



Name : Dr. Sr. A. Scarlet

Designation : Head & 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 : 15 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

- Convenor of National Level Business Quiz
- Convenor of ICSSR sponsored Two days International Seminar on Economic Impact of Intellectual Property Rights

➤ **Professional Affiliation**

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- JACEP (2009-2011), NSS Co-Ordinator (2012- 2015).
- JACSFA Member, Discipline Member.
- Head of the Department, Director of St. Anne's Hostel (2018-2021).
- Academic Council, Planning & Evaluation Committee.
- Completed Training in Counseling and Psychotherapy consisting of Diadctism, Practice and Field-work in the year 2019.
- Anti-Ragging Cell, Examination &Award Committee, Members of Staff Council

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.
9. **"Ecological and the Environmental Movement in India"**, International Journal of Scientific Research in Computer Science, Engineering and Information Technology, IJSRCEIT: VOLUME 3, ISSUE 1, ISSN: 2456-3307, Jayaraj Annapackiam College for Women, Periyakulam, Theni. 1st January to February 2018.
10. **"Women Empowerment Through Self Help Groups: A Study at Periyakulam in Theni District"**, The International Journal of Analytical and Experimental Model Analysis, IJAEMA JOURNAL, VOLUME XI, ISSUE XII, Jayaraj Annapackiam College for Women, Periyakulam, Theni. 04rd December, 2019.
11. **A Study on Customer Satisfaction Towards Online Shopping in Theni District"** Palarch's Journal of Archaeology of Egypt/Egyptology, ISSN NO: 1567-214X Volume -18, Issue - 1, April 2021.
12. **Customer Attitude Towards Mobile Service Providers in Theni District** Palarch's Journal of Archaeology of Egypt/Egyptology, ISSN NO: 1567-214X Volume -18, Issue - 1, April 2021.
13. **An Exploratory Study Of Consumer Perception On The Factors Influencing The Choice of Shopping Malls**, Shodhasamhita : Journal of Fundamental & Comparative Research Vol. VIII, Issue-II, No.9 July – December: 2022 ISSN: 2277-7067.
14. **A Study on Customer Satisfaction towards Paytm Users in Theni District** The International Journal of Analytical and Experimental Modal analysis an UGC – care approved Group Volume XI, Issue VII, Jayaraj Annapackiam College for Women,
15. **Factors Influencing the Purchase Decision of Hair Oil a Study with Reference to Aundipatti Taluk** International Journal of All Research Education and Scientific Methods (IJARESM) ISSN: 2455-6211 Volume 9, Issue 2 February -2021
16. **A Study On Customer Satisfaction Towards Online Shopping In Theni District** Palarch's Journal of Archaeology of Egypt/Egyptology Volume -18, Issue - 1, 2021 ISSN NO: 1567-214X ,

17. **Customer Attitude Towards Mobile Service Providers in Theni District** Palarch's Journal of Archaeology of Egypt/Egyptology Volume -18, Issue - 1, 2021 ISSN NO: 1567-214X,
18. **An Exploratory Study of Consumer Perception on the Factors Influencing the Choice of Shopping Malls** Shodhasamhita: Journal of Fundamental and Comparative Research Vol. III, Issue II, No 9, July -December :2022. ISSN:2277-7067.
19. **Consumer Behaviour Towards Shopping Malls in Madurai** UGC Care Approved, Group I, Bi-Annual Journal Published in South India Journal Of Social Sciences ; ISSN: 0972 -8945 Vol. XX, No.4, July -December 2022.
20. **Shopping Mall :On Overview** UGC Care Approved, Group I, Bi-Annual Journal Published in South India Journal Of Social Science, ISSN: 0972 -8945 Vol. XX, No.4, July -December 2022.
21. **Digital Banking in India: A Review of Opportunities and challenges** National Conference on Technology enabled transformation and its impact on new age banking held at St. Joseph's College (Autonomous), Tiruchirappalli 29th and 30th March 2022, ISSN: 2277-7067
22. **Economic Impact of Intellectual Property Rights** International, Muthra Publisher, Tirunelveli, TamilNadu, India 2023, 978-93-94725-15-7
23. Department of Commerce has paper publication entitled on "**Purchasing Behaviour of customers towards Shopping Malls: A Study in Madurai District**" in the International Conference on Innovation Research and Development (ICIRD-2024) Volume -III , ESN Publications, ISBN – 978-93-90188-38-3 ,held between 26th -28th February ,2024 Metharath University ,Thailand

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.
2. **Job Satisfaction of Government School Teachers with special Reference to Periyakulam** National level, JAC Josham, JAC Journal of Science, Humanities and Management Vol.6, No.2 June 2019 ISSN 2347-9868

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 26th August 2010, organized by Jayaraj Annapackiam College for Women (Autonomous), Periyakulam.
3. Two-day **workshop on higher Education in a Changing Environment** on 26th to 27th November 2010 held at Jayaraj Annapackiam College for Women (Autonomous) Periyakulam.
4. The National Workshop on **E-Content Development for Effective Teaching and Learning** organized by Department of Physics and Internal Quality Assurance Cell, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam on 11th to 13th September, 2014.
5. The National Workshop on **Review, Evaluation and Action Plan for UGC Community Colleges and B.Voc Centers** in Tamil Nadu and Kerala held on 20th & 21st August, 2015 at Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, Tamil Nadu.
6. 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 29th - 30th June, 2015.
7. 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 29th January, 2015.
8. 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 4th February, 2016.
9. 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 5th February, 2016.

10. 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 6th February, 2016.
11. The National Conference on **Quality Assurance and Quality Sustenance in Higher Educational Institutions: Challenges and Solutions** organized by Internal Quality Assurance Cell (IQAC) On 29th to 30th September, 2016.
12. 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 1st December 2016.
13. 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.
14. 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 18th & 19th January 2018.
15. 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 22nd January 2019.
16. 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 4nd March 2019.
17. The Residence-cum-Correspondent training in **counseling** and

psychotherapy consisting of Didacticism, Practice and field work from April 29th to 25th 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 22nd September, 2012.
2. **Retailing trade in India** in the International Conference Trade - Opportunities and Challenges organized by Hajee Karutha Rowther Howdia College Uthamapalayam on 9th 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 29th January, 2015.
4. A Quality Assurance And Quality Sustenance In Higher Educational Institutions: Challenges And Solutions Organized By Internal Quality Assurance Cell (IQAC)
5. **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 PG & Research Centre of Commerce Jayaraj Annapackiam College for women (Autonomous), Periyakulam on 4th&5th December 2019.
6. **Digital Banking in India: A Review of Opportunities and Challenges** ICSSR Sponsored National Conference on Technology Enabled Digital Transformation and its Impact on New Age Banking St. Joseph's College, Tiruchirappalli, 29 – 30 March 2022
7. **Economic Impact of Intellectual Property Rights ICSSR Sponsored** International Conference on Economic Impact of Intellectual Property Rights, ISBN No:978-93-94725-15-7, Jayaraj Annapackiam College for women (Autonomous), Periyakulam, 2023
8. **Purchasing Behaviour of customers towards Shopping Malls: A Study in Madurai District** International Conference on Innovation Research and Development (ICIRD-2024) ISBN – 978-93-90188-38-3 ,held between 26th - 28th February, 2024, Metharath University, Thailand.

Short Term Course

- National Level short term course on Graphics Design for Teachers St. Mary's College (Autonomous), Thoothukudi, Tamilnadu on 26 – 31 May 2021.
- National level Short Term Training Program on “Google Apps from Scratch” organized by IQAC, Christopher Arts and Science College (Women) on 16th to 22nd August 2021.
- Dr.Sr.A.Scarlet, Assistant Professor of Commerce from Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, (T.N) Participated in the One Week UGC Sponsored Online Short term programme/Faculty Development Programme on **E-Content Development ,online Pedagogy and open educational Resources(ALL Discipline)**(An Initiative for Quality ,Enhancement in Teaching –Learning &Research) **under Malaviya Mission Teacher Training Programme(MM-TTP) of University Grants Commission(UGC)** organised by Malaviya Mission Teacher Training Centre, kurukshetra university Kurukshetra) from June 04th to 10th June ,2025 and obtained grade (A+)
- Dr.Sr.A.Scarlet, Assistant Professor of Commerce from Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, Mother Teresa Women's University, Kodaikanal, Tamil Nadu has Completed the **Short-Term Programme on Human values& Well being for all subjects Programme under Malaviya Mission Teacher Training Programme(MM-TTP) of University Grants Commission(UGC)** organised by Malaviya Mission Teacher Training Centre, Banaras Hindu University,Varanasi-221005U.P) from May 08 to 14,2025 and obtained grade (A)

FACULTY DEVELOPMENT PROGRAMMES

- The Seven-day Faculty Development Programme on **“Transforming Education – The Google Classroom Way”** Organized by the Aachi Institute of Management & Entrepreneurial Development, Chennai, Tamil Nadu on 1-06-2020 to 7-06-2020.
- The two-day National Level Online Programme on **“Career Education- Decide Your Path During this Quarantine”** Organized by the Department of Commerce, Sri Vidhya College of Arts and Science, Virudhunagar, Tamil Nadu 3-06-2020 to 4-06-2020.
- The three-day FDP on **“Art of Teaching Philosophies”** Organized by the Bharathidasan College of Arts and Science, Erode, Tamil Nadu on 23- 07-2020 to 25-07-2020.
- The One Day Faculty Development Programme on **“Redefining Education through Gamification – Teaching Learning Tools For Digital Era”** Organized by the Department of B.COM (AM & FS), PSGR Krishnammal College For Women, 27th July 2020.
- The Four Day Faculty Development Programme on **“Faculty Development Programme”** Organized by Department of Commerce, Rathinam College of Arts And Science, 29th July 2020 & 1st August 2020..
- Five days National Level FDP on **Influence of AI in Teaching & Research** Department of Commerce with professional Accounting and Accounting & Finance Hindustan College of Arts and Science Avinashi Road, Coimbatore, 04 – 09 September 2023
- Faculty Development Programme on **The Power of Positivity Approach in Teaching & Learning System of Cultural Transformation** Department of Commerce with professional Accounting and Accounting & Finance Hindustan College of Arts and Science, Avinashi Road, Coimbatore ON 19.09.2023 to 26.09.2023
- **Advanced Artificial Intelligence Tools for Educators** Organized by Ignite Life Skill Academy & IQAC, Sacred Heart College, Thevara, Kochi on 20.11.2023
- Participated the Dimensions of Economics Organized by Jamal Mohamed College, Tiruchirappalli. on 12.01.2024
- Digital Marketing Organized by Department of Commerce in Computer

Applications, Holy Cross College, Tiruchirappalli on 22 – 26 January 2024

- **Finovate 360: Nativating the future of fintech** held on 14th March -20 March 2024 by post Graduate Department of Commerce St. Joseph's College, Trichy.
- **“BRIDGING GAPS:MASTERING THE ART AND SCIENCE OF CLASSROOM COMMUNICATION”** organized by career Development Cell (CDC),Gokul Global University, Siddhpur, Gujarat from 29 April to 5 May 2024.
- Successfully completed the course spanning over 12 modules on solar energy and the approach to adopting solar solutions. This training is a part of the **“ENERGY LITERACY TRAINING”** of the Energy Swaraj Foundation on May 10, 2024.
- Successfully completed SWAYAM online certification” **Ethics Review of Health Research”**(NIE-ICMR e-Certificate course:NleCer102)May 2024.
- Participated in **“A FIVE DAY Faculty Development Programme on “Research Methodology &Intellectual Property Rights(IPR)”**Organised by the Department of Zoology held from 15-05-2024 to 18-05-2024&20.05.2024
- Successfully completed **“INTRODUCTION TO BUSINESS ANALYSIS USING Spread Sheets:Basics** an online non-credit project authorized by Coursera project network and offered through COURSERA on 17-05-2024.
- Successfully completed **“INTRODUCTION TO Microsoft Excel an online** non-credit project authorized by COURSERA project network and offered through coursera on 17-05-2024.
- Successfully completed **“INTRODUCTION TO RISK MANAGEMENT** an online non-credit projectauthorized by COURSERA project network and offered through coursera on 17-05-2024.
- Successfully completed **“BUSINESS ANALYSIS AN PROCESS MANAGEMENT** an online non-credit project authorized by COURSERA project network and offered through coursera on 17-05-2024.
- Successfully completed **“Basic of Inventory Management”** Mehul Mehta, Global Delivery head-TCS Ion ,Tata Consultancy services on 18-05-2024.
- Participated in the one week Online National level Faculty Development Program on **“DISCOVERINGIKIGAI IN ACADEMIC LEADERSHIP”**organized by Gokul Global University,Siddhpur Gujarat in collaboration with Nucleus of learning and Development, from13 to 19 May 2024.
- Successfully completed **“Common Yoga Protocol Training Course”**from June 1st to 21st June ,2024 at Shree Hanuman Vyayam Prasarak Mandal,Degree college of physical education,Amravati ,Maharashtra

- Participated in the Faculty Development Programme Empowering Faculty through Whole person Education: Fostering teaching Skills, Wellness and Women's Education funded by the united Board and organised by St. Christopher 's College of Education at JAYARAJ Annapackiam College for Women (Autonomous)Periyakulam from 10.04.2025 to 12.04.2025.
- Participated in the Faculty Development Programme (E-FDP) on the theme” **Exploring New Frontiers in Advanced Pharmaceutical Research and IPR** “Organised by DmbH Institute of Medical Science in Collaboration with APTI West Bengal Branch from 24th-29th March 2025.
- Five days National level online Faculty Development Programme entitled “**outcome-based education, binary Accreditation & usage of AI** “organised by St. Mary's Centenary Degree College, IQAC from 2nd to 6th June 2025.
- Five days **Online Faculty Development Programme on “Empowering Educators- Addressing Contemporary issues in Education** “organised by the IQAC in Association with the Department of BBA, Nagarjuna Degree College from 9th to 13th June 2025.

AWARD

- **GMRAF WOMEN EDUCATIONIST EXCELLENCE AWARD** issued on 26th December 2020 By Global Multidisciplinary Research & Academic Foundation (GMRAF), Chennai, India.
- Dr. A. Scarlet, Head and Assistant Professor of Commerce, is conferred with the **Best Administrator Award** for her invaluable contributions to the field of education on 27th February, 2024 held at Metharath University, Thailand.
- Dr. A. Scarlet, Head and Assistant Professor of Commerce, received **Dr. Radhakrishnan Award** Chakra Sanmarga Theological Society, Amuthasurai Trust on 25th February 2023
- Dr. A. Scarlet, Head and Assistant Professor of Commerce, received **Best Co-ordinator Award** by Cumbum Sathguru Sangeetha Natya Vidyalaya Accredited by World Records Union (America) on 7th January, 2024.

ONLINE COURSES COMPLETED:

- Eight Weeks online course on “**Consumer Behaviors**” organized by NPTEL Online Certification (Founded by the Ministry of HRD, Govt. of India), Jan- March 2020.
- Eight Weeks online course on “**Human Behaviour**” organized by NPTEL Online Certification (Founded by the Ministry of HRD, Govt. of India), Jan- March 2021.
- Five days Online Course on **Entrepreneurship&Innovation program** organized by the institutions

Innovation Council, Sacred Heart College(Autonomous),Tirupattur,Tirupattur District,Tamilnadu in collaboration with Association of Global Academicians and Research(AGAR)Visakhapatnam, Andhra Pradesh, conducted from 24-04-2024 to 28-04-2024.

- Successfully completed the **2-Credit Swayam Course: National Education policy-2020:Professional Development Programme** organized by Indira Gandhi National open University Staff training and Research Institute of Distance Education New Delhi 110068 held from April 1-to April 30,2024 and obtained 83%marks.
- **SWAYAM online course “Introduction to systematic Reviews for Dental Health Professionals”** on 8-05-2024 with a score of 85%
- Successfully completed **Interpersonal skills-Advanced** on may 18,2024 organized by Wadhwani foundation .
- Dr.Sr.A.Scarlet Head and Assistant Professor of commerce has successfully completed **Self Management** on may 18,2024 organized by Wadhwani foundation
- **SWAYAM online course** on Scientific Writing in Health Research, with a score of 80%, organized by the ICMR (National Institute of Epidemiology).
- Completed the **NEP 2020Orientation and Sensitization Programe**(MMC-005-2024-May-B-01488)Under Malaviya Mission Teacher Traning Programme (MM-TTP) of university Grants Commission(UGC)Organized by Malaviya Mission Teacher Traning Centre, Assam University,Silchar from May 13th to 24th 2024.
- Successfully Completed participated in Faculty Development Programme entitled **IMPACT OF AI and IoT real world** held on 3.6.2024 to 11.6.2024 organized by Syed Ammal Arts and Science College,Ramanathapuram in Department of Information Technology ,Department of software development in Association with IQAC.

BOOK PUBLICATION:

- Value Education (for first year undergraduate students), ISBN-978-81923121 – 4-9 Golden Net Computers, Trichy ,2017.
- DR. A. SCARLET, Book title on “Consumer Behaviour Towards Shopping Malls” Astral International Pvt.Ltd. New Delhi 2021.
- Economic Impact of Intellectual Property Rights, 978-93-94725-15-7-Muthra Publishers, Tirunelveli

ORIENTATION PROGRAMME

- **Orientation Programmes for “Faculty in Universities /Colleges/Institutes of Higher Education from 20th June -19 July 2022 and obtained grade A+** organized by Teaching learning centre, Ramanujan college, University of Delhi under the aegis of Ministry of

Education, Pandit madan mohan malaviya national mission on Teachers and teaching .

- Dr. Sr. A. Scarlet, Assistant Professor of Commerce, attended in the **UGC sponsored Online Refresher Course in Commerce / Management, Theme: “Global Entrepreneurial Ecosystems and its Impact on Innovation and Economic Growth in Management and Commerce Scenario”** conducted by the UGC-Malaviya Mission Teacher Training Centre, Madurai Kamaraj University from 15th to 28th November, 2023 and obtained A⁺ Grade.

BOS

- Dr.Sr.A.Scarlet , Head and Assistant Professor of Commerce attended the meeting of the Board of Studies for MHRM at St.Mary’s College (Autonomous),Thoothukudi on 18.04.2023.
- Dr.Sr.A.Scarlet , Head and Assistant Professor of Commerce attended the meeting of the Board of Studies for MHRM at St.Mary’s College (Autonomous),Thoothukudi on 9.03.2024
- Dr.Sr.A.Scarlet , Head and Assistant Professor of Commerce attended the meeting of the Board of Studies for TamilNadu State Council for Higher Education, Chennai on 04.05.2023

Patent

- Device to Evaluate Shopping Activity and Spending Habits of the Customers on 26.09.2022

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