

RESUME



Name: Dr.P.Arockia Juliet
Designation: Assistant Professor
Department: Commerce
Address
Department of Commerce
St.Xavier's College
Palayamkottai

PERSONAL DETAILS

Date of Birth : 13.10.1980
Qualification : M.Com., M.Phil., SET, Ph.D
Designation : Assistant Professor
Department : Commerce
Community : BC
Religion : Roman Catholic Christian
Nationality : Indian
Mobile : 9942430625
Email ID : julietvijay29@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
B.Com	Commerce	Fatima College	Madurai Kamaraj	2001

			University	
M.Com	Commerce	Fatima College	Madurai Kamaraj University	2004
M. Phil	Commerce	Madurai Kamaraj University	Madurai Kamaraj University	2008
SET	Commerce	Mother Theresa University	Mother Theresa University	2017
Ph.D	Commerce	Madurai Kamaraj University	Madurai Kamaraj University	2019

ACADEMIC IDENTITY

*VIDWAN ID	631428
*ORCID ID	0009-0009-3482-2137
*SCOPUS ID	
*RESEARCHER ID/ PUBLONS ID	
GOOGLE SCHOLAR LINK	Dr.P.Arockia Juliet - Google Scholar

TEACHING EXPERIENCE

Date of Appointment	16.06.2025
Date of Retirement	13.10.2040
Teaching Experience	UG -14
	PG - 4
	M.Phil.
Research	Guided M Phil: Guided Ph D: Guiding Ph Scholar:

COURSES/ CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		
		From	To	Years

B.Com: Financial Accounting, Practical Banking, Corporate Accounting, Costing, Principles of Management, Partnership, Tally ERP 9, Marketing ,Human Resource Management. E-Commerce, Income Tax. Auditing.	Arul Anandar College	2011	2025	14
M.Com: Business Environment, Advanced Corporate Accounting, Direct Tax, Indirect Tax,	Arul Anandar College	2021	2015	4
B.Com: Auditing and Corporate Governances, Basics of Accounting.	St.Xavier's College	2025	Till now	
M.Com: Corporate and Economic Laws.	St.Xavier's College	2025	Till now	

AWARDS RECEIVED	
1.	Best Teacher Award received from Arul Anandar College for the year 2024-25
2.	
3.	
4.	
5.	

ADMINISTRATIVE EXPERIENCE			
S. No	DESIGNATION	INSTITUTIONS	YEAR
1	Vice Principal	Arul Anandar College	2

MEMBERSHIP		
S. No	Designation	Particulars
1.	Member	Planning and Evaluation Committee, Arul Anandar College, Karumathur.
2.	Member	Sports and Games Committee, Arul Anandar College, Karumathur.
3.	Member	Admission Committee, Arul Anandar College, Karumathur.
4.	Member	Swayam/Moocs Committee, Arul Anandar College, Karumathur.
5.	Member	Examination and awards Committee, Arul Anandar College, Karumathur.
6.	Member	Students Grievance and Appeal Committee, Arul Anandar College, Karumathur.
7.	Member	Girls students Welfare Committee & Women Studies Centre, Arul Anandar College, Karumathur.
8.	Member	Curriculum Development Cell, Arul Anandar College, Karumathur.

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE()			
S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1	Data Analytics in Business Decisions	St. Joseph College of Engineering	Chennai 16-20.6.2021
2	Revised accreditation process and understanding the parameters of AQAR	Mangayarkarasi college of Arts and Science for women	Madurai 2.5.22 - 8.5.22
3	Malaviya Mission Teacher Training Programme (MM-TTP)	University Grants Commission	Madurai 4-6-24 to 12.06.24
4	Role of Teachers in Quality Assurance and Enhancement	Kristu Jayanti College	Bengalaru , 6 & 7 th December 2024
5	Faculty Induction Programme	Higher Education Commission Coordinator for Jesuit Madurai Province.	Kodaikanal, 4 th june to 7 th june 2025.
6	Ignatian Pedagogy, Holistic Well-being and Outcome-Based learning	St.Xavier's College	Palayamkottai ,11,12 & 13 June 2025

DETAILS OF RESEARCH WORK		
Research Stages	Title of the Thesis	University where the work was carried out
Completed	Out Flow of FDI from India – Recent Trends and Patterns.	Madurai Kamaraj University

AREAS OF RESEARCH
Finance
Marketing

RESEARCH PROJECTS CARRIED OUT				
S. No	Title of the Project (Minor)	Name of the Funding Agency& Amount	Duration	
1	Seed Money	Arul Anandar College, 10,000	One year	

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
1	1			5
OTHER INDEXED	AS A RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	
	1	10	11	

PUBLICATIONS: BOOKS ()

S. No	Title of the Book	Publication	Year
1	Marketing Research	REST Publisher	2023

BOOK CHAPTERS (1)			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No
1	AI for Personalization: Transforming Customer Journeys in Self-Service Technology	Practical Applications of Self-Service Technologies Across Industries	ISBB13: 9798337346670 (Pg. No. 255-286)

PUBLICATIONS: SCOPUS INDEXED JOURNALS ()WEB OF SCIENCE ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No

PUBLICATIONS: UGC LISTED JOURNALS ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1	Outflow FDI from India – Recent Trends and Patterns	International Journal of Research in Commerce, Economics & Management	Volume No. 6 (2016), Issue No. 11 (November) Pg. No. 50 – 52
2	Problems Faced by Rural Women Entrepreneurs in Sivagangai District.	Shodha Prabha	ISSN: 0974-8946, Vol. No.48, Issue-02, No.01:2023

3	Consumer Preference Towards Jute Diversified Products With Special Reference to Madurai City	The Journal of Oriental Research Madras	ISSN:0022-3301,February 2024.Pg No. 247 -253
4	A Study on Consumer Satisfaction towards on Google Pay with Special Reference to Madurai City	The Journal of Oriental Research Madras	ISSN:0022-3301,April 2024.Pg No. 17 – 22
5	A study on consumer satisfaction towards on Yamaha with Special reference to Madurai City	The Journal of Oriental Research Madras	ISSN:0022-3301,April 2024.Pg No. 47-51

PUBLICATIONS: OTHER INDEXED JOURNALS (0)

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg.No

AS A RESOURCE PERSON (1)

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	Guest Lecture	Annai Fatima College Group of Institution	Madurai, 31.01.2023

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP

PAPER PRESENTED: National (0) International (0)

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	Entrepreneurship in India- Road Ahead	Arul Anandar College	Madurai, 2013

2	Renewable Energy Management	Arul Anandar College	Madurai, 2013
3	Indian Marketing Trends and Challenges	Arul Anandar College	Madurai, 2015
4	Evolving Trends in Business Models and Markets	Nehru Institute of Technology	2017
5	Social Transformation of Students Through Innovative Entrepreneurship	Arul Anandar College	Madurai, 7 th February 2018.
6	Intelligence Digital Transformation in Commercial Business	Arul Anandar College	Madurai, 25 th September 2019
7	Impact of Covid -19 Pandemic on Indian Economy, Labour and Marginalised Community	St.Joseph College	Tiruchirappalli, 24 & 25 th May 2022.
8	Financial Inclusion and Cyber securities in Digital Banking	St.Joseph College	Tiruchirappalli, 31 st March 2023
9	Recent Development and Techniques in Education, Finance and Entrepreneurship	Sourashtra College	Madurai, 14.03.2023
10	Entrepreneurial Traits and Trends ,2023	Fatima College	Madurai, 29.09.23

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP ATTENDED:			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	Best Practices in Higher Educational Institutions	Arul Anandar College	Madurai, 23 & 21July 2012
2	“Academica Audit and Quality Enhancement in HEIs”	Arul Anandar College	22 & 23 March 2016.
3	Gender Mainstreaming	Arul Anandar College, Karumathur& common wealth of learning ,canada	Madurai 6 th & 7 th April 2018
4	“Commerce at the Crossroads”	Loyola College	Chennai, 2020
5	Pandemic Pedagogy in Higher Education of Covid19	Bharathiar University	2020
6	Covid -19 and Continuing Relevance	American College	Madurai , 2020
7	Work shop on Life Skill Management	REST society for Research International	Krishnagiri, 7 th June to 11 th June 2021
8	Sports Management and Sports Nutrition	Arul Anandar College	Madurai 18 & 19.12.21
9	Digital teaching and outcome based Education and question setting	Arul Anandar College	Madurai ,
10	Entrepreneurial Traits and Trends ,2023	Fatima College	Madurai, 29.09.23

11	Artificial Intelligence and Economic Development of India	Jamal Mohamed College	Tiruchirapalli, 2024
12	A systematic Way of Research Paper Writing	Fatima College	Madurai, 2024
13	Research Publication & Patent	Arul Anandar College	Madurai , 22.01.2024

COUNTRIES VISITED

EXTRA-CURRICULAR ACTIVITIES/ CO-CURRICULAR ACTIVITIES ATTENDED(NCC/NSS/YRC/SPORTS/LITERARY AND CULTURAL ACTIVITIES)

As a Vice President to conduct a seminar on Indian Marketing Trends and Challenges at Department of Commerce, Arul Anandar college, Madurai on 28th and 29th October 2015.

As a vice President to conduct a seminar on Intelligence Digital Transformation in Commercial Business at Department of Commerce, Arul Anandar college, Madurai on 25th september 2019.

As a Co-ordinator to conduct a program for leading, Guiding and Managing training program on “Campus to Corporate” held from 20 to 22 February 2024 , organized by Arul Anandar college, Karumathur in association with Makeintern B-Plan and E-Cell IIM Calcutta.

Date:26.6.2025

Name: Dr.P.Arockia Juliet