

Dr.Samuel Augustina Lata Jeyaraj

M.Com, M.Phil.,M.B.A.NET., Ph.D.,

E-Mail Id:augustinababu@gmail.com

Contact no: +91 77081 41684

+91 94459 55684

CAREER OBJECTIVE

To use my skills acquired in the period of my learning and use them in my workplace which will produce a merit to the prestigious organization and to contribute for the growth of the students society.

EDUCATIONAL QUALIFICATION

COURSE	INSTITUTION	BOARD/UNIVERSITY	YEAR OF PASSING	PERCENTAGE
Ph.D(Management)	Arignar Anna Govt Arts College , Attur.	Periyar University	July 2017	--
NET	Management	-	June 2011	
MBA	Periyar University	Periyar University	2008	73
M.Phil	Alagappa University	Alagappa University	March 2004	57
M.Com	St.Mary's College	Manonmaniam Sundranar	Nov 1995	53
B.Com	St.Mary's College	Manonmaniam Sundranar	April 1993	67
HSC	Holy Cross Matric Higher Secondary School	Tamilnadu State Board	1990	72
SSC	Guru Nanak English High School	Maharashtra State Board	1988	67

WORKING EXPERIENCE

- Total teaching Experience -22 years 3 months.

Working as an **Assistant Professor in K.S.R. College of Arts and Science** (Autonomous) in the Department of Management Studies from 2019 to till date.

- Worked as a **Head of the Department in Department of Business Administration**, Vivekanandha College of Arts and Sciences for Women (Autonomous) from June 2016 to 2019.
- Worked as an **Assistant Professor in the Department of Business Administration**, Vivekanandha College of Arts and Sciences for Women (Autonomous) from June 2012 to 2016.
- Worked as an **Assistant Professor in Department of Commerce**, Vivekanandha College of Arts and Sciences for Women (Autonomous) from June 2002 to 2012.

FIELD OF INTEREST

- Human Resource Development
- Retail Marketing
- Service Marketing
- Marketing management
- Organisational Behaviour
- Business Management
- Cost Accounting

Ph.D Dissertation

- Ph.D Dissertation in the topic of “CONSUMER PERCEPTION ON MARKETING MIX IN ORGANISED RETAILING WITH SPECIAL REFERENCE TO ERODE DISTRICT”.

PAPER PUBLISHED IN JOURNALS

S.No.	TITLE WITH PAGES NO.	JOURNAL/ CONFERENCE	ISSN/ ISBNNO.
1	An empirical Analysis on consumer perception towards product in organized retail sector PP..363-371 Feb 2017	International Journal in Management and Social Science	ISSN 2321-1784

2	Consumer Satisfaction towards marketing of products in organized retail sector with special reference to Erode District. PP. 56-62	International Journal of management and Development Studies	ISSN (Online) 2320-0685
3	A study on quantum of financial assistance received from Co-operative housing societies at basement, Lintel and RCC stages in Erode District.PP..7747-7751	International Journal of Current Advanced Research,V6,I-11 Nov 2017	ISSN (Online) 2319-6505
4	The adverse Psychological Impact of Noise Pollution and its health Hazards.PP..1384-1388.	International Journal of Advanced research in Computer Engineering and Technology, V-6, I-9,Sep 2017	ISSN2278-1323
5	Consumer Perception on global products in India .PP..47	International Journal of Functional Management's 04,I-02	ISSN 2319-1406
6	Human Resource Management Practices, Job satisfaction and Employee attitude-An Overview	Emerging Paradigms in Management Research	ISBN 978-93-80686-96-7
7	Impact of store image and interior variables on customer in organized retail stores. PP..37-39	International Journal of Social Science	ISSN 2394-1316
8	Anempirical study on promotional tools in organized retail stores in Erode.	International Journal of Social Science	ISSN 2394-1316
9	Empirical Study on Consumer Stratification on utilizing the Organized Retail store with special Reference to Erode District	Journal of Inter Disciplinary Cycle Research, vol 11, Issue 12, Page No 105-116, Dec 2019.	

GUEST LECTURES

Acted as a Resource person for the guest lecture in Vivekanandha College for Women Tiruchengude on the topic **Developing Positive Attitude** on 22.07.2016.

Acted as a Resource person for the guest lecture in **Vivekanandha Arts and Science College for women** Tiruchengude on the topic **Office Organization** on 04.08.2017.

- Acted as a speaker for the guest lecture in **Krishna College of Education for women** Tiruchengude, on the topic **An Overview on stress coping management for**

perspective teachers, for the students on 30.08.2017.

- Acted as a Resource person for the guest lecture in **Rabindranath Tagore College of Education for Women**, Veerachipalayam on the topic **Stress Management** on 10.03.2018.

ACADEMIC QUALIFICATIONS

- Well experienced in framing the curriculum
- Discharge the duty of Board Chairman.
- Acted as a NAAC Co-ordinator
- Acted as a Non statutory committee Co-ordinator for Autonomous Commission.

RESPONSIBILITIES TAKEN

- Conducted various Guest Lectures and Seminars for students.
- Provided counseling and career Guidance to the students.
- Appointed as a Fine Arts Secretary.
- Organized, Industrial visit, Workshop etc.
- Acted as a Co-ordinator for **Swatchh Bharat 2018 Ranking commissioned** by the Central Government nominees and our college Ranked 4th Place.
- Co-ordinator for Disaster Management Awareness programme Conducted by Government of Tamilnadu in the year 2016 in VICAS.
- Acted as a Hostel students Mentor.
- Acted as Alumni Co-ordinator.
- Conducted Womens day Rally.
- Co-ordinator for Department Association Activity.

PAPER PRESENTATION IN CONFERENCE / SEMINARS /WORKSHOP

S.No	YEAR	TITLE OF THE PAPER	NAME OF THE CONFERENCE / SEMINAR	ORGANISORS
1	2007	Branding the HRD practices	National Seminar on Branding the HRD Practices vis-à-vis value creation.	Vivekanandha College of Arts and Sciences For Women (Autonomous), Elayampalayam
2	2010	Role in IT in financial sector	International Seminar on Impact of Information technology in financial sector.	Vivekanandha College of Arts and Sciences For Women (Autonomous), Elayampalayam
3	2012	Impact of MNC'S on Indian Retail Sector	State Level Seminar and Inter Collegiate Meet	Nandha Arts and Science College

4	2013	Consumer perception on global products	2 nd International Conference on competency Building strategies in Business and technology for sustainable Developments	Sri Ganesh school of Management
5	2014	Global crisis on international level	One day international seminar	Vivekanandha College of Arts and Sciences For Women (Autonomous), Elayampalayam
6	2015	Plastic Money Management	State Level Seminar on present scenario of Retail Marketing	Morrappurkongu college of Arts and science.
7	2016	Recent trends in modern Banking	National level seminar on Recent trends in Banking sectore	Siri PSG Arts and Science clooeege for women
8	2016	Rural Information Communication and Technology development in Indian Postal Services	2 Days International Conference of commerce and Business Management on sustainable development and economic growth on global perspective.	Bharathiyar University Arts and science college.
9	2016	Impact of Technology and Economy	Two days International Conference on Technology and Innovation Management	Vivekanandha College of Arts and Sciences For Women (Autonomous),and Vivekanandha College for Women
10	2017	Writing up of Research articles	International Symposium on Emerging trends in Re-juvemating Academic Research	Indian Academic Researcher Association Trichy
11	2017	A study on migrants from Bihar to Tamilnadu	XLI Indian social science congress Research Committee	Periyar University
12	2019	Reformation of Education System in 2030	International Conference on Transfiguration of India 2030	Department of Management studies, Vivekanandha College of Arts and Sciences For Women (Autonomous), Elayampalayam

PARTICIPATION IN CONFERENCE / SEMINARS /WORKSHOP/SYMPOSIUM/FDP

S.No	MONTH & YEAR	NAME OF THE CONFERENCE / SEMINAR/WORKSHOP	ORGANISORS
1	OCT 2013	Two days workshop on Research Methodology	Department of Commerce and Management Vivekanandha College of Arts and Sciences For Women (Autonomous), Elayampalayam
2	AUG 2014	One Day Faculty Development Program	Vivekanandha College of Arts and Sciences For Women (Autonomous), Elayampalayam
3	SEP 2014	State level workshop on statistical package for the social science	Vivekanandha College of Arts and Sciences For Women (Autonomous), Elayampalayam
4	DEC 2014	National workshop on Excellence in Youth Leadership	Kongunadu Arts and Sciences college, Coimbatore
5	FEB 2015	UGC Sponsored National seminar on Social Entrepreneurship-A drive for Sustainability	PG and Research Department of commerce ,Periyar E.V.R College(Autonomous), Trichy
6	MAR 2015	National Level Seminar on Marketing of Indian Goods and Services opportunities and challenges	Kongu College of Arts and Science, Karur
7	AUG 2015	International seminar on Recent Business Trends for Management Students	Sengunthar Institute of Management Studies, Tiruchengode
8	JAN 2016	One day National Conference on Emerging opportunities and challenges in the service sector.	Annai Vailankanni Arts And Science College, Thanjavur
9	MAR 2016	One Day Workshop on Academic Competency	Erode Arts and science College, Erode
10	SEP 2016	NAAC Sponsored two days National Workshop on Value Education: Issues and Challenges	IQAC – Gobi Arts and science College, Gobichettipalayam
11	SEP 2016	International symposium on Contemporary Issues on Modern Research	Nandha Arts and science college ,Erode.
12	SEP 2016	International Seminar on Globalisation-A SWOT Analysis	Idhaya College for Women, Kumbakonam
13	MAR 2017	Workshop on Research and data analysis using SPSS and open Source Softwares	K.S.R. College of Arts and Science, Tiruchengode
14	APR 2018	International Conference on Quality Enhancement in Academic Research	Jamal Mohammed College, Trichy.
15	AUG 2018	National Level Workshop on	Adhiyaman Arts and Science

		Entrepreneurship Issues and Challenges	College for Women, Krishnagiri
16	25.07.2019 -26.07.2019	National Level Workshop on Publishing Articles in SCI Indexed Journals & Filing IPR	K.S.R. Institute for Engineering and Technology, Tiruchengode
17	24.01.2020	National Conference on Growth and Impact of Crypto currencies and Block Chain in India	K.S.Rangasamy College of Engineering , Namakkal, India
18	May	Webinar on Scientific Approach of quantitative and qualitative Research	K.S.Rangasamy College of Engineering , Namakkal, India
19	15.05.2020	Online Course on Futuristic Accounting	Indian Academic Association and Indian Academic Researchers Association Tiruchirapalli

AWARDS/RESOURCE

- Recipient of Best Faculty Award from **INDIAN ACADEMIC RESEARCHERS ASSOCIATION** on 21.04.2018.
- Produced 100% results every year.
- Acted as a External Expert for Academic Audit in **Vellalar College** for Women, Thindal .
- Presided the Business Administration Association Inauguration function in **Nanadha Arts and Science College** on **13.07.2018**.
- Acted as a resource person for webinar on the topic **Teaching pedagogy and the role of teachers post covid-19 in BIHER Chennai**.
- Acted as a speaker for webinar on the topic **The Role of 7P's for teachers in Teaching Learning Process in Syed Ammal College of Arts and Science, Ramnathapuram**.
- Acted as a chief guest for Inauguration of Association in Nandha Arts and Science College, Erode
- Acted as a Subject Expert for the Board of Studies in Nandha Arts and Science College, Erode

MAJOR STRENGTHS

- Has good communication skill.
- Flexible in adaptability.
- Easy to move with and will easily move with others.
- Quick Learner.
- Positive Thinker
- Commitment towards Work
- Patient in counseling the students

BOOK CHAPTER/BOOK PUBLISHED

1. Machine Learning Algorithms for E Commerce Security: A Practical Approach - ISBN: 979836936557 - IGI Global - August, 2024

PATENT PUBLISHED

1. Analysis of marketing strategies based on cross cultural perspectives in E commerce.
2. Deep Learning – Based Analysis of the HR Employee Stress Tragedy Improvisation strategy with LSTM Algorithm. page no: 48388

PERSONAL PROFILE

➤ Date of Birth	: 26.081972
➤ Age	: 49yrs
➤ Gender : Female	
➤ Marital status	: Married
➤ Spouse Name	:Mr.J..Babu Jebakumar
➤ Religion	:Christian
➤ Nationality	: Indian
➤ Community/Caste	:BC/Nadar
➤ Native Place	: Boltenpuram, Tuticorin
➤ Languages known	: Tamil, English Hindi, Marathi
➤ Permanent address	: No102A/17,TC.S Extn,KoottapalliColony, Tiruchengode, NamakkalDt.

DECLARATION

I hereby declare that the above-furnished details are correct and complete to the best of my knowledge and belief

PLACE: Tiruchengode

DATE:

Yours truly,

Dr.Samuel Augustina Lata Jeyaraj

