

Curriculum Vitae

Dr. Arockia Rajasekar, M.Com. M.Phil. M.B.A., Ph.D.

Assistant Professor, Department of Commerce

Email: arockiarajasekar@Gmail.com



Specialization

- Retail Management
- Taxation

I. Publications and Journals (National & International):

S.No	Title	Name of Journal / Vol. No. / Page No's / ISSN No.	Year
1	Evaluation Of the Functionality of Germanium Arsenide Solar Cells at Multiple Sites Following Distinction In Irradiation	Web Of Conference / 1 / 1 / 564,05012	2024
2	MICRO, SMALL AND MEDIUM ENTERPRISES AS PLATFORMS FOR STIMULATING LEADERSHIP ROLES FOR WOMEN ENTREPRENEURS	The international journal of analytical and experimental modal analysis / 12 / 180-186 / 0886-9367	2020
3	Performance Analysis: SEM Approach to Service Quality in Investment Banks	Journal of Shanghai Jiao tong University / 16 / 253-259 / 1007-1172	2020
4	Investment Banking: Innovation with Artificial Intelligence in Operations	Solid State Technology / 63 / 97036-39 / 0038-111X	2020
5	Risk Management: A Preventive Approach to Performance in Investment Banking	Solid State Technology / 63 / 17031-035 / 0038-111X	2020
6	A Blockchain Approach to Smart Contracts in Banking	Compliance Engineering Journal / 11 / 14-17 / 0898-3577	2020
7	An Operational Overview Of Investment Banking	Sambodhi / 43 / 114-116 / 2249-6661	2020
8	Impact Of Types Of Investment Banking Services On The Revenue Generation	Solid State Technology / 43 / 112-11 / 2249-6661	2020
9	Travel Automation and Customer Satisfaction On Interstate Bus Ticket Booking Process	The Journal of Indian History Congress / 10 /	2020

		137-145 / 0975-7945	
10	A Study of Customer Satisfaction on The Effect of E-Commerce Based Hotel Bookings	Kala Sarovar (UGC Care Group-1 Journal) / 23 / 163-170 / 0975-4520	2020
11	Customer satisfaction towards Online Travel Portal service Process: A Study with reference to IRCTC Online Services in Bengaluru City	Journal of Management Research and Analysis / 6 / 45-52 / 2394-2770	2019
12	An empirical study on role of travel startups and entrepreneurship in E-Tourism	Journal of Service Science and Management / 12 / 620-627 / 19409907	2019
13	Training & Consultancy: A Silver line to MSME in Bangalore	SurajPunj journal for multidisciplinary research / 64786 / 79-82 / 2394-2886	2019
14	Customer satisfaction towards APP based local Transportation in Bengaluru city	Journal of Information and Computational Science / 9 / 663-673 / 1548-7741	2019
15	Role of technology and hologram in promoting heritage tourism	Journal of Information and Computational Science / 12 / 1259-1263 / 1548-7741	2019
16	A Case Study on Make My Trip - A Leading Online Travel Portal	International Journal of Management Technology and Engineering / 8 / 5086-5095 / 2249-7455	2018
17	Impact of APP Driven M-Commerce in Retail Tourism	Academic Science / 7 / 1589-1595 / 2277-2723	2018
18	Investment Banking: Global Perspective with Regulatory Framework & Financial Crunch	International Journal for Research in Engineering Application and Management / 4 / 390-394 / 2454-9150	2018
19	Investment Banking: Collateral Reconciliation of Fixed Income Securities	International Journal for Innovative Research in Multidisciplinary Field / 4 / 8-11 / 2455-0620	2018
20	Banking Buzzwords: A Technological Innovation in Investment Banking	International Journal for Innovative Research in Multidisciplinary Field / 4 / 217-220 / 2455-0620	2018
21	Impact of E-Commerce on Retail Tourism	Journal of Management Outlook / Vol-5, No-2 / 0 / 2231-1769	2016
22	Problems and Prospects of Micro, Small & Medium	Primax International	2015

	Enterprises (MSME's) in India	Journal of Commerce and Management Research / 01 / 85-90 / 2321-3604	
23	A Conceptual Study: Role of Eco-Labeling in Green Marketing Management	Journal of Exclusive Management Science, 2.78 / Special Issue / 74-81 / 2320-866x	2015
24	Opportunities and Challenges of Green Marketing	Journal of Exclusive Management Science / Special Issue / 137-143 / 2320-866x	2015
25	Challenges of Internal Migrants in India	AE International Journal of Multidisciplinary Research / Special Issue / 65-72 / ISSN: 2348-672	2015
26	A Synoptic Look on Retail Trade in Apparel Industries in India Under Globalization	International Journal of Scientific Research / 1 / 20 / 2277-8179	2012
27	Migration Conceptual Framework: Why do People Move to Work in Another Place or Country?	Retell / 16 / 25 / 0973-404X	2016
28	Challenges Of Doing Business In India	Jamal Academic Research / 1(1) / 408 / 0973-0303	2016
29	Retail Marketing in India - Issues and Challenges	Retell / 12 / 193 / 0973-404X	2012
30	Multi-cultural Awareness is the Need of the Hour Today	Progressive Outlook / 2 / 0 / 2231-2358	2012
31	A STUDY ON THE PUSH FACTORS FORCING IN-MIGRANTS OF CONSTRUCTION WORKERS IN TIRUCHIRAPPALLI CITY	MIGRATION AND ECONOMIC DEVELOPMENT IN INDIA / Special Issue / 65-83 / ISBN: 978-93-85109-9	2017

II. Books Published:

S.No.	Title	Publisher	ISBN No.	Year
1	Investment Banking: Reconciliation of Fixed Income Securities	LAMBERT ACADEMIC PUBLISHING	978-620-2-05495	2017
2	Inter-Temporal Comparison of HDFC Bank's Financial Performance	MultiSpectrum Publication	978-81-978236-4	2024

3	Trends in Artificial Intelligence: A Comprehensive Examination	Dr BGR Publication	978-81-981578-3	2025
4	Customer Satisfaction in the Service Quality of Departmental Stores	Scholars Press, Mauritius	978-620-2-30101	2018
5	Fundamentals of Tourism	Archers & Elevators Publishing	978-81-938565-9	2018
6	Cryptocurrencies and Blockchain Technology Applications	Scrivener Publishing LLC	9781119621201	2020
7	Digital Marketing Strategies	ABC Publishers	978-93-12345-67-8	2021
8	Strategies for Sustainable Waste Management in Urban Areas and The Challenges and Solutions	SHANLAX Publications	978-93-6163-646-2	2025
9	Travel & Tourism Business	D.P.S Publishing House	978-81-19689-30-9	2024

III. Seminars, Conferences, and Workshops Attended:

S.No.	Title	Organization Name	Date
1	2nd Annual Conflict Transformation and Peace Building Workshop	Inbavanam Resource Center, Kandiyur	2024-11-15
2	UGC sponsored Refresher Course in Commerce and Management Studies, Batch - XI (Online)	Madras University, Chennai	2024-09-17
3	Faculty Development Programme	International Skill Development Corporation, UK, St. Joseph's College, Trichy	2023-03-25
4	Training Programme	One Day Soft Skills Programme, Manigandam	2022-10-11
5	UGC-Sponsored Online Refresher Course in Commerce & Business Studies	Bharathidasan University, Tiruchirappalli	2022-07-28
6	UGC sponsored Fifth Online Faculty Induction Programme	Bharathidasan University, Trichy	2021-09-06
7	Research Methodology in Social Science	St. Joseph's College, Tiruchirappalli	2020-02-27
8	Business Analytics and Visualization in "R" Language	St. Joseph's College, Tiruchirappalli	2020-02-10
9	MSMEs: Panacea for Growth, Entrepreneurship and Employment	St. Joseph's College, Tiruchirappalli	2020-01-24
10	Global Entrepreneurship - Emerging	ICBE, BUB, Lincoln University,	2019-

	Opportunities and Challenges	Malaysia, Bangalore University	01-28
11	International Conference on Services Marketing - Process, Practices and Potential	National College, Trichirappalli	2019-01-24
12	National Conference on Economic Transformation Through Entrepreneurship	Department of Commerce, St. Joseph's College, Trichirappalli	2019-01-21
13	4th International Conference on Recent Research and Innovations in Social Science, Humanities (ICRRISH-2018)	Osmania University Centre for International Programmes, Hyderabad	2018-12-16
14	National Conference on Recent Trends in Commerce and Management	Department of Commerce (Shift II), St. Joseph's College, Trichirappalli	2018-11-01
15	International Conference on E-Governance Challenges & Prospects	Annai College of Arts and Science, Kumbakonam	2018-09-03
16	Globalisation and People's Management: Battle Between Fairness and Efficiency	Department of HRM, St. Joseph's College, Trichirappalli	2018-08-30
17	Conference on Fintech Ecosystem - Transformation and Market Dynamics	St. Joseph's College of Commerce (Autonomous), Bengaluru	2018-02-02
18	NAAC Sponsored National Seminar on Enhancement of Employable Skills Through Higher Education	IQAC, Selvam Arts and Science College, Namakkal	2017-04-12
19	International Conference TEJ 2017 on Asia's Tourism Potential: Path to Economic Development	Mount Carmel College (Autonomous), Bengaluru	2017-02-01
20	One Day National Seminar on Growth Strategies for Business Development in India	Jamal Mohamed College, Tiruchirappalli	2016-09-28
21	National Seminar on Emergency Management	Department of Commerce, St. Joseph's College, Trichy	2016-02-24
22	RDA's 17th International Conference - GBMETICT 2015 Goa (India)	Research Development Association, Jaipur & Rajasthan Chamber of Commerce & Industry, Goa	2015-11-26
23	International Conference on Green Management	St. Joseph's College, Trichirappalli	2015-02-12
24	National Conference on Dynamics of Entrepreneurship Development	Department of Business Administration, St. Joseph's College (Autonomous), Trichy	2015-02-11
25	Magis	Organizing Member, MAGIS 2015, Madurai Jesuit Province Youth Commission, St. Joseph's College, Trichy	2015-01-17
26	Staff Orientation on Values	St. Joseph's College, Trichy	2014-01-20

IV. Resource Person: (Special Lectures / Workshops / Seminars / Association Activities / Alumni Meeting):

S.No.	Type of Programme	Title	Beneficiaries	Days	Date
1	One Day Training Programme	Softskills - Power of Success	Students of MCA and BCA, HCC, Trichy	1	2015-08-21
2	Personality Development	Soft Skills	St. Paul's Seminararians	4	2013-11-06

V. Research Guidance (Ph.D. and M.Phil.):

S.No.	Scholar Code	Scholar Name	Date of Viva	Title
1	24511-Ph.D-COM	S. Arumugam	2019	A Study on The Economic Conditions of In-Migrant Hotel Workers in Tiruchirappalli City
2	40011-Ph.D-COM	Vedapradha. R	2022	A Study of Performance Between Indian and Foreign Banks Offering Investment Banking Services
3	044828-Ph.D-COM	Lalitha K	2022	An Inquiry into the Customer Satisfaction on the Effect of E-Commerce Based Flight Booking in Bengaluru City
4	12MCO112	Armstrong	2013	Retail Management
5	16MCO108	J. Prasadh	2017	A Study on Accounts Payable Management by Small Medium Micro Enterprises in Trichy
6	17MCO102	K. Lakshmiganth	2018	A Study on Stress Coping Strategy of the Employees in Kothari Sugar Factory, Tiruchirappalli District.

VI. Awards and Recognitions:

S.No.	Award Name	Organization Name	Date
1	Best Paper Award	RDA's 17th International Conference - GBMETICT 2015	2015-01-26
2	Book Publisher Award	St. Joseph's College, Trichy	2018-01-01
3	Book Publisher Award	St. Joseph's College	2019-01-01
4	Best Research Paper Award	St. Joseph's College	2019-01-01

VII. Scholars Currently Pursuing

S.No.	Scholar Code	Scholar Name	Date of Joining	Title
1	BDU/PhD/20/0813	ALICE N K	2020	A Study on The Economic Conditions of In-Migrant Hotel Workers in Tiruchirappalli City
2	BDU/PhD/24/0245	JOVIN R B	2024	A Study of Performance Between Indian and Foreign Banks Offering Investment Banking Services
3	BDU/PhD/24/0289	VISWANATHAN M J	2024	An Inquiry into the Customer Satisfaction on the Effect of E-Commerce Based Flight Booking in Bengaluru City
4	BDU/PhD/24/0480	JEYA SEELI J	2024	Retail Management