



**Name** : Dr. Sr. A. Scarlet  
**Designation** : Assistant Professor  
**Department** : Commerce  
**Date of Birth** : 10.06.1974  
**Date of Appointment** : 17.06.2009

S. No.	Degree	University/Institution	Year of Completion
1.	B.Com.	Jayaraj Annapackiam College for Women, Periyakulam	1996
2.	M.Com.	Cauvery College for Women, Trichy	2000
3.	B.Ed.	ST. Christopher College for Women, Chennai	2001
4.	M.Phil.	Bharathidasan University, Trichy	2006
5.	Ph.D	Mother Teresa Women's University, kodaikanal	2017

**Total Experience** : 10 Years.

**Area of Specialization/Interest** : Marketing

**Academic Affiliation**

- Convenor of State Level Seminar on Recent Trends in Marketing Techniques.
- Convenor of National Seminar on New Trends in Marketing in the Digital Era.
- Co-Convenor of National Seminar on Impact of GST in Priority Sectors.
- Convenor & organizing Secretary of ICSSR sponsored Two day National Conference on Empowerment of Women through Micro Finance

## **Professional Affiliation**

: JCEP (2009-2011), NSS Co-ordinator (2012-2015), JACSFA Member, Discipline Member, Head of the Department (2016 onwards), Director of St. Anne's Hostel (2018 onwards).

Completed Training in Counseling and Psychotherapy consisting of Diadctism, Practice and Field-work in the year 2019.

## **Research Publications:**

### **International Publications:**

1. **The Emerging Retail Business in India Through The Invasion of FDI-Reality** in the International Journal of Marketing Research Review, ISSN-2321-0346  
Impact Factor: 0.612, Volume 2, Issue 9, September 2014.
2. **Emergence of Mall Culture in India** Third Concept, November, Pp.36 -41, 2015.  
ISSN 0970 –7247.
3. **Merges & Acquisition of Bank of Baroda** in post reform India JAC JOSHAM,  
Volume-3:1, December, 2015, Impact Factor- 3.007 ISSN: 2347-9868, Pg. No: 140-152.
4. **Perception and Expectations of Customers towards Shopping Malls in Tamil Nadu** in Intercontinental journal of marketing research review, ISSN: 2321-0346-Online  
ISSN: 2347-1670, Impact factor: 0.882, Volume 3, Issue 12, December 2015.
5. **Ecological and the Environmental Movement in India** in the International Journal of Scientific Research in Computer Science, Engineering and Information Technology,  
ISSN-2456-3307, Volume-3, Issue-1, February 2018, Page No:1267- 1270.
6. **A Study on Consumer Preferences towards Pendrive in Theni District** in the Shanlax International Journal of Commerce, ISSN-2320-4168, Impact Factor 4.118,  
Volume-6, Issue-1, Jan 2019, Page no: 40-44.
7. **Statistical Analysis of Impact of Smart Phone on Student's Life** International Journal of Scientific Research in Computer Science Applications and Management

Studies (IJSRCSAMS), E-ISSN:2319-1953 UGC approved Journal, Volume-8, Issue-1, Jan 2019.

8. **“Start Up India Stand Up India: The Pedagogy For Education Institute”** The International Journal of Analytical and Experimental Modal analysis and UGC Journal ISO:7021-2008,ISSN NO:0886-9367, Volume-XI, Issue VIII, August/2019.

### **National Publication:**

1. **Influence of Cultural Factors on Consumer Buying Behaviour** in the Jamal Academic Research Journal: An Interdisciplinary, Volume-IX No.2, January, 2017, ISSN: 0973-0303, Page No: 682 to 683.

### **Seminars/Conferences/Workshops Participated:**

1. The course in Healing the inner child in accordance with the standards of Anugraha institute for counselling from 1 to 8 August 2008.
2. One day seminar on **Youth Animation In Jesus Christ** on 26<sup>th</sup> August 2010, organized by Jayaraj Annapackiam College for Women (Autonomous), Periyakulam.
3. Two day **workshop on higher Education in a Changing Environment** on 26<sup>th</sup> to 27<sup>th</sup> November 2010 held at Jayaraj Annapackiam College for Women (Autonomous) Periyakulam.
4. The UGC Sponsored **National Conference On Inculcation Of Values for Holistic Life Amidst Technological Scenario** On 6<sup>th</sup> - 7<sup>th</sup> December 2010, at Jayaraj Annapackiam College for Women (Autonomous) Periyakulam.
5. The UGC Sponsored National Seminar On **Human Rights** Organized by IQAC, Jayaraj Annapackiam College for Women (Autonomous) Periyakulam held on 9<sup>th</sup> -10<sup>th</sup> December, 2010.
6. One day Seminar on **Moulding the Christian Youth in the Light of Christ** on 15<sup>th</sup> September, 2011, organized by Jayaraj Annapackiam College for Women (Autonomous), Periyakulam.

7. International Conference on **Business Innovations in the Globalisation Era** organized by A.V.V.M Sri Pushpham College, Poondi on 22<sup>nd</sup> September, 2012.
8. **Training Course** organized by Anugraha Institute of Counseling From 5<sup>th</sup> to 10<sup>th</sup> June, 2013 at Jayaraj Annappackaim College for Women (Autonomous), Periyakulam.
9. The National Seminar on **Environmental Education - Challenges and Practices** held at the St.Xavier's College, Palayankottai on 10<sup>th</sup> & 11<sup>th</sup> January, 2013.
10. The UGC Sponsored Workshop on **Capacity Building of Women Managers in Higher Education** organized by Madurai Kamaraj University, Madurai on 18-22 February, 2013.
12. One day Workshop on **Research Methodology** held at Mother Teresa Women's University, Kodaikanal on 27<sup>th</sup> August, 2013.
13. Two days State Level Workshop on **Yoga for Human Health and Peace** organized by Physical Education Wing and Department of Education, Mother Teresa University Kodaikanal on 2<sup>nd</sup> & 3<sup>rd</sup> September, 2013.
14. The **National Service Scheme Orientation Training** organized by Avinashilingam University, Coimbatore on 12<sup>th</sup> to 18<sup>th</sup> October, 2013.
15. One day Faculty Workshop on **Towards an Equitable Society** on 22<sup>nd</sup> August, organized by the Centre for Women's Studies, Lady Doak College, Madurai.
16. International Conference on **India's Foreign-Opportunities Trade and Challenges** organized by Hajee Karutha Rowther Howdia College, Uthamapalayam on 9<sup>th</sup> September, 2014.
17. The National Workshop on **E-Content Development for Effective Teaching and Learning** organized by Department of Physics and Internal Quality Assurance Cell, Jayaraj Annappackiam College for Women (Autonomous), Periyakulam on 11<sup>th</sup> to 13<sup>th</sup> September, 2014.
18. The National Workshop on **Review, Evaluation and Action Plan for UGC Community Colleges and B.Voc Centers** in Tamil Nadu and Kerala held on 20<sup>th</sup> &

- 21<sup>st</sup> August, 2015 at Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, Tamil Nadu.
19. Two days **Leadership Training Programme** for the Faculty Members of Jayaraj Annapackiam College for Women (Autonomous), Periyakulam organized by the Centre for Education beyond Curriculum, Christ University, Bangalore on 29<sup>th</sup> - 30<sup>th</sup> June, 2015.
  20. One day National Seminar on **Marketing 3.0-Sustainable & Inclusive Growth Oriented Marketing** organized by Aiman College of arts and science for women, Trichy on 29<sup>th</sup> January, 2015.
  21. The UGC Sponsored National Seminar On “**Health Education Immunization and Blood Donation**” Organized by the JAC Community College (Diploma In Health Care) Jayaraj Annapackiam College for Women (Autonomous), Periyakulam held On 4<sup>th</sup> February, 2016.
  22. The UGC Sponsored National Seminar On “**Photoshop And Innovative Efficacy of Internet**” organised by the JAC Community College (Diploma In Desktop Publishing), Jayaraj Annapackiam College For Women (Autonomous), Periyakulam held on 5<sup>th</sup> February, 2016.
  23. The UGC Sponsored National Seminar On “**Skin Care and Maintenance**” organised by the JAC Community College (Diploma In Desktop Publishing), Jayaraj Annapackiam College for Women (Autonomous), Periyakulam held on 6<sup>th</sup> February, 2016.
  24. The National Conference on **Quality Assurance and Quality Sustenance in Higher Educational Institutions: Challenges and Solutions** organized by Internal Quality Assurance Cell (IQAC) On 29<sup>th</sup> to 30<sup>th</sup> September, 2016.
  25. The National seminar on **New trends in marketing in the digital era** organized by the Department of Commerce With Computer Applications, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam on 1<sup>st</sup> December 2016.
  26. The National Level Advanced Workshop Organized by Loyola Institute of Frontier Energy (LIFE) And CAAS Research Foundation, Chennai Which Was held on October 23& 24, 2017.

27. The Two- Day State Level Workshop On “**Designing With Multimedia Tools**” Organized by the PG & Research Department OF Commerce & Department of Commerce With Computer Applications, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, Theni Dt., Tamil Nadu on 18<sup>th</sup> & 19<sup>th</sup> January 2018.
28. One-Day State Level Workshop On “**Impact Of GST In Priority Sectors**” organised by The PG & Research Department of Commerce & Department of Commerce With Computer Applications, Jayaraj Annapackiam College For Women (Autonomous), Periyakulam, Theni Dt. Tamil Nadu On 22<sup>nd</sup> January 2019.
29. The One-Day International Workshop On “**The Role of Computer Technology in Tamil Language Development**” organized by the Department Of Tamil, Computer Science and Commerce with Computer Applications, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam in Collaboration With Tamil, Unlimited (United States Of America) on 4<sup>nd</sup> March 2019.
30. The Residence-cum-Correspondent training in **counseling** and psychotherapy consisting of Didacticism, Practice and field work from April 29<sup>th</sup> to 25<sup>th</sup> May 2019 in Anugraha, Dindigul.

### **Paper Presentations:**

1. **Global Financial Crisis VS Indian Financial Crisis-An Overview** in the International Conference on Business Innovations in the Globalisation Era organized by A.V.V.M Sri Pushpham College, Poondi on 22<sup>nd</sup> September, 2012.
2. **Retailing trade in India** in the International Conference Trade - Opportunities and Challenges organized by Hajee Karutha Rowther Howdia College Uthamapalayam on 9<sup>th</sup> September, 2014.
3. **Foreign Direct Investment in Indian Retail Sector- Pros and Cons** in the one day National Seminar on Marketing 3.0-Sustainable & Inclusive Growth Oriented Marketing organized by Aiman College of arts and science for women, Trichy on 29<sup>th</sup> January, 2015.
4. A Quality Assurance And Quality Sustenance In Higher Educational Institutions: Challenges And Solutions Organized By Internal Quality Assurance Cell (IQAC)

On 29<sup>th</sup> & 30<sup>th</sup> September 2016

5. **Influence of Cultural Factors on Consumer Buying Behaviour** in National Seminar on Emerging Business Practices in the Global Environment organized by Jamal Mohamed College, Trichy on 19<sup>th</sup> January, 2017.
6. **Women Empowerment through Skill Development** in the National Conference On Enhancing Employability Through Enterprise Education, Arul Anandhar College, Karumathur, Madurai on 25<sup>th</sup> September, 2018.
7. **A Study on Consumer preferences towards Pendrive in Theni District** in the One Day National Level Conference On recent Innovation in Commerce, Economics and management, Cardamom Planter's Association College Bodinayakanur, Theni on 15<sup>th</sup> October, 2018.
8. A Ecological and The Environmental Movement In India in The ICHR Sponsored National Conference On Popular Movement In South India During 19<sup>th</sup> & 20<sup>th</sup> Centuries On 7<sup>th</sup> & 8<sup>th</sup> February 2018 At Jayaraj Annapackiam College For Women (Autonomous) Periyakulam.
9. **Statistical Analysis of Impact of Smart phone on students life** National Conference on Internet of Things, organized by the PG Department of Computer Science, Jayaraj Annapackiam College for women (Autonomous), Periyakulam on 22<sup>nd</sup> February, 2019
10. **Women Empowerment through Self Help Groups: A Study at Periyakulam in Theni District** ICSSR sponsored Two day National Conference on Empowerment of Women through Micro Finance organized by PG & Research centre of commerce Jayaraj Annapackiam College for women (Autonomous), Periyakulam on 4<sup>th</sup>&5<sup>th</sup> December2019

## **BOOK PUBLICATION**

- ✓ Value Education (for first year undergraduate students), ISBN-978-81923121 – 4-9 Golden Net Computers, Trichy ,2017.

