trichy.	-
International Conference on Corporate Social Responsibility in the Globalised Scenario	22-01-09	24-01-09	Department of Commerce, Holy Cross College (Autonomous), Trichy.	-
Workshop on E Content Development	26-02-07	02-03-07	Holy Cross College (Autonomous), Trichy.	-

Workshop on English Communication Skills	18-08-05	19-08-05	Department of English, Holy Cross College (Autonomous), Trichy.	-
Facility Training Programme in Participative Modern Teaching Methods – Principles and Practice	16-06-05	18-06-05	Holy Cross College (Autonomous), Trichy.	-
Refresher Course on Research in Commerce	06-03-04	26-03-04	Academic Staff College, Bharathidasan University, Trichy.	UGC
International Conference on Sustainable Development and Management of Natural Resources	15-03-03	17-03-03	Holy Cross College (Autonomous), Trichy.	-
Refresher Course on Integration of Technology in Teaching and Learning Commerce	29-12-02	19-12-02	Academic Staff College, Bharathidasan University, Trichy.	UGC
Refresher Course on Interdisciplinary Research in Social Sciences	07-11-02	27-11-02	Tamil University, Tanjore.	UGC
National Conference on International Networking of Human Resources, Industry and Technology	10-01-01	12-01-01	Holy Cross College (Autonomous), Trichy.	-
Workshop on Evaluation (Teaching – Testing by Objectives)	11-11-91	15-11-91	Holy Cross College (Autonomous), Trichy.	AIACHE
Refresher Course for Coordinators of Women's Cell	25-5-91	31-05-91	Kristu Jyoti College, Bengaluru.	AIACHE
Seminar on Value Education	02-05-90	12-05-90	Kristu Jyoti College, Bengaluru.	AIACHE
Seminar on Social Awareness	02-04-90	06-04-90	Holy Cross College (Autonomous), Trichy.	-
Orientation Course	04-01-88	29-01-88	Academic Staff College, Bharathidasan University, Trichy.	UGC

