

Name: DR. AROKIAMARY GEETHA RUFUS

Academic Qualification: M.Com., M.Phil., Ph.D, SET.

Experience: Teaching – 23 years, Corporate – 4 years

Specialization: Business Law, Financial Accounting, Human Resource Management, Management, Management Accounting, Marketing, Statistics, ED

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Education:

- Ph. D - Mother Teresa Women's University, 2012.
- M.Phil. - University of Madras, 2004.
- M.Com. - Madras Christian College, 1991.
- B.Com. - Stella Maris College, 1989.

Professional Experience:

- Lecturer in Stella Maris College, 1995-1997.
- Lecturer in Madras Community College, 1997- 1999
- Assistant Professor in Patrician College of Arts and Science, 2001 – till date.
- Associate Professor in Patrician College of Arts and Science,

Teaching Experience:

- P.G. (in years) - 9 U.G .Classes - 24

Research Experience (in years) –9

Research Guide: MPhil and Ph.D (University of Madras)

Research Advisory Committee Member: Candidate: Mr. Selvakumar For Ph.D Work

Posts held (in Patrician College):

- Lecturer/HOD UG/PG, Department of Commerce, 2001 – 2011.
- Assistant Professor/HOD PG, Department of Commerce, 2011- 2017.
- Vice Principal, 2009 – till date.

Other Administrative Responsibilities held:

- **Convener** for two International Conferences
- **Convener** for a National Level Seminar.
- **Member**, Advisory Committee for National Conference at Gurunanak College
- **Member**, ICSSR Project – Rs 8,00,000/-Mohammed Sathak College of Arts and Science

- **Moderator for the International Conference organized by the Business Administration Department, Loyola College, 2019.**
- **NAAC Coordinator (1st Cycle)**
- **Principal in charge**, April - May 2009.
- **Principal in Charge**, December 2009 - March 2010.
- **Vice Principal**, 2009 - Till Date.
- In charge (Shift II), 2017 – Till Date
- **Class Teacher**, 2001 - 2007.

Participation in Board of Studies/ Academic/Administrative Committees:

- Member – Academic Council, University of Madras
- Member – Board Of Studies, Stella Maris College
- Member – Board Of Studies, Guru Nanak College
- Member – Senate, University of Madras.
- Governing Body University Nominee, Malolan College of Arts and Science, Madhuranthagam, May 2014 - April 2016.
- Member, Faculty Selection Panel, Malolan College of Arts and Science, Chengalpattu
- Member, Principal selection Panel, Malolan College of Arts and Science, Chengalpattu
- Member – Board of Studies, Women’s Christian College, Chennai
- Member – External Expert PG Board of Studies, Commerce Women’s Christian College.
- Member – External Audit, Stella Maris College, Chennai

Credentials:

- Chief Superintendent for UNOM
 - November 2010, April 2011
 - November 2011, April 2012
 - November 2012, April 2013
 - November 2013, April 2014
 - Instant Exam June 2014
 - IDE Exam November/December 2012
 - Assistant to Chief Superintendent for UNOM, April 2001- April 2008 Examinations

- ✓ Coordinator - Conducted Various Central Government and Private Exams.
- ✓ Coordinator - Conducted SLET Exam 2011.
- ✓ Coordinator - For State Bank of India Exams and Dena Bank.
- ✓ PCP Coordinator For UNOM, 2011-2014.
- ✓ Assistant to Chief Superintendent for Conducting Annamalai University Exam and Alagappa University Exams.
- ✓ Member, Selection Panel, Dena Bank Probationer Officers Exam.
 - Question Paper setter for MOP Vaishnav College, Women’s Christian College, Stella Maris College, Loyola College and D G Vaishnav
 - Evaluated Theory answer scripts for UNOM, MOP Vaishnav College, Women’s Christian College, Stella Maris College and Loyola College.
 - Viva Voce External Examiner – Gurunanak College, St Joseph’s College, Kovoor and D G Vaishnav College.
 - Viva Voce Internal Examiner – Patrician College (UG/PG)
 - Internal Examiner For Environmental Studies/ Value Education /Soft Skills etc.,

Published Books:

Book Titled	Year of Publication	Publication
Business Taxation	2017-2018	Himalayan
Indirect Taxation	2018-2019	Himalayan
Financial Management	2019-2020	Himalayan

Conference and Journal Proceedings Edited:

1. Proceedings of National Seminar on “Transformation, Adaptation and Sustainability towards a Brighter Future” organized by the Department of Commerce on 5th March 2011
2. International Seminar proceedings on “ impact of Sustainable Development on Global Corporate Environment “ organized in Association with PCRA and PCAS on 27/08/2014.
3. Editor International Research Journal of Management and Humanities Vol 4 Issue:1 February 2017(Listed in ULRICH CABELL Directory, TEXAS, USA)

4. Edited the Special Issue of International Journal of Research in Advent Technology ,
March 2019 E-ISSN-2321-9637.

Academic Staff College Orientation/Refresher Course attended:

Name of the Course/ Summer School	Place	Duration	Sponsoring Agency
Training Programme on E-Governance for Academic Administrators	UGC Staff College, UNOM ICT Academy	2 Days	UGC
XXth Triennial Convention Of Xavier Board of Higher Education	Rajagiri College of Social Sciences, Kerala	4 Days	Xavier Board of Higher Education in India
Training Programme on E-Governance for Academic Administrators	UGC Staff College UNOM	2 Days	UGC
Moodle Learning Management System	Banari Amman Institute of Technology and	One Semester	Training by - IIT Bombay. Funded by National Mission on Education through ICT, MHRD, Government of India
One week International FDP “ Synergia to Revitalise, Reform, and Refresh ourselves as Agents to Ensure Quality Education”	AuxiliumCollege and VIT-AP	1-7 th June 2020	Department of Business Administration
Two week MOOC Wrokshop	Management of Environment and its Resources , St Xaviers College and Palayamkottai	28 th April to 11 th May 2020	Nesamony Memorial Chirstian College

Research Papers Presented/Published:

- Presented a paper titled “A Socio Economic Factor Affecting Rural Development “ in AICTE sponsored International E Conference on Innovation in Rural Empowerment, social Dynamics and Welfare in India on 15th September 2020 organised by Nandha college of Technology, Erode, Tamilnadu
- Presented a paper on “Women in Small Scale Industries and Assistances Offered” at PG Department of Commerce Government Arts College, Nandanam, Chennai, 12th February, 2008.
- Presented a paper on “Small and Medium Enterprise in National Symposium” at Dr MGR Janaki College OF Arts And Science (The School of Business Studies), 14th September 2007.
- Presented a paper on “Study of Composition and Problems of Women Entrepreneurs in Chennai District at Dr. MGR Janaki College of Arts and Science, Chennai –National Seminar on Dynamics of Entrepreneurial Development, 21st January, 2009.
- Presented a paper on “Role of Indian Overseas Bank in developing Women Entrepreneurs” at Bharathidasan University, Tiruchirapali – International Conference on “Recent Trends in Capital Markets and Financial Innovations”, 10th and 11th January, 2009.
- Presented paper on “A Gender Comparison of Entrepreneurs” at Loyola College, Chennai – International Conference on ‘Innovation’ - Enhancing the Quality of Life, 12th and 13th January, 2009.
- “Leadership Qualities of Successful Women Entrepreneurs in Chennai”, Southern Economist Journal, Bangalore.
- “Empirical Evidences to Barriers of Women Entrepreneurs in Chennai City”, SANKHYA International Journal of Management and Technology, Vol 2, Issue- I, June 2010, ISSN 0975-3915. Sri Ram Institute of Management Studies.
- Articles on “Phishing” in International journal with ISBN.
- “Transformation, Adaptation and Sustainability towards a better Future”, published in a National Journal.
- “Role of RBI towards a Study on E Banking Product’s Preference and Customers Awareness”, International Journal of Business and Administration Research Review, Vol. 2, Issue 6, July-Sep, 2014, Page 19 E ISSN – 2347 – 856X, ISSN – 2348-0653.
- “Analysis of IPO’s Performance and Under Pricing with Special References through Bombay Stock Exchange”, Vol. 2 Issue2, September 2014 with ISSN No. : 2347 – 3274.

- “Advertising Emergence through Recent Market Scenario” in ISBN Journal 978-93-81208-36-6.
- “A Study on Ergonomics in Quality of Work Life in Software Industry”, International Journal of Science & Humanities, ISBN: 23949236 Volume 3 No.1, Jan – June 2017, page 97 – 107
- Presented and Published paper in International Journal of Research in Advent Technology, special Issue, March 2019 E-ISSN-2321-9637 Page235-237, “The Impact of Plastic Ban on Businesses and its alternate Measures” , National Conference on Ethics , Entrepreneurship and Sustainable Development

Workshop/Seminar/Conferences Attended:

- Attended one week National Level Faculty Development Programme on “Effective and Quality Research Writing” Organised by PCAS from 7th June to 13th June 2020.
- Participated in one week Online Professional Development Program on “ Scholarly Publication” organized by Madras School of Social Work form 9th to 13th June 2020
- Participated in National Live Webinar Conducted on “Reduce Obesity and be Fit” by JBAS on 24/05/20
- Participated in Online National FDP on “Engendering the Next Generation Educators” organized by Nehru Arts and Science College, Coimbatore from 23/4/20 to 28/04/20.
- Attended a two Day online FDP organized by PCAS, Chennai on “Project proposals for Funding Agencies (UGC stride and ICSSR Impress) Preparation and Submission Protocol on 16/05/20and 17/05/20
- Attended a three day International E Conference on “ Strategies and Challenges in Higher Education during Covid 19 Lockdown Period in India with Reference to the World” organized by Government Vidarbha Institute of Science and Humanities , Amravati, India on 15th-17th May2020.
- Attended a Webinar organized by CCC and Department of Civil Supplies on “ Caveat Emptor – Impact of Covid 19” organized by PCAS on18/05/20
- Participated in a virtual Webinar organized on “ Research Data Management for Higher Educational Institution” organized ,NIT Rourkela on May12th 2020
- Successfully completed a Online course on “Research Methodology for Social Science” organized by Indian Academic Researchers Association from 6th April to 12th April 2020
- Participated in a National Webinar on “ KnowPlagirism No Plagirism” hosted by the Department of Physical Education . TrinelveDiDakshina Mara NAdarSangam College, T. Kallikulam on 26/05/20

- Participated in a National Conference on “Dynamics of Indian Higher Education System and Challenges”, KristuJyothi College, Bangalore, 30th September and 1st October, 2009.
- Participated in 20th Triennial Convention of Xavier Board of Higher Education, Rajagiri College, Kochi, Kerala.
- Attended meeting of Academic Administrators sponsored by UGC on E- Governance, UGC Staff College on 2nd and 3rd March, 2010
- Participated in the Industry – Institute Interface at KRMM College, Chennai, 20th September 2006.
- Participated in UGC sponsored seminar on “Entrepreneurial Development” at PG Department of Commerce Government Arts College, Nandanam, Chennai.
- Participated in a Workshop on “Financial Markets” conducted by NSE stock Exchange at Loyola College.
- Participated in the State Level Seminar on “Entrepreneurial Development Programme for Women”, Prof Dhanapalan College for Women.
- Participated in State Level Conference on “Futuristic Perspectives of Colleges of Arts & Science in the Changing Global Scenario”, DhanrajBaid Jain College, 30th and 31st March 2004.
- Participated in NAAC sponsored National Seminar on “Quality Initiatives for Increased Employability of Graduates”, M.O.P Vaishnav College for Women, 3rd and 4th March 2006.
- Participated in the National Seminar on “Empowerment of Women”, Stella Maris College, June 27th & 28th 2002.
- Participated in International Conference on “Services Marketing”, M.O.P Vaishnav College for Women, 20th & 21st December 2002.
- Participated in Faculty Development Program on “Emerging Trends in Finance, Insurance & Business” organized by ICFAI at Chennai, August 28, 2002.
- Staff coordinator SIFE Team in SIFE India National Competition, 2007.
- Staff coordinator SIFE Team in SIFE India Regional Competition, 2006.