

Name: **Dr.S.Arockiaraj**

Qualification: M.Com.,M.Phil.,B.Ed., Ph.D.,

No. Of Years Of Experience: Teaching – 14 years, Administrative – 7 years

Area Of Expertise: Human Resource Management, Marketing

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Participation in Board of Studies

- Academic Council Member from 02.12.2014 to 01.12.2017
- Academic Council Member from 04.12.2020 to 03.12.2023

Administrative Responsibilities held:

- Phoneix Coordinator
- Director and Secretary

Award

- Dr.A.P.J. Abdul Kalam Award for Positive Attitude, Dedicated Services, Devotion in Duty, Exemplary Achievements organized by Lions Club of Pudumai Gemeni

Published Books

Book Titled	Year Of Publication	Publication	ISBN Number
Principles Of Management	2017	Himalayan House	978 93 5273 766 6

Publications In ISBN Books In State/National/International Seminar /Conference

Title Of The Paper	Date Of Publication	Organized	State/National/International	ISBN Number
Effects Of Globalization On The Ethics Of Advertising	25.01.2012	International Quality Assurance Cell (Iqac) Guru Nanak College	National Seminar	ISBN 978 81 90792 48 6
A Study On Ethics And Values In Business For Business Competitiveness	27.08.2014	Patrician College Of Arts And Science In Association With Petroleum Conservation Research Association	International Seminar	978-81-8209-134-4
A Study On The Consumers' Perspective On The Ethical Dimensions of Commercial Advertisements on television	Oct-Dec 2014	International Journal Of Business And Administration Research Review	International Journal	Issn2348-0653
A Study On Children Buying Behavior Towards The Impact Of Advertisements With Reference To Chennai City	Nov-14	International Journal Of Management And Social Science Research Review	International Journal	Issn-2349-6738

Awareness In Education Showing Literature	2014	Patrician College Of Arts And Science		Isbn 93 80023 170
Startup Entrepreneur	11.05.2020	MPNMJ Engineering College, Chennimalai	Webinar	
How Can I Become A Career Counselor	06 To 12 th May 2020	Bharathiyar University	Webinar Workshop	
Research Funding Projects & Ipr	7 th – 10 th May	KCG College Of Engineering And Management Studies And Research	FDP	
E-Quiz On Research Methodology For Social Science Researchers	13-5-2020,	Vivekanandha College of Arts and Science For Women	E Quiz	
	13.05.2020	Loyola College Of Education	FDP	
Tax Planning For Salaried Employees	14.05.2020	Iqac SSSN Jain College	Webinar	
Covid 19 Pandemic: Transformation Through Heartful Leadership	23.05.2020	Rv Institute Of Management	Webinar	
Branding The Small Brands	26.05.2020	Bhagwan Mahavir College Of Management	Webinar	
Atma Nirbhar Bharat – Stimulus Package For Agriculture And Msmes	26.05.2020	Gsss Simha Subbamahalakshmi First Grade College, Mysuru	Webinar	
Usage Of Ict Tools For Effective Class Room Teaching	27.05.2020	Sindhi College	Webinar	
State Of Art Research In Power Systems And Drafting Research Articles	27.05.2020	Vaagdevi Engineering College, Warangal	Webinar	
Perspectives Of Learning	28.05.2020	Gtn Arts College	Webinar	
How To Protect Your Ideas With Patents	29.05.2020	Er.Perumal Manimekalai College Of Engineering	Webinar	
Yogic Solution To Physical And Mental Problems Admist Covid 19 Pandemic	29.05.2020	Sdj International College	National Level Webinar	
Opportunities And Challenges In Accounting Professional Courses	30.05.2020	Srm Institute Of Science And Technology	National Level Webinar	
Challenges and Importance of E - Waste Management	01.06.2020	Srinidhi Institute Of Science And Technology	Webinar	
Intellectual Property Rights	03.06.2020	Navrasam Arts And Science	State Level Webinar	

		College For Women, Rachalur Erode & Maxrein Research Institute and Consultancy		
Emotional Connection With Employees During Crisis	03.06.2020	Nehru Institute Of Management Studies	International Hr Webinar	
Learning To Live With Covid	03.06.2020	Jbas College	Webinar	
Stock Market Success Formula	03.06.2020	Mar Gregious College Of Arts And Science	National Webinar	
“Human Resource Development in Higher Education After Covid 19	07.06.2020	Bhakta Kavi Narsinh Mehta University, Junagadh	International Webinar	
Effective Online Teaching Methods	8 th June To 14 th June	Dr.N.G.P. Institute Of Technology	FDP	
Unlock Your Potential	10.06.2020	Dhanalakshmi Srinviassa Institute Of Technology	Webinar	
“Future Perspective”	10 th To 12 th June 2020	Nehru Institute Of Information Technology And Management,	International Webinar	
New Economic Packages	10 th June To 13 th June 2020	PKR Arts College For Women	Webinar	
Interdisciplinary Research And Its Importance	12.06.2020	Audishankar Group Of Institutions, Nellore	Webinar	
Awareness Of Design Thinking Toolkit And Its Importance To Scalable Innovation	13.06.2020	St.Claret College `	One Day National Level Student Development Programme	
Importance Of Social Media Platforms In Education System In Current Scenario	14.06.2020	Sk Media Tech Researchers Team	National Webinar	
Research Approach Toward Predictive Analytics	20.06.2020	Marudupandiyar College Thanjavur Arts And Science	Webinar	
Know The Art And Science Of Selling And Marketing	21.06.2020	Sk Media Tech Researchers Team	National Webinar	
Re-Entry	21.06.2020	Maxrein Foundation	International Webinar	
Impact On Ncovid-19 On Higher Education, Trans-Disciplinary Research And Employability”	23.06.2020	Kle Society S Nijalingappa College	National Webinar	
Research And Innovations In Defence Sectors	24.06.2020	Sri Sairam Engineering College	National Webinar	
Mind Power	25.06.2020	Maxrein Foundation	International Webinar	
Can Creativity And Innovation Be Taught To Students?	01.07.2020	Bharathiar University, Coimbatore	Webinar	
Understanding Obs Studio &	10.07.2020	Dr.Mgr	National Level E Workshop	

Streamyard For E-Content Creation And Live Streaming Organized		Educational And Research Institute		
A Discourse On Cyber Security For Women	11.07.2020	Knowledge Institute Of Technology	Webinar	
Renewable Sources Of Energy Webinar	11.07.2020	Mohamed Sathak AJ College Of Engineering	Webinar	
Outcome Based Education	11.07.2020	Cauvery College For Women	National Level FDP	
Engineering, Employability And Emotional Intelligence	14.07.2020	Francis Xavier Engineering College	Webinar	
Education In Covid 19: Challenges & Opportunities	20 th To 24 th July 2020	Cauvery College	National Level Webinar	
Plagiarism In Research And Publications And How To Prevent	22.07.2020	Cauvery College	National Level FDP	
Mental Hygiene During Covid Pandemic	14.08.2020	Prestige Institute Of Management And Research	Webinar	