

DR. K.A. AROKIARAJ

ASSISTANT PROFESSOR



Dr.Arokiaraj K.A., Assistant Professor in the Department of Management Studies, has graduated B.Com in University of Madras, MBA (Marketing & Human Resource Management) M.Phil (Management) from Madurai Kamaraj University and awarded Ph.D in Management (Marketing) especially in Buyer Behaviour.

He started his career at Vel Multitech–Engineering College, Avadi, Chennai in the year 2007. By 2009 he moved to Dhanalakshmi Srinivasan Institute of Management Perambalur. By 2012 he moved to M.A.M. B–School, Siruganur, Trichy. In the year 2017 he joined in Meenaatchi Ramasami Arts and Science College, Thatanur, Ariyalur District. By 2022 he joined in Mother Gnanamma Women’s College of Arts and Science, Varadarajanpet and finally he joined St.Joseph’s College of Engineering by September 2024. He has published many research papers both National and International Scopus, ABDC and UGC listed journals. He has participated in many Workshops, FDPs, Seminars, National and International Conferences and has presented papers.

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=59807921200>

Google Scholar: https://scholar.google.com/citations?view_op=list_works&hl=en&hl=en&user=ZHm6cjAAAAAJ

9047262365

arovino27@gmail.com