



ACADEMIC PROFILE

Name	Dr. P. Jerlin Rupa	
Department	BUSINESS ADMINISTRATION	
Designation	Assistant Professor & Head	
Email	jerlinrupa@yahoo.co.in	
Teaching Experience	UG: 14 years	



Academic Chronicle : MBA, M.Phil, Ph.D UGC-NET

S. No.	QUALIFICATION	INSTITUTION	BOARD/ UNIVERSITY	YEAR OF PASSING
1	Ph.D. - Management	MADURAI KAMARAJ UNIVERSITY	MADURAI KAMARAJ UNIVERSITY	2020
2	UGC - NET			2012
3	M.Phil.	MADURAI KAMARAJ UNIVERSITY	MADURAI KAMARAJ UNIVERSITY	2016
4	MBA	FATIMA COLLEGE	MADURAI KAMARAJ UNIVERSITY	2009
5	B.Sc.-Geography	MEENAKSHI GOVT. COLLEGE	MADURAI KAMARAJ UNIVERSITY	2006

Professional Experience:

INSTITUTION	DESIGNATION	DURATION OF SERVICE	DESCRIPTION
Arul Anandar College	Assistant Professor	2006 - till date	14 Years

Ph.D:

PHD AWARDED	TITLE	STATUS	DESCRIPTION
Ph.D.	Quality of work life of women teachers in self-finance colleges affiliated to MKU	Completed 2020	MADURAI KAMARAJ UNIVERSITY

External Question Setter & Examiner:

- Department of management Studies – Fatima College, Madurai
- Department of Business Administration – NMSSVN College, Madurai
- Department of Business Administration – MISS College, Madurai

Positions Held in Arul Anandar College:

- Head of the Department (2019-Till Date)
- Vice Principal (2016 – 2019)
- Head of the Department (2008 – 2015)

Award Received

- Best Teacher - Award of Excellence 2011-2012

Authored& Edited Books

BOOK TITLE	AUTHOR/ EDITOR	PUBLISHER	YEAR
1. Managing for Tomorrow – Emerging Trends, Issues and Challenges	P.Jerlin Rupa	Shanlax Publishers ISBN:978-93-80657-29-5	2014

Invited Lectures (ICPR, ICSSR, UGC & Visiting Professor)

S.No	UNIVERSITY/ INSTITUTION	TITLE	YEAR
1	Pannaikadu Veerammal College for Arts and Science	Managerial Excellence	2014
2	NMSSVN College, Nagamalai, Madurai	Women Entrepreneurship in India – Some Aspects	2011
3	Dept. of RDS, AAC	Financial services to entrepreneurs	2010
4	SVN College	Organisational Change and Development	2010
5	Rotaract, AAC	Personality Development	2010
6	SVN College	Export Documentation and Procedure	2008

Papers Published in Journals

S.No	Topic	Area	Article Number	Published in	Year
1.	A study on Socio Economic Implications of Linking Aadhaar with banks in Madurai City	Marketing Management	ISBN 978-93-81723-96-8	International Virtual Conference on Recent Innovations in S,E,S.S	2020
2.	Role of ICT in Rural Marketing of India	Marketing Management	ISBN:978-93-87871-67-0	Digital Marketing – A Global Perspective	2018
3.	A Study on Stress among School Teachers with Special Reference to Madurai District	Human Resource Management	ISSN: 2456-5571, Vol.2, Special Issue.3 (UGC.App.J.No.44274)	International journal of Research in Humanities, Arts and Science	2018
4.	Talent Management in Higher Education Sector	Higher Education	ISBN:978-93-86537-95-9	in the book titled Global Talent Management in the Digital Era	2017
5.	TQM Measures in Higher Education	Higher Education	ISBN: 819333168-0	Shanlax Publications	2017

6.	Quality of Work Life of Women Teachers – A Study with Special Reference to Self-financing Teachers in Madurai Dt	Human resource management	ISSN:2277-5021	SPARKS – Multi-Disciplinary Journal	2017
7.	Crisis Management: Expository HR Strategies	Human resource management	ISBN: 978-8-1930-234-26, pp.169-171,	Managing Disaster-A Strategic Perspective,	2016
8.	A Study on Quality of Work Life of Management School Teachers with Special Reference to Madurai District	Human resource management	ISSN: 2349-8684 Vol.2, Special Issue.7,	ROOTS – International Journal of Multi-Disciplinary Researches	2016
9.	Status and Job Satisfaction of Self Financing Teachers in Higher Education	Human resource management	ISBN:978-9385977-02-2, Pp.141-146	Academic Audit and Quality Enhancement in HEIs	2016
10.	A Study on Job Satisfaction Among Financing Teachers Affiliated to Madurai Kamaraj University	Human resource management	ISBN:978-9385977-02-2, Pp.141-146	Academic Audit and Quality Enhancement in HEIs	2016
11.	Expository HR strategies	HR Crisis Management	ISBN: 978-8-1930-234-26	World Literature Books Centre	2016
12.	A study on Job satisfaction of self-financing teachers affiliated to Madurai Kamaraj University	Human resource management	ISBN: 978-93-85977-02-2	Arul Anandar College	2016
13.	Problems of Self Financing Teachers in Higher Education	Human resource management	ISBN: 978-93-85977-02-2	Arul Anandar College	2016
14.	A study on QWL of Management School teachers with special	Entrepreneurial Development	ISSN: 2349-8684	ROOTS - International Journal for Multi-Disciplinary Researches	2015

	reference to Madurai Dt				
15.	Factors affecting the growth of entrepreneurship in SSI	Entrepreneurial Development	ISSN: 2349-8684	ROOTS - International Journal for Multi-Disciplinary Researches	2015
16.	Role of women entrepreneurship in India	Entrepreneurial Development	ISSN: 2349-8684	ROOTS - International Journal for Multi-Disciplinary Researches	2015
17.	Customer Relationship Management-A Focus on BSNL	Marketing management	ISBN: 978-93-80657-55-4	Arul Anandar College	2014
18.	Factors influencing the satisfaction of workers in firework industries – Virudhunagar District.	Human resource management	ISBN:978-93-80657-29-5	Arul Anandar College	2014
19.	A comparative study of customer relationship management & E-CRM Technologies	Customer Relationship Management	978-93-85399-93-0	Arul Anandar College	2014
20.	A study on Prospects and challenges faced by women entrepreneurs in Madurai region	Entrepreneurship Development	ISSN 22775021	SPARKS – Arul Anandar College	2014
21.	Farmers Preference towards Uzhvar Sandahi in Madurai Dt.	Marketing Management	ISBN 978-93-81723-15-9	VHNSN College, Virudhunagar	2013
22.	Industrial Development and Ecological Issues	Business Environment	ISBN 978-93-80686-66-0	Arul Anandar College	2013
23.	A study on Quality of Worklife among women faculty with special reference to Self Financed Colleges in Madurai	Human Resource Management	ISSN 0973-404X Vol:13 No:1 November	St.Joseph’s College (Autonomous), Tiruchirappalli	2012

	Dt.				
24.	A study on occupational stress among women teachers with special reference to Usilampatti, Madurai Dt.	Human Resource Management	ISSN 2249-7145 Volume 1 No:2 November	S.Mary's College (Autonomous) Thoothukudi	2012
25.	A Study On Stress Among School Teachers With Special Reference To Madurai District	Human Resource Management	ISBN: 978-93-81208-11-3	Competitive Business Strategied for Sustainable Development Hindustan Arts and Science College, Chennai	2012
26.	Business Ethics – Delightful and Debauched	Human Resource Management	ISBN: 978 81 90792 49 3	Emerging Social Perspective and parallel Issues of Business Management SRM University, Chennai	2012
27.	A Study On Stress Among School Teachers With Special Reference To Madurai District	Human Resource Management	FC1422/	http://www.indianmba.com/Faculty_Column/FC1422/fc1422.html	2012
28.	Quality of Work life	Human Resource Management	FC1265	www.indianmba.com/Faculty_Column/FC1265/fc1265.html	2010
29.	Human Resource Development	Human Resource Management	503	http://www.managementparadise.com/article/503/human-resource-development	2010
30.	Green Consumerism	Marketing	512	http://www.managementparadise.com/article/512/green-consumerism	2010
31.	Role of CRM in grievance redressal procedure with special reference to	Consumerism	FC1257	www.indianmba.com/Faculty_Column/FC1257/fc1257.html	2011

	BSNL in Madurai Dt				
32.	Green Marketing	Marketing	2988	http://www.managemntparadise.com/article/2988/green-marketing	2011
33.	Quality Circles	Production Management	2989	http://www.managemntparadise.com/article/2989/quality-circles	2011
34.	Worklife Balance	Human Resource Management	5196032	http://www.articlesbase.com/human-resources-articles/worklife-balance-5196032.html	2011

Papers Presented in Conferences

S.No	Title of the Conference	Year	Place	Remarks
1.	Presented a paper titled Crisis Management Expository HR Strategies in the International Conference on Managing Disaster-a Strategic Perspective at	2016	Fatima College, Madurai	International Level – paper Presented
2.	A study on Quality of Work life of management school teachers with special reference to Madurai Dt	2016	Rani Anna Govt. College, Tirunelveli	International Level – paper Presented
3.	Competitive Business Strategies for Sustainable development	2012	Hindustan Arts and Science College, Chennai	International Level – Paper Presented
4.	A study on Job satisfaction of self-financing teachers affiliated to Madurai Kamaraj University	2016	Arul Anandar College	National Level – Paper Presented
5.	A study on Job satisfaction of self-financing teachers affiliated to Madurai Kamaraj University	2015	Arul Anandar College	National Level – Paper Presented
6.	Developing a knowledge management strategy	2014	Fatima College	National Level – Paper Presented
7.	Customer Relationship Management-A Focus on BSNL	2014	Arul Anandar College	National Level – Paper Presented

8.	Factors influencing the satisfaction of workers in firework industries – Virudhunagar District.	2014	Arul Anandar College	National Level – Paper Presented
9.	Developing a knowledge Management Strategy	2014	Arul Anandar College	National Level – Paper Presented
10.	Factors affecting the role of Entrepreneurship	2014	Arul Anandar College	National Level – Paper Presented
11.	Role of women entrepreneurship in India	2014	Arul Anandar College	National Level – Paper Presented
12.	Business Ethics in CSR in Indian Economy	2013	Arul Anandar College	National Level – Paper Presented
13.	Mythical Issues of ethics in workplace	2013	Arul Anandar College	National Level – Paper Presented
14.	Emerging Social Perspective and parallel Issues of Business Management	2012	SRM University, Chennai	National Level – Paper Presented
15.	Organised Retail in India	2012	Fatima College, Madurai	National Level – Paper Presented
16.	Marketing Masterminds	2012	Ananda College, Devakottai	National Level – Paper Presented
17.	Emerging service sector – Issues and Challenges	2011	NMSSVN College	International Level – Paper Presented
18.	Globalization and Consumer Protection	2011	Kalasalingam University	International Level – Paper Presented
19.	International Marketing Strategy	2010	NIMS, Coimbatore	International Level – Paper Presented
20.	Green Buzz 2010	2010	Kodaikanal Christian College	National Level – Paper Presented
21.	Impact of Globalisation on Indian Culture	2007	Mannar Thirumalai Naickar College, Madurai	National Level – Paper Presented
22.	Rationale for second Green Revolution	2012	Dept. of Economics, AAC	State Level - Paper Presented
23.	Issues and challenges of women in the present scenario	2011	Centre for Women's Studies, AAC	State Level - Paper Presented

24.	Green Economics	2012	Department of Economics,AAC	State Level - Paper Presented
25.	Changing facets of HRD	2009	Madurai Management Association	State Level - Paper Presented
26.	Emotional Intelligence	2010	Center for Education Research, MKU	State Level – Participated
27.	Global Warming: Issues and Actions	2008	Tamil Nadu Science Forum & Madurai Kamaraj University	State Level- Participated
28.	Bioethics, Integrated Personality Development & Religious Harmony	2006	Dept. of Religious and Value Education, AAC	National Level- Participated
29.	Personal Selling	2010	Dept. of Business Administration, ANJAC, Sivakasi	Management Development Program
30.	Statistical Package for the Social Science (SPSS)	2017	Department of Economics, Arul Anandar college	Workshop
31.	Quantitative Data Analysis	2015	Dept. of Business Administration, Sri Meenakshi Govt. College	National Workshop
32.	Curriculum Development on Women Studies	2010	Women’s Studies Centre, Gandhigram Rural University	Workshop
33.	Analysis and Interpretation of Data in Research	2011	Department of Economics, Arul Anandar College	Workshop
34.	Capacity Building of Women Managers in Higher Education	2012	Madurai Institute of Social Sciences.	UGC sponsored SAM workshop

Conference/Workshop/Seminar – Organised

S. No	Title of the Conference	Year	Place	Remarks
1	International Webinar on Market Conditions and Consumer Behaviour during this Pandemic Period	August - 2020	Virtual Conference	International Level
2	National conference on Trends and Challenges in Management	August - 2019	Arul Anandar College, Karumathur	National Level
3	Corporate Ethics	February - 2012	Arul Anandar College, Karumathur	National Level
4	Contemporary Issues in Management	August - 2010	Arul Anandar College, Karumathur	State Level
5	CSR towards Ecology	August - 2009	Arul Anandar College, Karumathur	State Level
6	Soft Skills Development	July -2010	Arul Anandar College, Karumathur	Work shop
7	Elite'10	March - 2010	Arul Anandar College, Karumathur	Inter Collegiate Competition
8	Elite'09	September - 2008	Arul Anandar College, Karumathur	Inter Collegiate Competition
9	Guest Lectures	2008 - Till Now	Arul Anandar College, Karumathur	On various titles