

**Name : R. Mary Sophia Chitra**

**Designation : Assistant Professor**

**Department : Commerce**

**Date of Joining : 21.08.2006**

**Phone with Extn. No: 9942368883**

**Email : [sophiachitra@gmail.com](mailto:sophiachitra@gmail.com)**



**Educational Qualification:**

<b>Degree</b>	<b>Subject</b>	<b>College/ University &amp;Place</b>	<b>Year Completed</b>
B.Com	Commerce	Lady Doak College, Madurai	1997
M.Com	Commerce	Madurai Kamaraj University, Madurai	1999 I Rank
M.Phil	Commerce	Madurai Kamaraj University, Madurai	2001
Ph.D	Commerce	Madurai Kamaraj University, Madurai	Thesis Submitted
UGC-NET	Commerce	Madurai Kamaraj University, Madurai	2015

**Specialisation in Teaching:**

- Accounting
- Marketing

**Specialisation in Research:**

- M.Phil., -Human Resource Management
- Ph.D., -Marketing

**Other Work Experience:**

<b>Designation</b>	<b>Institution /Company</b>	<b>Year-From(month/year) To (month/year)</b>
PG Assistant	YWCA Mat. Hr. Sec School	July2001 to August 2006

**Administrative /Academic Position/s (held/ currently holding):**

<b>Positions held/ currently holding</b>	<b>Year-From(Month/year) To Month/Year)</b>
Co-ordinator, B.Com., (SF)	June, 2013 onwards
Project Leader, Services Learning Program, School Extension Program	June, 2014 onwards
Associate Dean for Women Students	August, 2016 onwards

**Journal**

1. A Publication of Shanlax Publications, entitled “A study on the entrepreneurial traits of women entrepreneurs in Madurai City” at Madurai Sivakasi Nadars Pioneer Meenakshi Womens’ College, Poovanthi, Sivagangai”, Volume I, ISSN 2321-4168, Pp170-176.
2. A publication of IMRF, entitled “A study on stress management of women lecturers in self financing arts and science colleges in Madurai City at The American College, Volume 3, Issue 1, ISSN 2320-6942, Pp233-236

**Books**

1. A Publication of Anna University of Technology, Madurai International Conference on Contemporary Emerging Trends in management 2012 and the paper entitled “A study on the Ethical Perspective of Retail Management”, ISBN:978-1-4675-1732-4, February, 2012, Pp 86-93.
2. A Publication of NCRC Publications, Coimbatore entitled “Emerging Trends in Global Business”, third Edition of RVS institute of Management studies and RVS College of Engineering and Technology, ISBN978-93-81537-00-8, September, 2012, Pp112-119.
3. A publication of Shanlax Publications, Madurai entitled Banking and Insurance –Vision in 2020, Edition of Department of Commerce, Subbalakshmi Lakshmipathy College of Science, ISBN 978-93-80657-60-8, Pp 80-85.
4. A publication of Shanlax publications, Madurai on Emerging Trends in Marketing of Services in the Global Era and the paper entitled “Attitude of consumers on organized retailers in Madurai City”, edition of Department of Business Administration, The American College ISBN 938068689-7, October 2013, Pp 77-83.

5. A publication of Curriculum Development Cell, Ayya Nadar Janaki Ammal College, Sivakasi and the paper entitled “Emerging challenges of service sectors- with special reference to banking sector” ISBN 978-93-83191-09-3, Pp 187,188.
6. A Publication of Shanlax Publications, Madurai on New Dimensions of Management in The Globalisation Era the paper entitled “ Foreign Direct Investment in Multi-Brand Retailing” Department of Management Studies, Madurai Kamaraj University, ISBN 978-93-85977-05-3, March 2016, Pp 241-244.

### **Conference/ Seminar Presentations**

1. Presented a paper on Network Marketing & E-Commerce: Emerging Dimensions– Supply Chain Management in the National Conference on Business & Technology – Vision ahead held at Madras Christian College on September, 2007.
2. Presented A paper on Forensic accounting–the fastest growing of accounting in the National level seminar on recent developments in commerce held on September, 2007 at RVS College of Arts and Science, Coimbatore.
3. Presented a paper entitled “Corporate Social Responsibility” in the State Level seminar on Corporate Social Responsibility : An Ethical Value of Business held at Madurai Institute of social Science on October, 2013..

### **Conference/ Seminar /Workshop Participated**

1. Participated in an Awareness programme on Child Labour Issues held on September, 2003 at Lady Doak College, Madurai
2. Participated in the Workshop on Gender Awareness For Career Women `on January, 2007 at The American College, Madurai
3. Participated in the National Level Seminar on Teachers parenting the children with special Needs field on February 2012 at St. Charles College of Education, Madurai
4. Attended the “One Day Youth Leadership Training (RYLA) on Communication Skills” organised by Rotary Club of Madurai South Collaboration with The American College, Madurai on July 2012 at The American College, Madurai
5. Participated in one day workshop on “Creating Awareness about Financial Markets for Future Investors “at The American College, Madurai.

**Other activities / academic credentials**

1. Taken Classes in the Institute of Company Secretaries of India, Madurai Chapter during the period from January, 2012 to April, 2012
2. Act as a Panel Member of the Interview board for recruitment of clerks in Indian bank during September 2012
3. Act as an Interview Panel Member of Ayya Nadar Janagi Ammal Matriculation Hr.Sec. School, Madurai during February, 2013
4. Being a Setter and External Examiner various colleges and universities in Tamil Nadu