



Dr. P. JERLIN RUPA

Profile

A dedicated educational leader with over 18 years of experience in academic administration, curriculum development, and faculty management. Holds a Ph.D. in Business Administration and is recognized for leadership as Head of the Department and Vice Principal at Arul Anandar College. Proven track record of enhancing educational programs, fostering student engagement, and improving the quality of work life for faculty. Adept at integrating technology into the classroom, driving innovative teaching methodologies, and maintaining high academic standards. Recipient of Best Teacher Awards, published books and articles, and sought-after speaker at academic conferences. Committed to promoting excellence in education and creating a dynamic, inclusive, and supportive learning environment.

DOB: 21.06.1981

Skills

- Administration and Operations
- Educational Leadership
- Curriculum and instructions
- Subject matter expertise
- NAAC - Criteria 1 - College Core Committee Member
- Expert in Academic Activity design
- Faculty Management and Quality assurance
- Technology integration in Teaching Learning process
- Public speaking and communication
- Research and Developments
- Student Affairs

Contact

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EDUCATION

Ph. D – Business Administration	Madurai Kamaraj University	2020
NET	UGC	2012
M.Phil.	Madurai Kamaraj University	2007
MBA	Fatima college, Madurai	2003
B.Sc.-Geography	Sri Meenakshi Govt. College, Madurai	2001

WORK EXPERIENCE

- **Assistant Professor**
Department of Business Administration
The American College, Madurai
2024 August – Till Date
- **Assistant Professor & Head**
Department of Business Administration
Arul Anandar College, Karumathur, Madurai Dt
2006 – 2024 July – 18 Years

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

Ph.D:

Ph.D 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

Online certificate course

- Swayam – Retail Management – 2019

Research Advisory Committee Member – Madurai Kamaraj University – September, 2024

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
- School of Allied Health Sciences – REVA University, Bangalore

Positions Held in Arul Anandar College:

- Head of the Department (June 2019-May 2024)
- Vice Principal (2016 – 2019)
- Head of the Department (2008 – 2015)
- Awards Committee Member
- Academic Council Member
- Intellectual Property Rights (IPR)Cell Member

Award Received

- Best Teacher - Award of Excellence 2011-2012
- Best Teacher - Award of Excellence 2021—2022

Board of Studies Member

- Subject Expert Member – Madurai Institute of Social Science College, Madurai – 2019 onwards
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Authored & Edited Books

BOOKTITLE	AUTHOR/EDITOR	PUBLISHER	YEAR
1. Managing for Tomorrow – Emerging Trends, Issues and Challenges	Ms. P.Jerlin Rupa	Shanlax Publishers ISBN:978-93-80657-29-5	2014
2. Business Glossary – The Terms You Should Know	Dr. P.Jerlin Rupa	Arul Anandar College ISBN: 978-93-94448-07-0	2023
3. Essential of Marketing Management	Dr. P.Jerlin Rupa	Arul Anandar College ISBN: 978-93-94448-44-5	2023
4. Strategic Sports Management	Dr. P. Jerlin Rupa	Arul Anandar College ISBN: 978-93-94448-10-0	2024
5. Sports Entrepreneurship	Dr. P. Jerlin Rupa	Arul Anandar College ISBN: 978-93-94448-26-1	2024

Invited Lectures

S.No	UNIVERSITY/ INSTITUTION	TITLE	YEAR
1.	NMSSVN College, Nagamalai, Madurai	Team Effectiveness	2024
2.	Bharat Niketan Engineering College, Theni	Personal Effectiveness	2023
3.	Mangayarkarasi Arts & Science College	Chair Person for an International Conference	2022
4.	Pannaikadu Veerammal College for Arts and Science	Managerial Excellence	2014
5.	NMSSVN College, Nagamalai, Madurai	Women Entrepreneurship in India –Some Aspects	2011
6.	Dept. of RDS, AAC	Financial services to entrepreneurs	2010
7.	SVN College	Organisational Change and Development	2010
8.	Rotaract, AAC	Personality Development	2010

Papers Published in UGC - ISSN Journals/ISBN Books

S.No	Topic	Article Number	Published in	Year
1.	Optimizing Fan Engagement Strategies in Sports Management: A case study of Madurai District.	UGC care listed Journal ISSN: 0022-3301	The Journal of Oriental Madras	2024
2.	A study on personal financial management practices among Un-organized workers in Madurai region	UGC care listed journal ISSN: 2229-5348	Journal Of Management And Entrepreneurship	2023
3.	A study on Quality of Work Life of Women Teachers in Self – Financed Colleges in Madurai City, Tamil Nadu	ISBN 978-93-5811-667-0	Contemporary Management	2023
4.	A study on Customer Preference Towards E-Banking services in Madurai City	Vol.98:2022 ISSN : 0972-0766	Journal of Asiatic Society of Mumbai	2023
5.	Evolution And Challenges In The Workforce For Developed India	ISBN 978-93-94448-08-7	Opportunities and Challenges of Goal of Developed India	2023

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