



Name : Dr. Sr. A. Scarlet
Designation : 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 : 16 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 ICSSR Sponsored Two-day International Seminar on “Economic Impact of Intellectual Property Rights”.

Professional Affiliation

- JCEP Member (2009–2011); NSS Co-ordinator (2012–2015); Member, JACSAFA; Member, Discipline Committee.
- Head, Department of Commerce with Computer Applications (2016–2018). Director, St. Anne’s Hostel (2017–2019).
- Completed Training in Counselling and Psychotherapy, including Didactic Sessions, Practice, and Field-work (2019).
- Head, Department of Commerce (2021–2024).
- Vice Principal (2025 onwards).
- Member: Anti-Ragging Cell, Grievance Redressal Cell, Disciplinary Committee, Counselling Committee, Planning and Evaluation Committee, Examination Committee, Governing Body, and 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. **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.
6. **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.
7. **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.
8. **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.
9. **"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.
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.

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) On 29th & 30th September 2016
 5. **Influence of Cultural Factors on Consumer Buying Behaviour** in National Seminar on Emerging Business Practices in the Global Environment organized by Jamal Mohamed College, Trichy on 19th January, 2017.
 6. **Women Empowerment through Skill Development** in the National Conference On Enhancing Employability Through Enterprise Education, Arul Anandhar College, Karumathur, Madurai on 25th September, 2018.
 7. **A Study on Consumer preferences towards Pendrive in Theni District** in the One Day National Level Conference On recent Innovation in Commerce, Economics and management, Cardamom Planter's Association College Bodinayakanur, Theni on 15th October, 2018.
 8. A Ecological and The Environmental Movement In India in The ICHR Sponsored National Conference On Popular Movement In South India During 19th & 20th Centuries On 7th & 8th February 2018 At Jayaraj Annapackiam College For Women(Autonomous) Periyakulam.
 9. **Statistical Analysis of Impact of Smart phone on students life** National Conference on Internet of Things, organized by the PG Department of Computer Science, Jayaraj Annapackiam College for women (Autonomous), Periyakulam on 22nd February, 2019.
 10. **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 organized by PG & Research centre of commerce Jayaraj Annapackiam College for women (Autonomous), Periyakulam on 4th&5thDecember2019.

PARTICIPATION

Seminars/Conferences/Workshops Participated-30

International Level Webinars - 15

National Level Webinars -70

Faculty Development Programmes

1. Seven-Day Faculty Development Programme on “Transforming Education the Google Classroom Way,” organized by Aachi Institute of Management & Entrepreneurial Development, Chennai, Tamil Nadu, from 01.06.2020 to 07.06.2020.
2. Three-Day FDP on “Art of Teaching Philosophies,” organized by Bharathidasan College of Arts and Science, Erode, Tamil Nadu, from 23.07.2020 to 25.07.2020.
3. Four-Day Faculty Development Programme, organized by the Department of Commerce, Rathinam College of Arts and Science, from 29.07.2020 to 01.08.2020.
4. Five-Day National Level FDP on “Influence of AI in Teaching & Research,” organized by the Departments of Commerce with Professional Accounting and Accounting & Finance, Hindustan College of Arts and Science, Coimbatore, from 04.09.2023 to 09.09.2023.
5. Faculty Development Programme on “The Power of Positivity Approach in Teaching & Learning: System of Cultural Transformation,” organized by the Departments of Commerce with Professional Accounting and Accounting & Finance, Hindustan College of Arts and Science, Coimbatore, from 19.09.2023 to 26.09.2023.
6. FDP on “Digital Marketing,” organized by the Department of Commerce in Computer Applications, Holy Cross College, Tiruchirappalli, from 22.01.2024 to 26.01.2024.
7. FDP on “Bridging Gaps: Mastering the Art and Science of Classroom Communication,” organized by the Career Development Cell (CDC), Gokul Global University, Siddhpur, Gujarat, from 29.04.2024 to 05.05.2024.
8. Five-Day Faculty Development Programme on “Research Methodology & Intellectual Property Rights (IPR),” organized by the Department of Zoology from 15.05.2024 to 18.05.2024 and on 20.05.2024.

9. One-Week Online National Level FDP on “Discovering Ikigai in Academic Leadership,” organized by Gokul Global University, Siddhpur, Gujarat, in collaboration with the Nucleus of Learning and Development, from 13.05.2024 to 19.05.2024.
10. “Common Yoga Protocol Training Course,” successfully completed from 01.06.2024 to 21.06.2024 at Shree Hanuman Vyayam Prasarak Mandal, Degree College of Physical Education, Amravati, Maharashtra.
11. One-Week Online National Level FDP on “Emerging Trends in Pedagogy for Quality Excellence in Higher Education,” organized by the Internal Quality Assurance Cell, V.V. Vanniaperumal College for Women, Virudhunagar, from 13.05.2024 to 19.05.2024.
12. Five days Online Course on Entrepreneurship & Innovation program organized by the Institutions Innovation Council, Sacred Heart College (Autonomous), Tirupattur, Tirupattur District, Tamil Nadu in collaboration with Association of Global Academicians and Research (AGAR), Visakhapatnam, Andhra Pradesh, conducted from 24-04-2024 to 28-04-2024
13. 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.
14. Seven-Day Online National Level FDP on “Innovative Pedagogical Strategies Using AI & Digital Platforms,” organized by the Department of Commerce (UG), Kristu Jayanti College, in collaboration with St. Antony’s College, Shillong, Meghalaya, from 04.11.2024 to 11.11.2024.
15. FDP on “Impact of AI and IoT in the Real World,” organized by Syed Ammal Arts and Science College, Ramanathapuram, from 03.06.2024 to 11.06.2024.
16. Seven-Day Online FDP on “Essential Skills for Professional Development in Higher Education,” organized by Star International Foundation for Research and Education, from 01.07.2024 to 07.07.2024.
17. Eleven-Day Capacity Building Programme on “Indian Knowledge System,” jointly organized by Law Teachers India and the Centre for Advanced Study in International Humanitarian Law, RGNUL, Punjab, from 14.10.2024 to 25.10.2024.

18. Five-Day National Webinar-cum-FDP on “Advanced Research Methodology and Data Analysis in the Digital Age,” organized by the Department of Commerce, JMJ College for Women (Autonomous), Tenali, from 22.10.2024 to 26.10.2024.
19. One-Week Online National FDP on “Human Resource Leadership: Driving Organisational Success through People,” organized by Gokul Global University, Siddhpur, Gujarat, from 18.11.2024 to 23.11.2024.
20. One-Week FDP on “Mental Health and AI: Innovation in Detection, Treatment, and Support,” jointly organized by AIU – Chitkara University, Himachal Pradesh, Academic and Administrative Development Centre, and IQAC, Chitkara University, Himachal Pradesh, from 07.11.2024 to 14.11.2024.
21. Two-Day National Seminar on “Direct Benefit Transfer (DBT) Scheme: An Initiative for Inclusiveness,” jointly organized by ICSSR–SRC Research Committee and PG & Research Department of Commerce, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, Theni, on 06.01.2025 and 07.01.2025.
22. Faculty Development Programme (e-FDP) on “Exploring New Frontiers in Advanced Pharmaceutical Research and IPR,” jointly organized by DMBH Institute of Medical Science and APTI West Bengal, from 24.03.2025 to 29.03.2025.
23. FDP on “Empowering Faculty through Whole Person Education: Fostering Teaching Skills, Wellness, and Women’s Leadership,” organized by St. Christopher’s College of Education, Chennai, at Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, from 10.04.2025 to 12.04.2025.
24. Online Series “Publish Your Practice 2025,” organized by MCC Research Colloquium, Madras Christian College (Autonomous), Chennai, from 22.04.2025 to 26.04.2025.
25. Five-Day National Level Online FDP on “Outcome-Based Education – Binary Accreditation and Usage of AI,” jointly organized by IQAC, St. Mary’s Centenary Degree College, Secunderabad, Telangana, from 02.06.2025 to 06.06.2025.
26. Five-Day Online FDP on “Empowering Educators – Addressing Contemporary Issues in Education,” jointly organized by IQAC and the Department of BBA, Nagarjuna Degree College, from 09.06.2025 to 15.06.2025.
27. One-Week National Level FDP and Virtual Panel Discussion on “Cultivating Student Success: Empowering Teachers for Holistic Student Development,” organized by RC IQAC in association with RC Counselling Cell, Government

Ramanarayan Chellaram College of Commerce and Management, Bengaluru, from 30.06.2025 to 07.07.2025.

28. Five-Day National Level FDP on “Modern Research Tools for Smart and Effective Publications,” jointly organized by the Department of Commerce and the Department of Commerce with Computer Applications, Arul Anandar College (Autonomous), Karumathur, Madurai, from 21.07.2025 to 25.07.2025.

Malaviya Mission Teacher Training Centre Faculty Development Programmes

1. Completed the NEP 2020 Orientation and Sensitization Programme (MMC-005-2024-May-B-01488) Under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by Malaviya Mission Teacher Training Centre, Assam University, Silchar from May 13th to 24th 2024.
2. Participated in the Short Term Course on “Human Values & Well-being for All Subjects” organized by the University Grants Commission, Malaviya Mission Teacher Training Centre, Banaras Hindu University, Varanasi, from 08.05.2025 to 14.05.2025, and obtained A Grade.
3. Participated in the Short Training Programme on “Digital Transformation of HEIs: Tools and Infrastructure” organized by UGC–HRDC, University of Burdwan, on 16.07.2025 and 22.07.2025, and obtained A+ Grade.
4. Participated in the Short Term Course on “Integration of Indian Knowledge System in Higher Education” organized by the University Grants Commission, Malaviya Mission Teacher Training Centre, Guru Ghasidas Vishwavidyalaya, Bilaspur, from 04.08.2025 to 09.08.2025, and obtained A+ Grade.
5. Participated in the Short Term Course on “Cyber Laws and Cyber Security” organized by the University Grants Commission, Malaviya Mission Teacher Training Centre, Patna University, Patna, from 25.08.2025 to 30.08.2025, and obtained A+ Grade.
6. Participated in the Online Short Term Course on “Empowering Education: Capacity Building for 21st Century Professor (Marketing)” organized by UGC–MMTTC, Gujarat University, from 06.10.2025 to 11.10.2025, and obtained A+ Grade.
7. Participated in the Short Term Course on “Innovation and Start-Ups” organized by Malaviya Mission Teacher Training Centre (MMTTC), Kannur University, from 28.10.2025 to 03.11.2025, and obtained A+ Grade.

8. Participated in the One-Week Online Short-Term Programme on Community Engagement (An Initiative for Quality Enhancement in Teaching-Learning and Research), organized by UGC–Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra, from 04.11.2025 to 10.11.2025, and obtained A+ Grade.

National level

1. Participated in 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, from 03.06.2020 to 04.06.2020.
2. Participated in the Programme on “Advanced Artificial Intelligence Tools for Educators” organized by Ignite Life Skill Academy and IQAC, Sacred Heart College, Thevara, Kochi, on 20.11.2023.
3. Participated in the Programme on “Dimensions of Economics” organized by Jamal Mohamed College, Tiruchirappalli, on 12.01.2024.
4. Participated in “Finovate 360: Navigating the Future of Fintech” organized by the Postgraduate Department of Commerce, St. Joseph’s College, Tiruchirappalli, held from 14 March to 20 March 2024.

Online Courses Completed:

1. Eight Weeks online course on “Consumer Behaviors” organized by NPTEL Online Certification (Founded by the Ministry of HRD, Govt. of India), Jan–March 2020.
2. Eight Weeks online course on “Human Behaviour” organized by NPTEL Online Certification (Founded by the Ministry of HRD, Govt. of India), Jan–March 2021.
3. 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.
4. 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.
5. SWAYAM online course “Introduction to Systematic Reviews for Dental Health Professionals” on 8-05-2024 with a score of 85%.

6. Successfully completed “Introduction to Business Analysis Using Spreadsheets: Basics” an online non-credit project authorized by Coursera Project Network and offered through Coursera on 17-05-2024.
7. Successfully completed “Introduction to Microsoft Excel” an online non-credit project authorized by Coursera Project Network and offered through Coursera on 17-05-2024.
8. Successfully completed “Introduction to Risk Management” an online non-credit project authorized by Coursera Project Network and offered through Coursera on 17-05-2024.
9. Successfully completed “Business Analysis: A Process Management” an online non-credit project authorized by Coursera Project Network and offered through Coursera on 17-05-2024.
10. Successfully completed “Basic of Inventory Management” Mehul Mehta, Global Delivery Head – TCS iON, Tata Consultancy Services on 18-05-2024.
11. Successfully completed Interpersonal Skills – Advanced on May 18, 2024 organized by Wadhvani Foundation.
12. Dr. Sr. A. Scarlet Head and Assistant Professor of Commerce has successfully completed Self-Management on May 18, 2024 organized by Wadhvani Foundation.
13. SWAYAM online course on Scientific Writing in Health Research, with a score of 80%, organized by the ICMR (National Institute of Epidemiology).
14. Successfully Completed Online course on Nutrition Education Programme on Non-Communicable Diseases (NCD’s), Food Fortification, WASH, Basics of Nutrition, Immunisation, Physical Activity Yoga, Anaemia through e-learning platform organized by Poshan Abhiyaan e-learning ICMR-NIN Modules, Ministry of Women and Child Development and ICMR-National Institute of Nutrition, Department of Health Research, Ministry of Health and Family Welfare, Government of India, Hyderabad, Telangana State.
15. Successfully completed SWAYAM online certification “Ethics Review of Health Research” (NIE-ICMR e-Certificate course: NleCer102) May 2024.
16. Successfully completed customer centricity - Advanced organized by Micro Certificate of Completion organized by Wadhvani University from 08-11-2024.

17. Successfully Completed on “Basic Principles of Hotel Management and Front Office Operations” Organised by The Shop Plus on 7-11-2024.
18. Successfully completed Startup-Mindset organized by Micro Certificate of Completion organized by Wadhvani University from 20-11-2024.

Award

- Received the GMRAF Women Educationist Excellence Award from the Global Multidisciplinary Research & Academic Foundation (GMRAF), Chennai, India, on 26 December 2020.
- Conferred the **Best** Administrator Award by Metharath University, Thailand, in recognition of valuable contributions to the field of education on 27 February 2024.
- Received the Dr. Radhakrishnan Award from Chakra Sanmarga Theological Society, Amuthasurai Trust, on 25 February 2023.
- Received the Best Coordinator Award from Cumbum Sathguru Sangeetha Natya Vidyalaya, accredited by World Records Union (America), on 7 January 2024.
- Received Best professor Award 2025 from Wisdom Path Foundation by 5.09.2025.

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. Muthra Publisher,Tamil Nadu,India,ISBN:978-93-94725-83-6
- Economic Impact of Intellectual Property Rights, 978-93-94725-15-7-Muthra Publishers, Tirunelveli
- Dr. A. Scarlet, Book Edited on “Direct Benefit Transfer (DBT)Scheme: An Initiative for Inclusiveness for inclusiveness ” Muthra Publisher,Tamil Nadu, India ISBN:978-93-94725-83-6.

RESEARCH PROJECT

- Dr.Sr.A.Scarlet (Author) have completed their Research Project entitled “ A study on Women Empowerment through Self-Help with Special Reference to Theni District in TamilNadu” and received Research rs.25,000Grant /. Under Gargi for the Holistic Development of Women’, Dr.Babasaheb Ambedkar Open University, Ahmedabad in the year 2021-2022.
- Dr. A. Scarlet, Book Edited on “Direct Benefit Transfer (DBT)Scheme: An Initiative for Inclusiveness for inclusiveness ” Muthra Publisher,Tamil Nadu, India ISBN:978-93-94725-83-6.
- Economic Impact of Intellectual Property Rights, 978-93-94725-15-7-Muthra Publishers, Tirunelveli
- 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 organized by PG & Research centre of commerce Jayaraj Annapackiam College for women (Autonomous), Periyakulam on 4th&5thDecember2019.

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.

- Participated in the Online Refresher Course on “Research Methodology and Data Analysis through SPSS/R” organized by UGC–Malaviya Mission Teachers Training Centre, Bhagat Phool Singh Mahila Vishwavidyalaya, from 15.04.2025 to 28.04.2025, and obtained A+ Grade.

BOS

- Dr.Sr.A.Scarlets , 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.
- Dr.Sr.A.Scarlet , Head and Assistant Professor of Commerce attended the meeting of the Board of Studies for MAHRM at St.Mary’s College (Autonomous),Thoothukudi on 15.02.2025.
- Dr.Sr.A.Scarlet , Head and Assistant Professor of Commerce attended the meeting of the Board of Studies for B.Com Business Analytics at St.Joseph’s College (Autonomous),Tiruchirappalli on 15.03.2025.

Patent

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

Contact details:

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