

Name : **AROCKIA RAJASEKAR**
 Academic Vision : To create an interest for the subject
 Occupation : Assistant Professor of Commerce
 Name of the Institution : St. Joseph's College (Autonomous)
 Tiruchirappalli – 620 002
 Teaching Experience : UG - 17 years 11 months
 PG - 14 years 11 months

S.No.	Name of the Institution	Period	No. of Years
1.	St. Joseph's College (Autonomous), Trichy	From June 2003 – till date	15
2.	Pavendar Bharathidasan College, Trichy	Jan 2000 – May 2003	3

Date of Birth : 10-05-1974
 Age : 43 years
 Sex : Male
 Marital Status : Married
 Nationality : Indian
 Religion : Christian - Roman Catholic
 Languages Known : Tamil & English
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 Mela Pandamangalam,
 Woraiyur, Tiruchirappalli – 620 003.
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Educational Qualification:

Course	Institution	Year of Passing	Class Obtained
Ph.D.	Holy Cross College (Autonomous), Tiruchirappalli	Jan. 2011	-
M.Phil.	Jamal Mohamed College (Autonomous), Tiruchirappalli	Oct. 2004	I
M.Com.	St. Joseph's College (Autonomous), Tiruchirappalli	Apr. 1999	I
M.B.A.	Periyar University, Salem	Apr. 2011	I

Title of the Ph.D. thesis : A study on Customer Satisfaction regarding the Service Quality of Departmental Stores in Tiruchirappalli City.

Title of the M.Phil. dissertation : A study on Celebrity Appeal in Advertising.

Special Training Attended:

1. Soft Skill Programme conducted in 3 phases, between Aug. 2012 and Oct. 2012, by Joseph Academy of Soft Skills, St. Joseph's College, Tiruchirappalli – 620 002.

Publications:

I. Book Published : 1. RETAILING,

ISBN: 978-81-920622-1-1, **2011**

Ideal Publishing House, Tiruchirappalli- 620 001.

2. Investment Banking: Reconciliation of Fixed Income Securities

ISBN: 978-620-2-05495-9 , **2017**

LAMBERT Academic Publishing, Mauritius

II. Journals/Proceedings:

International:

1. Investment Banking: Global Perspective with regulatory framework and financial crunch, International Journal for Research in Engineering Application and Management, ISSN : 2454-9150, Vol 4, Issue 4 (July 2018) 390 – 394.
2. A Synoptic Look on Retail Trade In apparel Industries in India under Globalisation, International Journal of Scientific Research, Vol 1, Issue 4 (2012) 20-21.
3. Impact of E-Commerce on Retail Tourism, Journal of Management Outlook, ISSN/2231/1769, Vol-5 No-2 (2016)
4. Challenges of Internal Migration in India, AE International Journal of Multidisciplinary Research, ISSN/2348-672, May 2015, Vol 1, Pp.65-72.
5. Problems and Prospects of Micro, Small & Medium enterprises (MSME'S) in India, Primax International Journal of Commerce & Management Research, ISSN/2321-3604 Sep 2015 Vol 1, Pp.85-90.

National:

6. Retail Marketing in India – Issues and Challenges, RETELL, Vol.12, No. 2 (2012) 193-196.
7. Multi-cultural Awareness is the need of the hour today, Progressive Outlook, Vol 2, No.1 (2012) 65-72.
8. Opportunities and Challenges of Green Marketing, Journal of Exclusive Management Science, ISSN/2277-5684, Feb2015, Vol 1, Pp.137-143.
9. A conceptual study: Role of Eco-labeling in Green Marketing, Journal of Exclusive Management Science, ISSN/2277-5684, Feb2015, Vol 1, Pp.74-81.
10. Challenges of doing Business in India, Jamal Academic Research Journal – An Interdisciplinary, ISSN/0973-0303, Sep2016, Vol 9 No 1, , Pp.408-409.

Proceedings:

11. 'Banking Reforms – A view', Proceedings of the National Seminar on "Financial Sector Reforms", 2005, pp 66-67.
12. 'Corporate Social Responsibility and Business in India', Proceedings of the International Conference on Corporate Social Responsibility in the Globalised Scenario, 2009, pp 80.

Papers Presented:

- ❖ 'Banking Reforms : A View' in a National Seminar on Financial Sector Reforms organized by the Department of Commerce, St. Joseph's College, Tiruchirappalli, between 12th and 13th January 2005.
- ❖ 'Role of Total Quality Management in the Context of Globalization', in a National Seminar on World Service Trade, organized by the Department of Economics, St. Joseph's College, Tiruchirappalli, between 4th and 5th December 2005.
- ❖ 'Evaluation of the Case Study Method', in an International Seminar on Case Study Method of Teaching in Commerce/Management Education, organized by the Department of Commerce and Financial Studies, Bharathidasan University. Tiruchirappalli, between 20th and 21st January 2007.
- ❖ 'Corporate Social Responsibility and Business in India', in an International Conference on Corporate Social Responsibility in the Globalised Scenario, organized by the Department of Commerce, Holy Cross College, Tiruchirappalli, between 22nd and 24th January 2009.
- ❖ 'Impact of Watershed Management in the living conditions of people in Tamil Nadu', in the Fourth International Conference on Innovative Management Strategies for Emerging Business Paradigms, organized by Adaikalamatha Institute of Management, Thanjavur on 28th January 2012.
- ❖ "Impact of E-Commerce on Retail Tourism" in the RDA'S 17th International Conference on Contemporary issues & Innovations in Global Business, Management, Economics, Tourism and Information & Communication Technology. Organized by Research Development of Association, Jaipur between 26th and 27th Nov. 2015.
- ❖ "Challenges of doing Business in India". One day National Seminar on Growth Strategies for Business Development in India. Organized by the Department of Commerce Jamal Mohamed College Trichy on 28th Sep. 2016.

- ❖ “Demonetisation Impact on E-Commerce and Tourism Industry” , two day International Conference on “Asia’s Tourism Potential-Path to Economic Development” organized by the Department of Travel and Tourism Management, Mount Carmel College (Autonomous), Bangaluru, between 1st and 2nd Feb 2017.

Seminars/Conferences/ Workshops Attended:

S.No	Name of the Seminar/Conference	Organized by	Date
1.	Regional Seminar on ‘Research Methodology’	Department of Economics, St. Joseph’s College, Trichy	16 th Feb. 2004
2.	State level Seminar on Marketing Strategies in the New Millennium: Challenges and Perspectives	Department of Commerce, Jamal Mohamed College, Trichy	1 st & 2 nd Sep. 2004
3.	Regional Seminar on ‘Research Methodology’	Department of Economics, Holy Cross College, Trichy	24 th Jan. 2005
4.	Three day Staff Orientation Programme	St. Joseph’s College, Trichy	3 rd – 5 th Feb. 2005
5.	National Seminar on Digitalized Information Exchange for Quality Sustenance and Enhancement among Accredited Institutions	St. Joseph’s College, Trichy	3 rd & 4 th Mar. 2005
6.	Regional Workshop on ‘Research Methodology’	Department of Economics, St. Joseph’s College, Trichy	21 st Dec 2006
7.	Workshop on Interpersonal Skills	St. Joseph’s College, Trichy	3 rd & 4 th Mar. 2007
8.	National Conference on Quality Enhancement and Sustenance in Higher Educational Institutions through Six Sigma Quality Strategy	St. Joseph’s College, Trichy	23 rd & 24 th Oct. 2008
9.	National Conference on the Role of ICT in Higher Education: Quality, Accessibility and Security	St. Joseph’s College, Trichy	29 th & 30 th Jan.2010
10.	National Seminar on Information Literacy Skills in Digital Era	St. Joseph’s College, Trichy	22 nd Feb. 2010

11.	International Conference on Green Management	St. Joseph's College, Trichy	12 th & 13 th Feb. 2015
12.	RDA's 17 th International Conference on Contemporary issues & Innovations in Global Business, Management, Economics, Tourism and Information & Communication Technology	Research Development Association, Jaipur	26 th & 27 th Nov. 2015
13.	National Seminar on Growth Strategies for Business Development in India.	Department of Commerce Jamal Mohamed College, Trichy.	28 th Sep. 2016
14.	International Conference on "Asia's Tourism Potential-Path to Economic Development"	Department of Travel and Tourism Management, Mount Carmel College, Bangaluru,	1 st & 2 nd Feb 2017.

Research Advisor:

		Completed	Pursuing
M.Phil	Bharathidasan University Ref.No:28557/R.A./M.Phil./Commerce/2006	8	1
Ph.D.	Bharathidasan University Ref.No:16237/Ph.D.K4/Commerce/RA. Recogn/2013	-	3

Award Received:

Best Paper Award received in **RDA's 17th International Conference** on Contemporary issues & Innovations in Global Business, Management, Economics, Tourism and Information & Communication Technology Organized by **Research Development of Association, Jaipur** for the paper entitled "Impact of Commerce on Retail Tourism".

Additional Responsibilities:

1. MQAC Member at the Department level since 2017.
2. Secretary for preparing the NAAC report for the criterion V1- Governance and Leadership Management in the year 2016-17.
3. Organising Secretary for One Day National Level Workshop on Business Idea Generation, March 9, 2018.
4. Finance convenor for the International and National level conference in the year 2013-14 & 2014-15
5. *Co-ordinator* – COMCARNIVAL 2013 – An inter-collegiate meet conducted by the Department of Commerce.
6. *President* of Commerce Association for the academic year, 2011-2012.
(Department bagged 8 overall shields from other colleges.
Won the runner up in Fine arts, after 13 years in St. Joseph's College)
7. *Vice-President* of Commerce Association for the academic year, 2009-2010.
8. *Sports in-charge* for Commerce Department, since 2007 (6 years).
9. *Co-ordinator* - Industrial visit for PMIR students to MRF, Goa in 2004.
10. *Co-ordinator* - Two days Environmental Awareness Training in Kodaikanal for II B.Com. students, since 2010 (3 years)

Place : Tiruchirappalli

Date : 10-08-2018

AROCKIA RAJASEKAR