

## **Dr. R.PRINCITTA BCA, MBA, PhD, MISTE**

V-1/19A, Elanthaikulam, Sri Ramnagar, Nayakkarmadai Aathukkal,  
Valar Nagar Extension, Karuppayurani, Madurai district - 625020  
Mobile : 9962089327, E – mail : princitta@gmail.com

### **WORK EXPERIENCES**

- Working as Assistant Professor – BBA (Self Finance) with American College, Madurai from Aug 9<sup>th</sup> 2023 – Till date
- Worked as HOD / Associate Professor – MBA with Solamalai College of Engineering, Madurai from Dec'2022 – Aug'2023,
- Worked as HR Manager with RKV Cargo Movers Pvt Ltd, Hosur from July 2020 – Dec'2022
- Worked as HOD / Assistant Professor – MBA with Rajas Engineering College, Vadakkankulam, Thriunelveli (Dt) From June 2017 – July 2020
- Worked as an Assistant Professor – MBA with Loyola Institute of Technology and science, Thovalai, Kanyakumari (Dt) Since June 2013 – March 2015
- Worked as an Assistant Professor – MBA with PET Engineering College, Vallioor, Tirunelveli(Dt) Since Oct 2009 – Nov 2012
- Worked as an Assistant Professor – MBA with The Indian Engineering College, Vadakkankulam, Tirunelveli (Dt) Since June 2005 – Sept 2009

### **Total Years of Experience 14+ Years in Human Resource Management and Systems**

- Teaching Anna University MBA Degree – 14+ years
- Specialization - **Human Resource Management & Systems**
- Organized State Level Entrepreneurial Meet 2023 for UG & PG Students (Solamalai Bazaar'23)
- Worked for NAAC & NBA and Presented Department head Presentation in NAAC Accreditation on 2023.
- Organized College Days and Placement Drives for UG & PG students.
- Produced 100% result in **BA 5014 – Entrepreneurship Development** on 2019 Nov- Dec 2019 Results.

- Produced 100% results in **BA 7201 – Operation Management & BA7205 – Information Management** on 2019 April - May 2014 Results.
- Lifetime Member of The Indian Society for Technical Education (MISTE)
- Organized **National Level Industrial Visits** (Delhi, Agra, Jaipur, Madhura, Moonar, Cochin, Trivandrum, Etc;)
- Organised National Level Symposiums from 2017 – 2020
- Organised National Level Conference in 2010.
- Coordinated Anna University Inspections from 2017 – 2020

## RESEARCH EXPERIENCES

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| 1. Research Papers Presented/<br>Published: | Patent Published: 1<br>Papers Published in Scopus Journals: 1<br>Papers Published in UGC approved International Journals : 11<br>Papers presented in Inter. Conferences : 3<br>National / State-level Conferences : 19<br>Workshops / FDP Attended : 8<br>Online National Level FDP Attended : 9<br>Online International Level FDP Attended : 4<br>Online National Level E - Quiz Attended : 14 |
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## PATENT / PAPERS PUBLISHED IN INTERNATIONAL JOURNALS

1. A Patent published “**Analysing the Packaging and Delivery Defects in E Commerce Products of Amazon, India**” Arena Patent, Journal No. 40/2023,06/10/2023
2. Dr. R. Princitta, Jebastine Suthan Raja S “**A study on impact of covid 19 among construction industry with special reference to nagercoil town of kanyakumari district**” the International Journal of Research and Analytical Reviews ISSN 2349-5138, volume no.10, issue.2, June 2023, page no.661 – 666.
3. Dr.R. Shantha Mary Joshitta and Dr. R. Princitta “**An Analysis on School dropouts during Covid – 19 using Machine learning Algorithms**” Journal of Harbin Engineering University ( Scopus Journal), Vol 44, No.11, November 2023, **ISSN: 1006 - 7043**
4. Dr. R. Princitta, Jebastine Suthan Raja S,”**Entrepreneurial Attitude Orientation among MBA Students of Anna University Tirunelveli Region**” Studies in Indian Place Names (UGC Care Journal), ISSN: 2394-3114, Vol-40-Issue-18-February-2020, Pg.No.341

5. Jebastine Suthan Raja S, Dr. R. Princitta, **"Entrepreneurial Attitude Orientation among Management Students: A Study on Intention Factor"** Studies in Indian Place Names (UGC Care Journal), ISSN: 2394-3114, Vol-40-Issue-18-February-2020, Pg.No.386
6. Princitta R, AmirthaGowri P, **"The Attitude of MBA Students Anna University, Tirunelveli region towards Entrepreneurship: A Study on Inclination dimension"**, Review of Research, vol.8, Issue No. 3, ISSN: 2249-894X, IF -5.7631, UGC approved journal no. 48514
7. Princitta R, AmirthaGowri P, **"Attitude of MBA Students towards Entrepreneurship: A case Study of Anna University, Tirunelveli and Kanyakumari Zones"**, International Journal of Scientific Research in Computer Science Applications and Management Studies, Volume 7, Issue 5 (September 2018), ISSN 2319 – 1953,IF - 0.654,UGC approved journal no. 63611
8. Princitta R, AmirthaGowri P, **"Attitude of MBA Students towards Entrepreneurship: A Study of Anna University, Tirunelveli and Kanyakumari Zones, Tamil Nadu, India"**, The International Journal of Research in Management, Economics and Commerce (IJRMEC),Volume 7, Issue 3, March 2017.
9. Princitta R, AmirthaGowri P, **"Promotion Of Entrepreneurship Education In Engineering Colleges: A Case Study Of Tirunelveli District"**, International Journal of scientific research and management (IJSRM),Vol 03, Issue 1, 2015, Pages 1897-1900 ISSN (e): 2321-3418
10. Princitta R, AmirthaGowri P, **"A Study On Employee Welfare Measures At Engineering Colleges In Anna University, Tirunelveli Region"**, International Journal Of Research In Commerce, IT And Management, Volume No. 5 (2015), Issue No. 02 (February), Issn 2231-5756 Pg.No 20.
11. Princitta R, AmirthaGowri P, **"Staff Benefit Methods Are Key to Improve Efficiency of the Staff at Engineering Colleges: A Case Study"**, International Journal of Emerging Research in Management &Technology, November 2014, ISSN: 2278-9359 (Volume-3, Issue-11).
12. R Shantha Mary Joshitta, J. Maria Rayammal, R. Princitta, M. Jesu Prakash," **Tamil Web Blogs: A Boon for the Freedom of Expression"**, Eubios Journal of Asian and International Bioethics, Vol. 21 (6) November 2011, ISSN 1173-2571, Pg.No. 217.

13. R. S. M. Joshitta, N. Divya and R. Princitta, “**A Study on Individual Tax Payers’ Attitude in Theni District: A Data Mining Approach**”, International Journal of Computer Science Research and Application, 2013, Vol. 03, Issue, 03, 2013, pp, 37-48.

#### **Papers Presented in International Conferences**

1. Princitta R, AmirthaGowri P, “**Attitude of MBA Students towards Entrepreneurship: A Study of Anna University, Thirunelveli**” International Conference on Innovative trends in Engineering, Science and Technology ICITEST2K18, Rajas Engineering College, Vadakkankulam on 23<sup>rd</sup> March 2018.
2. Princitta R, Suresh “Softskill Development Through E-Learning the Impact of Globalization in Management Education”,InternationalConferenceon Global Business Environment and its Imapct on Management Education ICGBEIM, Periyar Institute of Management Studies (PRIMS), Salem on 10<sup>th</sup> and 12<sup>th</sup> Feb 2011
3. R. Shantha Mary Joshitta, R. Savithri, R. Princitta and M. Jesu Prakash, “**Equitable Standard School Education is successful in Smart Schools: a Case Study of Theni District**”, International Conference in Information and Communication Technology ICICT-2010, Thiagarajar School of Management, Madurai, 16,17th December, 2010.

#### **Papers Presented in National Conferences**

1. Princitta R Jesu Prakash M “The Strategies for Motivation in Education” National Seminar on Motivational Education, Sivanthi College of Education, Udangudi, 24<sup>th</sup> May 2013.
2. Princitta R “The Impact of Ecommerce in Online Marketing” National Level Conference on Department of Management Studies & Computer Applications, Dr.SivanthiAditanar College of Engineering College on 22<sup>nd</sup> Feb 2012.
3. Princitta R “Responsibility of Social Entrepreneurs to develop the nations’ Social Capital” National Level Conference on Department of Management Studies & Computer Applications, Dr.SivanthiAditanar College of Engineering College, Tiruchendur on 22<sup>nd</sup> Feb 2012.
4. Princitta R Jesu Prakash M “Continuous Comprehensive Evaluation” National Seminar on Education, Sivanthi College of Education, Udangudi, 24<sup>th</sup> Mar 2012.
5. Princitta R Jesu Prakash M “ICT Broadens the access of free education in school level and improves the learning outcomes in Rural India” national conference on Integration of ICT and Pedagogy in Education, St.Anne’s College of Education for Women,

Periyakulam, 12<sup>th</sup> Nov 2011.

6. Princitta R Jesu Prakash M “2g Scam” National Seminar on Scams Galore – An Impediment for Desired Indian Economic Growth, St.Xavier’s College, Tirunelveli, 1<sup>st</sup>&2<sup>nd</sup> Mar 2011.
7. Princitta R Jesu Prakash M”E-Learning for School Students” National Conference on Challenges of e-Resources in Education in the present Scenario, SCAD College of Education, Cheranmahadevi, Tirunelveli. 17<sup>th</sup>&18<sup>th</sup> Dec 2010.
8. Princitta R Jesu Prakash M” Research Technology” National level Seminar on Methodology and Technology in Research, Bethlahem College of Education, Karungal 29<sup>th</sup> Nov 2010.
9. Princitta R Jesu Prakash M “Impact of BRIC’s rise on CRM” National Conference on The Rising of BRIC economies – A scenario thinking Hives’10, PET Engineering College, Valliyur on 24<sup>th</sup> Nov 2010.
10. Princitta R Jesu Prakash M “The Impact of BRIC’s rise on Corporate Governance” National Conference on The Rising of BRIC economies – A scenario thinking Hives’10, PET Engineering College, Valliyur on 24<sup>th</sup> Nov 2010.
11. Princitta R Jesu Prakash M “Impact of BRIC’s rise on Competitive Advantage” National Conference on The Rising of BRIC economies – A scenario thinking Hives’10, PET Engineering College, Valliyur on 24<sup>th</sup> Nov 2010.
12. Princitta R” Emotional Intelligence” National Conference on Business Strategies for Sustainable Growth YUKTHI’10, Karpagam College of Engineering, Coimbatore, 29<sup>th</sup> Oct 2010.
13. Princitta R” Knowledge management – HR in Current Scenario” National Conference on Management – A changing Scenario NCMCS’10, Panimalar Engineering College, Chennai on 6<sup>th</sup> March 2010.
14. Princitta R “Policies Initiatives: Entrepreneurial Growth in India”, National Seminar on Prospects and Challenges in Entrepreneurial Development in the post – economic crisis scenario, St.Xavier’s College, Tirunelveli on 26<sup>th</sup> Feb 2010.
15. Princitta R “coping with stress in the new Millennium “on UGC Sponsored National Seminar on Global Economic Crisis – Opportunity for evolving new HR Strategies, St. Xavier’s College, Tirunelveli on 11<sup>th</sup> and 12<sup>th</sup> Feb 2010.
16. Princitta R “Strategies to reduce communication gap in an organization“ on UGC

Sponsored National Seminar on Global Economic Crisis – Opportunity for evolving new HR Strategies, St. Xavier’s College, Tirunelveli on 11<sup>th</sup> and 12<sup>th</sup> Feb 2010.

17. Shantha Mary Joshitta R, Princitta R “ICT – Enabled Smart Schools: Need of the Hour” on TNSCST Sponsored National Conference on Digital Vision - 2010, JeyarajAnnapackiam College for Women, Periyakulam on 5<sup>th</sup>&6<sup>th</sup>Mar 2010.
18. Princitta R “Impact of ERP in CRM” National Level Conference on Computer Science and Engineering NCCSE - 2010, JeyarajAnnapackiam College for Women, Periyakulam on 24<sup>th</sup>& 25<sup>th</sup>Feb 2010.
19. Princitta R “ Role of Marketing Manager in the current economic resurgence in India” National Level Conference on Role of Professional Managers in the current Economic Resurgence in India, Rajalakshmi Engineering College, Chennai on 25<sup>th</sup> Feb 2010.

#### **WORKSHOPS ATTENDED**

1. Participated in the “Three days Faculty Development Programme” organized by the EDII-IEDP from 17/06/2019 – 19/06/2019 at Anna University Regional Campus, Tirunelveli.
2. Participated in the “Three days Faculty Development Programme” organized by the PMO-IEDP from 4/10/2017 – 06/10/2017 at Anna University Regional Campus, Tirunelveli.
3. Participated in one-day workshop on “Teaching by Case Study Method” held on 26/08/2014 at Xavier Institute of Business Administration (XIBA).
4. Participated in the “SkillEdge – Essentials of Language and Grammar” organized by ICT Academy of Tamil Nadu on 17/06/2011 – 18/06/2011 MepcoSchlenk Engineering College, Sivakasi.
5. Participated in the “SAP Business Modules (ERP)” organized by the Department of Management Studies and Mumbai Software Solutions, Chennai on 3/03/2010 & 04/03/2010 at PSN College of Engineering and Technology, Tirunelveli.
6. Participated in the “Research Methodology and Data Analysis” organized by the Department of Economics on 21/01/2003 – 22/01/2003 at Fatima College Madurai.

## Education Details

Course	Institution	Year of Study	Percentage
<b>Ph. D. (Part-Time) Business Administration</b>	Manonmanium Sundaranar University, Thirunelveli, Tamilnadu – 627 012.	2013 -2018	<b>Awarded in Jan 2020</b>
<b>M.B.A (Business Administration)</b>	Fatima College ( Autonomus), Madurai,	2003 – 2005	<b>70%</b>
<b>B.C.A (Computer Application)</b>	Cauvery College for Women, Trichy - 12 Bharathidasan University, Tiruchirappalli – 620 002.	2000 – 2003	<b>68 %</b>

## Personal Details

Gender : Female  
DOB : 11.06.1983  
Marital Status : Married  
Spouse's Name : M. Jesu Prakash  
Nationality : Indian  
Language Competences : Tamil & English  
Permanent Address : W/ O. M.Jesu Prakash  
163, Pulliyadi Street, Thisaiyanvillai,  
Tirunelveli (Dt)– 627 657, Tamil Nadu, India

## REFERENCE

**Dr. D. Ranjitham BSc, MBA, PhD,**  
Head of Business Administration,  
Mariya Arts and science, Valliyur,  
Tirunelveli (Dt), Tamilnadu  
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**Dr. S. Arockia Samy MSc (Bot), MPhil(Bot),  
MEd, MPhil (Edn), PhD(Edn), NET (Edn)**  
Principal,ViswaBharathi College of Education,  
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I hereby declare that the details furnished above are true to the best of my knowledge.

Faithfully,

**(Dr.R.Princitta)**