

# RESUME



**Name: Dr. Madona Robinston**  
**Designation: Assistant Professor & Head**  
**Department: B.Com. Corporate Secretaryship**  
**Address: Plot. No. 11, Pioneer Kumara Samy Nagar, Opp. Tirunelveli New Bus-Stand, Behind Rhock Hospital, Tirunelveli, Pin- 627007.**

## PERSONAL DETAILS

Date of Birth : 15/10/1972

Qualification : M.COM., M.PHIL., B.ED., NET., SET., PH.D.

Disignation : Assistant Professor & Head

Department : B.COM. CORPORATE SECRETARYSHIP

Community : CHRISTIAN PARAVAR - MBC

Religion : RC CHRISTIAN

Nationality : INDIAN

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ACADEMIC QUALIFICATIONS				
Degree	Specialization	College	University	Year of Passing
Ph.D	Commerce	St,Xavier's College Autonomous. Palayamkottai	M.S. University	2024
NET	Commerce	-	UGC	2017
SET	Commerce	-	Accredited by UGC	2016
M.Com.	Commerce	-	Annamalai University	2014
B.Ed.	English & History	Motiwala College of Education, Nashik. Maharashtra.	Pune University	2010
M.Phil.	Commerce	-	M.K. University	2009
M.Com.	Commerce	Sadakathullah Appa College	M.S University	1995
B.Com.	Commerce	Sarah Tucker College	M.S University	1993
H.S.C	Commerce	St. Ignatius Convent, Palayamkottai	Tamil Nadu , Govt.	1990
S.S.L.C.		St. Ignatius Convent, Palayamkottai	Tamil Nadu , Govt.	1988
ACADEMIC IDENTITY				
*VIDWAN ID		101075		
*ORCID ID		0000-0001-5194-435X		
*SCOPUS ID				

*RESEARCHER ID/ PUBLONS ID	
GOOGLE SCHOLAR LINK	

TECHNICAL EDUCATION			
TECHNICAL SKILL	GRADE	BOARD	MONTH /YEAR OF PASSING
TYPEWRITING	JUNIOR GRADE LOWER (IN ENGLISH)	TAMILNADU GOVT.	DEC. 1991

TEACHING EXPERIENCE IN COLLEGE	
<b>Date of Appointment</b>	18/06/2010
<b>Date of Retirement</b>	30.06.2032
<b>Teaching Experience</b>	UG 15YEARS
	PG ONLY 3YEARS in 15 years of experience
	M.Phil. -Nil
<b>Research</b>	Guided M Phil: - Guided Ph D:- Guiding Ph Scholar:-

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
<b>B.Com.</b> (Financial Accounting, Cost Accounting, Income tax I, Income tax-II Management Accounting, Business Management, Business Communication)	Annai Hajira Women's College	2010	2014	4
<b>B.Com. /M. Com.</b> (B.Com.-Income Tax, Business Law, Business Communication, Entrepreneurial Development, Corporate Restructuring, Indirect tax, Auditing, Salesmanship) (M.Com- Business Environment, Global Business Finance, Financial Management)	St. Xavier's College Autonomous (Shift -I)	2014	2017	
<b>B.Com. Corporate Secretaryship</b> (Financial Accounting, Business Economics, Advanced Financial Accounting, Banking and Financial Services, Element of Insurance, Company Law-I, Company Law-II, Direct tax-I, Direct tax-II, Business Statistics, Business Environment, Integrated	St. Xavier's College Autonomous (Shift -II)	2017	Till date	11

Personality Development, Ethics, EVS, Corporate Accounting, Corporate Governance and Business Ethics, Human Rights and Social Analysis, Internship, Management Accounting, Professional English. Human Resource Management)				
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TEACHING EXPERIENCE IN SCHOOLS	
DAWN BREAKS HSS NASHIK, MAHARASHTRA	2YEARS 1999-2001
ST. FRANCIS HIGH SCHOOL, TIDKE COLONY, NASHIK, MAHARASHTRA.	6 YEARS 2003-2009

AWARDS RECEIVED	
1.	Best STAND Staff in Charge 2016

ADMINISTRATIVE EXPERIENCE			
S. No	DESIGNATION	INSTITUTIONS	YEAR
1	Head of the Department of B. Com Corporate Secretaryship	St. Xavier's College Autonomous	2025
2	Staff In Charge for Stand	Department Of B.Com. Corporate Secretaryship, St. Xavier's College Autonomous	2025

MEMBERSHIP		
S. No	Designation	Particulars

<b>ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE ( UCG / OTHER UNIVERSITY)</b>			
<b>. No</b>	<b>Name of the Training</b>	<b>Name of the Sponsoring Agency</b>	<b>Place and Date</b>
1	2Week interdisciplinary Refresher Course in ADVANCED RESEARCH METHODOLOGY	Teaching Learning Centre, Ramanujan College, University of Delhi.	21/07/2023 – 04/08/2023
2	4 Week Induction Programme	Teaching Learning Centre, Ramanujan College, University of Delhi.	20/06/2022-19/07/2022
3	The NEP 2020 Orientation & Sensitization Programme	Malaviya Mission Teacher Training Programme(MM-TTP) UGC-MMTTC, Mizoram University.	6 <sup>th</sup> -14 <sup>th</sup> May 2025

<b>ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE (SXC &amp; Others)</b>			
<b>S. No</b>	<b>Name of the Training</b>	<b>Name of the Sponsoring Agency</b>	<b>Place and Date</b>
1	Orientation programme for Teachers on Classroom Management and teaching skills	St.Xavier's College (Autonomous)	21/08/2014 St.Xavier's College (Autonomous)
2	Orientation programme for teachers on Counselling and Mentoring	St.Xavier's College, Palayamkottai	19&20/06/2017
3	Orientation Programme for Teachers	St.Xavier's College, (Autonomous)	15&16/07/2022
4	SXC Centenary – Faculty Empowerment Programme	St.Xavier's College, (Autonomous)	23/07/2022
5	SXC Centenary – Faculty Empowerment Programme	St.Xavier's College, (Autonomous)Palayamkottai	24/09/2022
6	3 Days Faculty Development Program on Emotional Intelligence	ICT Academy, St. John's College, Tirunelveli.	24 /05/2023
7	Orientation Programme for Teachers	IQAC, St.Xavier's College,(Autonomous) Palayamkottai.	16/06/2023 &17/06/2023

8	Five Days Virtual Empowerment Workshop on E- Content Preparation & ICT - Tools	IQAC, St.Xavier's College, (Autonomous) Palayamkottai	19/09/2023-26/09/2023 & 03,10 &17 /10/2023
9	Refresher Course on ICT Enabled Teaching and Learning	IQAC, St.Xavier's College, (Autonomous) Palayamkottai	29/05/2024
10	Teaching Teachers: Style and Professionalism A One Day Faculty Enhancement and Empowerment Programme	St.Xavier's College, (Autonomous) Palayamkottai	23/07/2024
11	Preparation and Finalizing Research Papers for Journals Recognized by the Institute for Scientific Information- Faculty Enhancement and Empowerment Programme.	St.Xavier's College, (Autonomous) Palayamkottai	08/08/2024
12	Staff Enhancement and Empowerment Programme on Enhancing Research Productivity: Impactful Publications and Projects	St.Xavier's College, (Autonomous) Palayamkottai	12/12/2024
13	Sky online courses - Integrated office management: Management Concepts &Microsoft Applications	On-line	15/05/2025
14	Online Faculty Development Programme- Generative AI Tools for Smart Teaching	AIACHE-All India Association For Christian Higher Education, New Delhi	09 <sup>TH</sup> JUNE – 13 <sup>TH</sup> JUNE 2025

DETAILS OF RESEARCH WORK		
Research Stages	Title of the Thesis	University where the work was carried out
Awarded in 2024	A study on women workers in construction industry with special reference to Tirunelveli District	Manonmiam Sundaranar University

AREAS OF RESEARCH
Human Resource Management

RESEARCH PROJECTS CARRIED OUT (Nil)			
S. No	Title of the Project (Minor)	Name of the Funding Agency & Amount	Duration

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
		1	1	3
OTHER INDEXED	AS A RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	
		13	28	

PUBLICATIONS: BOOKS ( Nil)			
S. No	Title of the Book	Publication	Year

BOOK CHAPTERS ()			
S. No	Title of the Paper	Name of the Book	ISSN No./ ISBN NO. Pg.No

**PUBLICATIONS: SCOPUS INDEXED JOURNALS (1) WEB OF SCIENCE (1)**

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	A study on the socio-economic profile of women construction workers in Tirunelveli District.	WEB OF SCIENCE-BIOGECKO A Journal for New Zealand Herpetology	Vol-12 Issue 02 20232230-5807
2.	A study on factors influencing women workers to go for construction work with special reference to Tirunelveli	SCOPUS PREVIEW Neuroquantology Vol-20 Issue22 Dec 2022	eISSN 1303-5150

**PUBLICATIONS: UGC LISTED JOURNALS (1)**

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	A study on problems faced by women workers in building construction industry with special reference to Tirunelveli Taluk. (Loyola College, Chennai)	International Conference on BUSINESS RESILIENCE: REVOLUTION TO RE-EVOLUTION-BRRR2023	2319-829X 01/03/2023 UGC CARE LIST
2.	Factors influencing the adoption of artificial intelligence in e-commerce by small and medium-sized Enterprises.	Xaverian Journal of Marketing Special Issue on Unlocking the Potential of Artificial Intelligence in E-Commerce for Digital Era.	ISSN 2278-6562 Volume:13 Number:2 Jul-Dec 2024
3.	Artificial Intelligence in Marketing: Exploring Current and Future Trends	Xaverian Journal of Marketing Special Issue on Unlocking the Potential of Artificial Intelligence in E-Commerce for Digital Era.	ISSN 2278-6562 Volume:13 Number:2 Jul-Dec 2024

**PUBLICATIONS: OTHER INDEXED JOURNALS (0)**

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



<b>AS A RESOURCE PERSON (Nil)</b>			
<b>S. No</b>	<b>Name of the Event</b>	<b>Name of the Sponsoring Agency</b>	<b>Place and Date</b>

<b>WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP</b>			
<b>PAPER PRESENTED: National (7) International (6)</b>			
<b>S. No</b>	<b>Name of the Event/ Title of the paper</b>	<b>Name of the Sponsoring Agency</b>	<b>Place and Date, ISBN NO.</b>
1	<b>National Seminar-</b> Impact of Information and Communication Technology in Education	UGC	16/07/2011 Sri Parasakthi College for women, Courtallam
2	<b>International Conference -The</b> Role of Women Entrepreneurs' promotional strategies in the retail textile business in Kovilpatti-Tuticorin District.	UGC	Hindustan College of Arts and Science, Kelambakkam (13/09/2012-14/09/2012) ISBN-978-93-81208-11-3
3	<b>National Seminar-</b> Perception of customers on ATM with special reference to bank of Baroda Melapalayam, Tirunelveli	SIRC of ICAI	Pope's College, Sawyerpuram 16/10/2012-17/10/2012
4	<b>National Seminar</b> Role of Micro Finance in Empowering Women Entrepreneurs in S&ME in Tirunelveli.	ICSSR National	Ayya Nadar Janaki Ammal College, Sivakasi. 14&15 /12/2012 ISBN- 978-93-80528-19-9
5	<b>National Symposium</b> A study on internet usage among students in Arts and science college in Tirunelvelil	TNSCT- National	Virudhunagar Hindu Nadars' Senthikumara Nadar College, Viruhunagar. 05/01/2013
6	<b>National Seminar</b> Role of Entrepreneurship in Economic development (with special reference to Allaiance Tire Group PVT.LTd.	UGC	St. Xaviers's college, Playamkottai. 25/02/2015
7	<b>National Seminar</b> A study on customer satisfaction on OnlineShopping Through Flipkart- with special reference to Palayamkottai	St. John's College, Palay	St. John's College, Palay 11/03/2016 ISBN:978-93-94734-20-6

8	<b>International</b> A study on problems of women labourers working in the construction industry	St. John's College, Palay	St. John's College, Palay 03/03/2017
9	<b>International e-conference</b> A study on purchase behaviour of consumers in durable products.	Bharath Institute of higher education and research	Bharath Institute of higher education and research 03/02/2022
10	<b>Two Days National Seminar</b> on Emerging Issues of Russia-Ukraine War and Contemporary Challenges of Indian Markets A study on Awareness of Health Insurance Schemes to women workers in unorganized sector with special reference to Tirunelveli	St. John's College, Palayamkottai	St. John's College, Palayamkottai 22& 23/09/2022 978-93-94725-04-1
11	<b>National Conference</b> on Recent Development and Challenges in Entrepreneurship A study on problems faced by the women Entrepreneurs in India with the case study on Ms. Rini Johnson, Accrescent Entrepreneur	St. John's College, Palayamkottai	St. John's College, Palayamkottai 27/03/2023 978-93-5906-583-0
12	<b>International Seminar</b> on Unlocking the potential of artificial intelligence in E-Commerce for Digital India. Artificial Intelligence and E-Commerce	Department of Commerce (Shift-II) St.Xavier's College (Autonomous)	Department of Commerce (Shift-II) St.Xavier's College 5 <sup>th</sup> & 6 <sup>th</sup> /12/2024
13	<b>International Seminar</b> on Unlocking the potential of artificial intelligence in E-Commerce for Digital India A paradigm shift in education through AI tools	Department of Commerce (Shift-II) St.Xavier's College (Autonomous)	Department of Commerce (Shift-II) St.Xavier's College 5 <sup>th</sup> & 6 <sup>th</sup> /12/2024

**WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP ATTENDED:**

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	Workshop on YOUTH ENTREPRENEURSHIP	ED&RC-Commerce Department	St.Xavier's College (Autonomous) 06/08/2014

2	Entrepreneurial Awareness Camp	Commerce Department	23/01/2015 St.Xavier's College (Autonomous)
3	NAAC sponsored National Seminar on Innovations in student- centered teaching- learning Process in 21 <sup>st</sup> century	NAAC	29&29/01/2015 St.Xavier's College (Autonomous)
4	UGC funded National Seminar on E-Business:A Transformative Tool for Market and Economic Growth	UGC	29/01/2016
5	Seminar for Teachers on PSYCHOLOGY OF STUDENTS	St.Xavier's College, Palayamkottai	30/09/2016
6	Training programme for teachers on Life skill and soft skill for our students	St.Xavier's College, Palayamkottai	22&23/11/2016
7	National Seminar – Make in India: A journey ahead with small scale industries and entrepreneurship development	Department of Commerce, (II) St.Xavier's College Palayamkottai.	17/12/2016
8	National seminar on Contemporary HRM Practices for excellence in Business Performance	St.Xavier's College, Palayamkottai	08/02/2017
9	2 days state level workshop on Data Analysis for Research	St.Xavier's College, Palayamkottai	24&25/02/2017
10	National seminar on Trends Prevailing in CRM practices of Indian Corporate Sector	St.Xavier's College, Palayamkottai	16/09/2017
11	National Seminar on Digitalisation of Indian Economy and its implications for corporate sector.	St.Xavier's College, Palayamkottai	15/03/2018
12	National workshop on Companies Act 2013- Structural Reformation you need to know-ICSI	M.S. University	03/08/2018
13	UGC Seminar on Assessment and Accompaniment	St. Xavier's College, Palayamkottai	30/03/2019
14	National Seminar on Contemporary E- Commerce Practices and their implications for Economic Development	St. Xavier's College, Palayamkottai	28/02/2020
15	International Conference on Initiatives and Challenges in Industrial Era 5.0	Department of Commerce, (II) St.Xavier's College Palayamkottai	4&5/05/2022

16	National Conference on Recovery strategies for business sustainability- -Post Covid -19.	Bharath Institute of higher education and research	07/05/2022
17	National Seminar on Dynamics of Cryptocurrency: A New Asset Class in Digital Era.	PG&Research Department of Commerce. St.Xavier's College, Palayamkottai	09&10 /05/2022
18	Workshop on Research Publications in Scopus Indexed Journals	St.Xavier's College, (Autonomous) Palayamkottai	15/07/2023
19	National Seminar on Digital Marketing – A Paradigm Shift In Brand Management.	St.Xavier's College, (Autonomous) Palayamkottai	29/09/2023
20	International Human Rights Day 2023	AICUF, St.Xavier's College, (Autonomous) Palayamkottai	08/12/2023
21	State Level Workshop on Transforming Challenges into Opportunities: Abiling the Differently Abled Students	Cell for PWD & Department of Library, St.Xavier's College, (Autonomous) Palayamkottai	09/01/2024
22	National Seminar on Entrepreneurship in the Digital Era -Navigating Challenges and Seizing Opportunities	B.Com C.S St.Xavier's College, (Autonomous) Palayamkottai	12/02/2024
23	Seminar on Empowering Women Through Building Self Esteem and Resilience.	Centre for Women Empowerment & Women Studies, MS University.	24/01/2025
24	National Seminar on Corporate Governance: Relevance and Challenges in the Digital Era.	B.ComC.S St.Xavier's College, (Autonomous) Palayamkottai	30/01/2025
25	International Seminar on Global Standards of Business: Issues, Challenges and Implications	B.Com. Honours, St.Xavier's College, (Autonomous) Palayamkottai	13 &14 /02/2025

26	International Conference on E-Commerce Crimes and Digital Banking Frauds: Risks and Prevention Strategies	Department of Commerce and Criminology, St.Xavier's College, (Autonomous) Palayamkottai	24 & 25 /02/2025
27	3 Days Workshop on Paving the way to a plastic free campus: Awareness, Action, & Innovation	St.Xavier's College, (Autonomous) Palayamkottai	11- 13/ 03/2025
28	3 days Orientation- Nurturing Minds, Igniting Hearts “ An orientation towards Ignatian Pedagogy, Holistic Well-being and Outcome-based Learning	IQAC, St. Xavier's College, (Autonomous) Palayamkottai	11/06/2025 to 13/06/2025

#### **COUNTRIES VISITED**


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

<b>EXTRA -CURRICULAR ACTIVITIES</b>	<b>MONTH / YEAR</b>
NCC – B CERTIFICATE HOLDER	APRIL 1992
NCC – C CERTIFICATE HOLDER	MARCH 1994
ALL INDIA TREKKING EXPEDITION NATIONAL CADET CORPS IN THE NILGIRIS	MAY1993
CERTIFICATE FOR ANNUAL TRAINING CAMP AT NAGAMALAI, MADURAI	JUNE 93
CERTIFICATE FOR ANNUAL TRAINING CAMP AT SANKAR NAGAR	DEC.1991
RASHTRABASHA- HINDI	1999
ST. JOHN AMBULANCE ASSOCIATION SENIOR- FIRST AID CERTIFICATE	1991
TIRUNELVELI MEDICAL COLLEGE HOSPITAL (CERTIFICATE FOR APPRECIATION- BLOOD DONATION)	DEC.1991

CERTIFICATE -MODULE ON COOPERATIVE LEARNING “ MOTIWAL COLLEGE OF EDUCATIONAL SCIENCES	AUG2009
MOTIWALA COLLEGE OF EDUCATIONAL SCIENCES SINGING & ELOCUTION- I POSITION	2009
HELP AGE INDIA – CERTIFICATE FOR APPRECIATION	2009
MEMBER	CENTRE FOR WOMEN STUDIES
MEMBER UNIT -5(STAFF IN CHARGE)	AICUF 2022-24
STAND IN CHARGE	2014-2017
STAND IN CHARGE	2025-26

**Date:09.07.2025**

**Name: Dr Madona Robinston**