

Name of the Teaching Staff	Dr. A. LEO				
Designation	Assistant Professor				
Department	Department of Commerce and International Trade				
Date of Joining the Institution	15 May 2019				
Qualification with Class / Grade	UG	PG	M.Phil	Ph.D.	
	I	I	I class with distinction	I class with distinction	
Area of Specialization	Finance, Taxation and Online Marketing				
Research Interests	Finance, Taxation and Online Marketing				
Subjects Teaching	Under Graduate		Post Graduate		
	Strategic financial reporting, Indirect Taxes, Business Law, Project management, Advanced financial management, Direct Taxes, Advanced Financial Accounting Lab (Tally), Service marketing, Financial Accounting I, Corporate Accounting.		Accounting and Finance for Managers, Business Plan and Ethics, Quantitative Aptitude, Labour Welfare and Industrial Relation, Research Methods for Management, and Corporate Communication.		
Total Experience in Years	Teaching		Industry		Research
	6		3		8
Papers Published	National		4		International 7
Papers Presented in Conference	National		9		International 02
Conferences / Symposiums / Seminars / Workshops Participated	National		62		International 17
M.Phil. / Ph.D. Guide ship	Field			University	
	5			1	
Ph.D. Projects Guided	Ph.D.		Nil	Project at Master’s Level	74
Consultancy Activities	Revenue Generated up to 2025- 1,63,200 and it will continue for 2026 also				
Awards&Honors	Secured Silver Medal in M.Phil degree at St.Joseph’s college, Trichy. and Holistic Education Award (Skills), St. Euzine Christian University, Zambia.				
Educational Details	B.Com. – [2009 – 2012, Commerce, 74%, St. Joseph’s College, Bharathidasan University, Trichy]				

	<p>M.Com. – [2012 – 2014, Commerce, 68%, St. Joseph’s College, Bharathidasan University, Trichy]</p> <p>A.C.A. (INTER) with 3 years practical Article Training completed</p> <p>M.Phil. - [2015 – 2017, Commerce, 82%, St. Joseph’s College, Bharathidasan University, Trichy]</p> <p>Ph.D. - [2017 – 2020, Commerce, 92%, St. Joseph’s College, Bharathidasan University, Trichy]</p>
Experience	<ul style="list-style-type: none"> ➤ Roy John Thomas & Co., Auditor Office, Trichy. Worked as a chartered accountant article assistant, from august 2012 to august 2015. ➤ St. Euzine University, Zambia, South African Region. Worked as a Assistant Professor (2016-2017) ➤ Mary Matha Arts and Science College, Worked as a Assistant Professor, Theni, Tamil Nadu.(2017-2018) ➤ G.R. Damodaran Academy of Management, Worked as a Assistant Professor, Coimbatore , Tamil Nadu(2018 – 2019) ➤ Karunya Institute of Technology(Deemed to be a University), Working as a Assistant Professor Coimbatore , Tamil Nadu (2019– Present)
Contact Details	<p>Room No: CIT02</p> <p>Department: Commerce and International Trade.</p> <p>Building: School of Science, Arts, Media and Management Karunya Institute of Technology and Sciences (Deemed to be University), Coimbatore, Tamilnadu India - 641 114.</p> <p>Mobile: +91-8760853175</p> <p>Intercom: 4013</p> <p>E-mail: rajarockiasamy@gmail.com, leo@karunya.edu</p>
<p><u>Recent Publications</u></p> <ul style="list-style-type: none"> ➤ Electroencephalography (EEG) – Based Neuromarketing: Predicting Favourable and Unfavourable Consumer Reactions Using ML Techniques. A.Leo, Sakthi vellammal ➤ Analysis of consumer decision on E-Commerce platforms with video advertising and Brain Data. A.Leo, Sakthi vellammal ➤ A hybrid AIoT model for workplace stress prediction and intervention. A.Leo, Lourdu stepy ➤ The Grasp and Consumer Insight Apropos Gauge of Online Sales Promotion Techniques Via Online Shopping, International Journal of Innovative Technology and Exploring Engineering (IJITEE), Volume 9 Issue-1, November 2019 in Regular Issue on 10November 2019, First Author -A.Leo, Second Author -Dr.V.Bastin Jerome. ➤ The vantage point operation of collision on online shopping via social media amid shoppers and assessments of shopping, International Journal of Innovative Technology and Exploring Engineering (IJITEE), Volume-9 Issue-1, November 2019 in Regular Issue on 10November 2019, First Author -A.Leo, Second Author -Dr.V.Bastin Jerome. ➤ A Cramming on Online Reservation Plea Proffer Hackney Cab Fever and its Smack on Fledgling Brain, their Attitudes, Perception and Behavior, International Journal of Recent Technology and Engineering (IJRTE), Volume-8 Issue-4, November 2019 in Regular Issue on 30 November 2019, First Author- A.Leo, Second Author -Dr.Aruna, Third Author - Dr.Sudhakar. ➤ Dynamics Prompting Virtual Learning Proficiency Among University Students During The Covid-19 Lockdown Period:An Indian Experience, Rupkatha Journal of Interdisciplinary Studies in Humanities (an Web of Science listed Journal), First Author - Dr. C. Samuel Joseph, Second Author - Dr. H. Samuel Thavaraj, Third Author - A.Leo. Virtual learning subtleties and coping with stress among university students during covid 19 lockdown period: a structural equation model approach. 	

- Discernment Concerning E – Learning and Managing Stress Among Students in Higher Learning Institution in Coimbatore: A Disaster Recovery Approach with Special Reference to The Covid-19. **A.Leo.**
- A Systematic review on Lumbar Alignment device's Mechanism using Sensor Fusion Technology. **A.Leo.**

