

PROFILE

Name : Dr. A. MARTIN DAVID
Designation : Associate Professor and Head, Vice Principal
Department : Commerce
Date of Joining : 3.07.1991
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Educational Qualification: M.Com, M.Phil, PhD

Degree	Subject	College / University & Place	Year Completed
B.Com	Commerce	The American College, Madurai	1986
M.Com	Commerce	Saraswathi Narayanan College, Madurai	1988
M.Phil	Commerce	MKU, Madurai	1991
Ph.D	Commerce	Saraswathi Narayanan College, Madurai	2009

Research Works Undergone:

- **M.Phil:** Passenger's attitude towards various modes of services in Madurai city.
- **Ph.D:** The role of Postal Department in Marketing Mail, Financial and Premium Services in Southern Region of Tamil Nadu.

Awards & Recognition

World Teacher Award 2022 in recognition of outstanding contribution in Teaching received from Educational and Psychological Research Centre Madurai, Tamil Nadu, India & UK.

Best Paper Award

“A Study on factors influencing the users towards Unified Payments Interface with relation to Madurai City”, best paper award in the International Conference on “Commerce and Management in the Digital Age : Trends, Challenges and Innovations” organized by the School of Commerce, The American College, Madurai. On 5th & 6th January 2024.

Specialization in Teaching

- Financial Accounting
- Corporate Accounting
- Portfolio Management and Security Analysis
- Marketing Management
- Management Accounting

Professional Experience

S. No	Designation	Department	Institutions	Date
1	Head and Associate Professor	Commerce	The American College, Madurai	02.08.2018 to till date
2	Assistant Professor	Commerce	The American College, Madurai	01.08.2006 to 01.08.2018
3	Lecturer	Commerce	The American College, Madurai	03.07.1991 to 31.07.2006

Administrative Accomplishments

- Serving as a **Vice Principal** of The American College, Madurai from 2022 August.
- Served as the **Controller of Examinations** from June 2018 – July 2022.
- Serving as **Member of Academic Council of Madurai Kamaraj University** from 2019 onwards.
- Serving as a **coordinator** for **Abroad Transfer Programs** of The American College Madurai since 2018 onwards.
- Serving as a **Member of Finance and Property Committee** of The American College Madurai.
- Serving as a **Ex-Officio member of evaluation and monitoring cell** of the Senates.
- Serving as a **Member of Athletic Committee** of the American College Madurai.
- Serving as a **Member of Admission Committee** of the American College Madurai.
- Serving as a **Member of Faculty Selection Committee** of the American College Madurai.

- Served as **Director** for Satellite Campus of the American College Madurai from 2015 to 2018.
- Served as **Deputy Controller of Examinations** from 2009 to 2018.
- Served as **Elected Member of Governing Council** of the American College for two years from 2016-17 to 2017-18.

Publications National

- International Conference on Micro-Finance- A study on school teachers awareness towards Financial Literacy in Ramanathapuram January 2011 ISBN 978 – 81 – 8209-278-7 P8 13-24

Articles Published in International Journals:

- International Journal of research in commerce 4 management ISSN 0976- 21283 volume No: 1 (October) “A study on attitude of women towards fitness centre in Ramanathapuram, Tamilnadu”
- A study on the consumption pattern of Bakery products in southern region of Tamilnadu vol. No.3 2013 Issue No. 2 February ISSN 2231-5756
- The Indian Institute of Public Opinion Vol. LV No: 12 September 2010. “A study on Customers’ Attitude towards Ornamental Plants in Ramanathapuram ISSN 1053 - 1848”
- The role of Postal Department in Marketing Mail , Financial and Premium Services , Shanlax International Journal of Commerce , ISSN : 2320 - 4168, Impact Factor 3.017
- “A Study on Attitude of Policy Holders Towards Health Insurance in Madurai City” Shodhasamhita : Journal of Fundamental & Comparative Research, UGC CARE Approved, Peer Reviewed and Referred Journal, ISSN: 2277-7067, August 2022.
- “Impact of Covid - 19 on Health Insurance Sector during Post Covid” , Journal of the Asiatic Society of Mumbai, UGC CARE Approved, Peer Reviewed and Referred Journal, ISSN: 0972 - 0766 April 2023.
- “Issues and Challenges of Third Party Administrators in Health Insurance Sector”, Humanities and Social Science Studies, : ISSN 2319-829X with IF=7.28 Vol. 12, Issue 02, No. 1, July - December : 2023 UGC Care Approved, Group I, Ref. No. 199 “Social Science” Peer Reviewed, Bilingual, Biannual, Multi-disciplinary Referred Journal, July 2023.

- “Work Life Balance-A need of the hour”, Journal of the Asiatic Society of Mumbai, UGC CARE Approved, Peer Reviewed and Referred Journal, ISSN: 0972-0766, April 2023.
- “Study on Users’ awareness on UPI, with special reference to Madurai City”, South India Journal of Social Sciences ; vol. XXI, no.15, UGC Care approved, group i, bi - Annual Journal, ISSN: 0972 – 8945 , January – June : 2023.
- “Performance of Unified Payments Interface (UPI)”, Journal of the Asiatic Society of Mumbai, UGC Care Approved, Peer Reviewed and Referred Journal, ISSN: 0972 - 0766, April 2023.
- “Users’ Preference Towards G-Pay App In Madurai City”, Shodha Prabha; Volume - 47, Issue-1, No.17 : 2022, UGC Care Approved, Group I, Peer Reviewed and Referred Journal, ISSN: 0974 - 8946, 2022.
- “A Study on factors influencing the Users towards Unified Payments Interface with relation to Madurai City”, International Journal of Cultural Studies and Social Sciences, Vol-20, Issue-1, No.07, January – June: 2024; ISSN:2347-4777 UGC Care Journal.
- “A Study on the Satisfaction Level of Policyholders towards Health Insurance in Madurai City”, International Journal of Cultural Studies and Social Sciences, Vol-20, Issue-1, No.07, January – June: 2024; ISSN:2347-4777 UGC Care Journal.
- "The Necessity of the Hour is Work-Life Balance", Indian Society for Technical Education, Volume 47, Special Issue No.1, November 2024, ISSN:0971-3034 UGC Care Journal.
- “Work Life Balance of Women Nurses in Madurai City”, International Journal of Cultural Studies and Social Sciences, Vol-20, Issue-1, No.07, January – June: 2024; ISSN:2347-4777 UGC Care Journal.

Conference / Seminar Presentations

- Micro , Small and Medium Sized Sector, National Conference on MSMEs
- National conference on Emerging paradigm in management held on 15th march 2008 – the role of postal in marketing financial services Dept of MST studies American College, Madurai.
- International conference on micro – finance – post office as a micro – Finance Institution 2008 held at Pondicherry University.
- International conference on “Sustainability, Transformation, Development in Business and Management held on 24th January, 2020 at The American College, Madurai, Tamil Nadu, India.

- National workshop on “Leadership Development for Senior Mid-Level Faculty” held at AIACHE Ecumenical, New Delhi from 05th to 08th March, 2020.
- Presented a paper on International conference titled “Application of Artificial Intelligence in Investment Management” organized by School of Commerce, The American College, Madurai.
- Presented a paper on International conference titled “The role of AI in reducing Healthcare Disparities: A Health Insurance Perspective” organized by School of Commerce, The American College, Madurai.
- Presented a paper on International conference titled “Work life balance of staff nurses in Multi- specialty hospitals” organized by School of Commerce, The American College, Madurai.
- Presented a paper on International conference titled “Exploratory India’s UPI phenomenon: A nationwide digital revolution” organized by School of Commerce, The American College, Madurai.

Faculty Development Program

Faculty Development Program on “Research, Funding Projects & IPR” jointly organized by IQAC, R & D Cell & Department of Electronics & Telecommunication under the banner IETE and Institution’s Innovation Council (IIC) of K.C. College of Engineering and Management Studies and Research, Thane (E) from 7th to 10th May 2020.

Attended three day National workshop on Research Methodology and Research Tools (SPSS & AMOS) organized by PG and Research Department of Commerce, Sponsored by ICSSR from 14th December 2022 to 16th December 2022.

Attended one day workshop on “Art and Science of Methodical Scientific Writing & Publishing in a High Impact Journal” on March 6, 2023 conducted by IQAC and office of the Dean Research , The American College, Madurai.

Role as Editor

- Edited a Special Issue of Roots International Journal of Multidisciplinary Researches, Entitled “Prospects of Micro, Small and Medium Enterprises In Indian Scenario” A Peer Reviewed, Refereed and Quarterly Journal with Impact Factor 3.487 Published as Volume 4, Special Issue 4, February, 2018, ISSN: 2349 - 8684,UGC Approved Journal No: 48991.
- Edited a Journal of Applied Science and Computations (JASC) , UGC Peer Reviewed Journal (An ISO 7021:2008 Certified Journal) Volume VI, Issue I, January,2019 entitled “Innovations in Business and Management” (87 Papers/ Research Articles), (Impact Factor,5.8), ISSN No:1076-5131. (www.j-asc.com)

- Edited and Published a Book Entitled “Innovations in Business and Management”, published by Department of Commerce, The American College, Madurai, on February 1st, 2019, Madurai. ISBN: 978938839843, Volumes I and II.
- Edited and Published Shanlax Publication entitled on “Artificial Intelligence in Commerce and Management (ICAICM’25)”, in an International Conference conducted by School of Commerce, The American College, Madurai, on January 6th and 7th 2025.

Programs Organized

Convener for National Conference on Prospects of Micro, Small and Medium Enterprises in Indian Scenario (MSMEs) held on 16 February, 2018, Department of Commerce, The American College, Madurai.

Convener of Commerce Association and Organized an Intercollegiate competition titled **COMMAS2K19** for the academic year 2018 - 2019.

Convener for “**Two Day National Workshop** on Applications of AMOS in Social Science Research” held on 12th and 13th October, 2018.

Convener for American College Royal Commerce Alumni Association (ACRCA), Department of Commerce, The American College, Madurai Since 2018 - 2019.

Convener for **Two Day International Conference** On Innovations in Business and Management organized by the Department of Commerce, The American College, Madurai on 1st and 2nd February, 2019.

Convener for International Conference on “Sustainability, Transformation, Development in Business and Management” organized by The American College, Madurai on January 2020.

Resource Person for Faculty Orientation Programme organized by the IQAC, The American College, on 20th September 2022.

Convener for “**Three Day National Workshop** on Research Methodology and Research Tools (SPSS & AMOS) 14th December - 16th December 2022.

Convener for **Two Day** International Conference on Business Dynamics and Sustainable Development (ICBD4.0) St.Joseph University in association with The American College, 5&6 January, 2023.

Convener for **Two Day** International Conference on Commerce and Management in the Digital Age: Trends, Challenges & Innovations, The American College, 5&6 January, 2024.

Convener for **Two Day** International Conference on Artificial Intelligence in Commerce and Management, The American College, 6&7 January, 2025.

Orientation / Refresher Course Attended

Attended a UGC Sponsored Orientation Program organised by the Academic Staff College, Madurai Kamaraj University, Madurai from 26.02.2009 to 27.02.2009.

Attended a UGC Sponsored Refresher Course in Commerce organised by the School of Commerce, Madurai Kamaraj University, Madurai from 23.02.2011 to 15.03.2011.

Attended a UGC Sponsored Refresher Course in Commerce organised by the School of Commerce, Madurai Kamaraj University, Madurai from 20.11.2012 to 10.12.2012.

Attended three days National workshop on Research Methodology and Research Tools (SPSS & AMOS) organized by PG and Research Department of Commerce, Sponsored by ICSSR from 14th December 2022 to 16th December 2022.

Attended one day workshop on “Art and Science of Methodical Scientific Writing & Publishing in a High Impact Journal” on March 6, 2023 conducted by IQAC and office of the Dean Research, The American College, Madurai.

Positions held outside the Institutions

Serving as Board of Examiners in,

1. Lady Doak College, Madurai
2. Fatima College , Madurai
3. Saraswathi Narayan College, Madurai
4. Subbulakshmi Arts and Science College, Madurai
5. Jeyaraj Annapackiam College, Periyakulam
6. Thiagarajar College, Madurai
7. Sourastra College for Women, Madurai
8. Bishop Heber College, Trichy
9. Thassim Beevi Abdul Kader college for women, Kilakarai

Guest Lecture / Moderation Done

Acted as a Moderator during the National Seminar on Business Intelligence System, organised by Fatima College, Madurai during 7th March 2018.

Acted as a Moderator during the International Conference on Emerging Trends in Multi Disciplinary Research organised by Umar Pulavar Tamil Language Centre, Sinagpore during 27th and 28th December 2018.

Delivered a Lecture during Asian University Leaders Program at University of Hong Kong, during 27th to 29th October 2016.

Books Published

- Human Resource Management –for Alagappa University, Charulatha Publications, Chennai. January 2019, ISBN No: 978-93-88335-83-6.
- Business Organisation, Charulatha Publications, Chennai. May 2019. ISBN: 978-93-88335-81-2.
- Revolutionizing Education and Commerce: Leveraging AI for Digital Transformation, Forschung Publications, Chennai.