

Faculty Profile



Name : Dr.Samuel Augustina Lata Jeyaraj

Designation : Guest Lecturer

Address : 102A/14,TCS Extn,
:Koottapalli colony
:Tiruchengode, Namakkal Dt

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Date of Joining in Collegiate Education : 10.06.2002

Date of Joining in the Present College :14.11.2025

Academic Profile :

Degree	Institute/College	University	Period
B.Com	St.Mary's College	Manonmaniam Sundaranar University	1993
M.Com	St.Mary's College	Manonmaniam Sundaranar University	1995
M.Phil.,	Alagappa University	Alagappa University	2004
MBA	Periyar	Periyar	2008
NET		UGC	2011
Ph.D	Periyar	Periyar	2017

Teaching Experience :

- i) Total : 23 Years 6 Months
- ii) UG : 23 Years 6 Months
- iii) PG : 20 Years

Name of the college	Position held	Period
Vivekanandha College of Arts and Science (Autonomous)	Assistant Professor & Head	2002-2019
K.S Rangasamy College of Arts and Science (Autonomous)	Assistant Professor	2019-2025
Chikkanna Govt. Arts College	Guest Lecturer	2025 to Till Date

Honors and Research Awards : Best Faculty Award from Indian Academic Researchers Association

Field of Interest :

- i) Teaching : Marketing, Finance and Human Resource Management
- ii) Research : Marketing
- iii) Proficiency in instrumentation : Nil

Research Guidance**Guidance Number** : Nil(If have more than one university, given them :
against university name)**Funded Projects** : Assessment of Socio Economic status of Migrants of Erode City
(Funded Rs 10,000 by KSREI)**Membership in Professional Bodies** : Life Membership in ERDA. 2024

S. No	Name of the Professional Body	Membership Detail with Number
1	ERDA	Life Membership

Research Publications

i) Research Papers : Annexure- I

ii) Book/Book Chapters : Annexure- II

iii) Patent : Annexure -III

National and International Conferences : Annexure – IV

i) Participated Nationa : 15, International 4

ii) Paper Presented National: 8 International: 5

ii) Poster Presented

Workshop attended etc. : Regional: 3 National:02 International: 1
Papers Presented

Conference/Seminars Organized 3

Resource Person/Invited Lectures 7

Faculty Development Programs Attended : 3

Academic Activities :

i) Subject Handled : Marketing,Services Marketing,Financial Management

ii) Class Advisor : For BBA and MBA

iii) Special Coaching : Yes

iv) Student Community Beneficial Activities : Coordinator Women Development Cell

: Swatch Bharat Coordinator

Institutions Innovation Council Coordinator

v) Co-curricular and extra curricular activities : Attending seminar and conference

Professional Activities :

- i) **Reviewer** : Nil
- ii) **Board of Studies/UR** :
- Chairman & Member, Board of Studies, Vivekanandha College of Arts and science (2016- 2019)
 - Subject Expert Member for the Board of Studies in Nandha Arts and Science College
- ii) **Examiner/Scrutiny** :
- **Government arts college ,karur**
 - Examiner – BBA Board, Periyar University
 - Examiner – BBA Board, Various Autonomous Institutions
 - Question Paper Setting- QP setter for other University and Autonomous Institutions
 - External Academic Audit Member at Vellalar College for Women
- iii) **Senate/Syndicate** : Nil
- iv) **National/ International Collaboration** : Nil

Research Publications (Annexure-I)

Sl. No	Title, Journal With, Volume, Year and Pagenos.	Journal	ISSN	PEER Reviewed / UGCCAR E
1.	An empirical Analysis on consumer perception towards product in organized retail sector Vol:05,Issue-02, PP..363-371 Feb 2017	International Journal in Management and Social Science	ISSN 2321-1784	PEER Reviewed
2.	Consumer Satisfaction towards marketing of products in organized retail sector with special reference to Erode District. 2017) ISSN (Online): 2320-0685. ISSN (Print): 2321-1423 PP. 56-62	International Journal of management and Development Studies	ISSN (Online) 2320-0685	PEER Reviewed
3.	Impact of Store Image and interior variables on customers in organized retail store	International Journal of Social Science	ISSN 2394-1314	PEER Reviewed
4.	A study on quantum of financial assistance received from Co-operative housing societies at basement, Lintel and RCC stages in Erode. Vol:6,Issue:11 Nov:2017 District .PP..7747-7751	International Journal of Current Advanced Research, V6,I-11 Nov 2017	ISSN (Online) 2319-6505	PEER Reviewed
5.	The adverse Psychological Impact of Noise Pollution and its health Hazards. Vol:6,Issue 9,Sept-2017 PP..1384-1388.	International Journal of Advanced research in Computer Engineering and Technology, V-6, I-9, Sep 2017	ISSN2278-1323	PEER Reviewed
6.	Consumer Perception on global products in India Vol:4, Issue No:2,,PP..47	International Journal of Functional Management's 04,I-02	ISSN 2319-1406	PEER Reviewed
7.	Human Resource Management Practices, Job	Emerging Paradigms in		PEER

	satisfaction and Employee attitude-An Overview Vol-IV,Pg-98-99,Feb 2014	Management Research	ISBN 978-93-80686-96-7	Reviewed
8.	An empirical study on promotional tools in organized retail stores in Erode. Vol: 03,Issue:02,April; 2016 Pg. 127	International Journal of Social Science	ISSN 2394-1316	PEER Reviewed
9.	An Empirical Study on Consumer Satisfaction on utilizing the Organized Retail store with special Reference to Erode District	Science, Technology and Development Vol II1, Issue 12, Page No 105-116, Dec 2019.	ISSN;0950-0707	UGC CARE
10.	Customer Preferences in Organised Retail Stores in Erode: An Analysis Vol:03,Issue:06,Pg:94-100	International Journal of Social Sciences	ISSN 2394-1316	PEER Reviewed
11.	CRM Practices in Private Banks in Tamilnadu with special Reference to Tamilnadu. Vol:VI, Issue 23,Jan-Mar-2015 Pg.52-55	SELP Journal of Social Science	ISSN 0975-9999(Online)	Blind Review Refereed
12.	Customer Perception towards Marketing Mix in On-Line Shopping Vol: II,Issue-3, Jan:2013.	Research Explorer	ISSN:2250-1940	PEER Reviewed
13.	B2B Digital Marketing Perspective to Study the The ethical Principles of Organization Behaviour in India	International Journal of Intelligent and Applications in Engineering Vol 12,	ISSN 2147-6799	Scopus
14.	Artificial Intelligence in Customer Engagement and Marketing	Global Business Perspectives in the Era of Artificial Intelligence	ISBN978-93-341-1826-1	PEER Reviewed
15.	The significance of Outcome Based Education in modern Educational Arena	NAAC Sponsored National Seminar on Perspectives f Outcome-Based Education	ISBN978-93-5786-224-0	PEER Reviewed

BOOK PUBLICATION - Annexure -II

Sl.No	Chapter Title	Book Title	ISSN/ISBN No.	Editor, Publisher, year
1	Machine Learning Algorithms for E-Commerce Security: A Practical Approach	IGI Global	Scopus	
2	Skill Development Initiatives in Entrepreneurship Start up in India	Emerging Innovation in Social Sciences	ISBN	Weser Books, Germany
3	E-Marketing and its Contribution to Business Development with Special Reference to Retail Sector	Advances in Interdisciplinary Research and Innovation	ISBN 978-3-96-192-166-7	Dr.P.Mohanasundaram Weser Books, Germany
4	Edited the Book Entrepreneurs in Digitalized Era	2022	ISBN	Raja Ram Mohan Roy 2023

PATENT -Annexure -III

Sl. No.	Title	IPR Name and Number	National/ International	Agency	Year of Award
1	Analysis of Marketing Strategies Based on Cross-Cultural Perspectives in E-Commerce	Arinna Patent Publication Support, 202221054107A	National	Indian Patent Office	2022
2	Deep Learning Based Analysis of HR Employee Stress Targeted improvisation Strategy with LSTM Algorithm	Arinna Patent Publication Support, 202441036571A	National	Indian Patent	2024