

Name: **Dr. J. Justin Manohar**
Designation: **Associate Professor & Head**
Department: **Commerce**
Date of Joining: **01.09.1995**
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Email: **jjustinmanohar@gmail.com**



EDUCATIONAL QUALIFICATION:

Degree	Subject	College / University	Year Completed
Ph. D	Commerce	Madurai Kamaraj University	2025
M. Phil	Commerce	S.V.N. College, Nagamalai, Madurai.	1992
M. Com	Commerce	S.V.N. College, Nagamalai, Madurai.	1991
B. Com	Commerce	The American College, Madurai.	1989

WORK EXPERIENCE:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Associate Professor in Commerce	The American College, Madurai.	1 Sep 1995 - Present
Lecturer in Commerce	S V N College, Nagamalai, Madurai.	1 July 1993 – 30 Aug 1995

AWARD / RECOGNITION BY EXTERNAL ORGANISATION

Smt. Subbulakshmi Ammal Educational Excellence Award 2025 – Vizhuthugal
(organised by RLIMS & Dinamalar Daily)

SPECIALISATION IN TEACHING:

- ❖ Business Statistics
- ❖ Management Accounting
- ❖ Business Communication
- ❖ Principles of Management
- ❖ Information Technology
- ❖ E-Commerce

ACADEMIC POSITION/S (CURRENTLY HOLDING):

Positions Currently holding	Period
Head, Department of Commerce	2025 to Till Date
Coordinator, B. Com. (Professional Accounting)	2025 to Till Date

ADMINISTRATIVE POSITION/S (CURRENTLY HOLDING):

Positions Currently holding	Period
Academic Council Member of Madurai Kamaraj University	2025 to Till Date
Dean of Academic Policies & Administration	2025 to Till Date
NIRF - Director	2025 to Till Date
NAAC Criterion Head, Criterion 1	2025- Till Date
Member, Senatus Sub-Committee for Examination Reforms, The American College, Madurai.	2016 to Till Date
Convener, College Anniversary Committee, The American College, Madurai.	2012 to Till Date

DESIGNATIONS HELD AT PAST:

Positions held	Year
Dean of Academic Advising, The American College	2020 to 2025
Coordinator, M Com, The American College, Madurai	2017 to 2025
NAAC Criterion Head, Criterion 7	2018 to 2025
Senatus Secretary, The American College, Madurai	2019 to 2022
Elect Member, The American College Governing Council	2018 to 2020
Additional Dean of Academic Advising, The American College	2017 to 2020
Coordinator for SAP programme, The American College, Madurai.	2018 to 2019
Nodal Officer, Integrated Business Studies (American College Centre), Binary University, Malaysia	2017 to 2018
Elect Faculty Secretary	2017 to 2018
Additional Dean for International Exchange & Study Abroad	2010 to 2017
Coordinator, B. Com (IT)	2014 to 2017
Coordinator, B. Sc., (VISCUM)	2015 to 2016
Coordinator, B. Com (CA)	2014 to 2015
Coordinator, B. Com (SF & CA)	2010 to 2011

MEMBERSHIP IN PROFESSIONAL BODIES:

- Member of editorial board of The American College 125th year souvenir, 2005
- Convener, Students Services Committee, The American College, 2010 – 2013
- Member of editorial board of National Conference on Higher Education organised by Academic Staff College, Madurai Kamaraj University. 2013
- Member, Athletic Committee, 2000 – Present
- Member, Calendar & Time Table Committee, 2018 – Present
- Member, Library Committee, 2017 – Present

ACADEMIC MEMBERSHIP:

<i>Membership</i>	<i>Institution</i>
Board of Examiner	<ul style="list-style-type: none">• Madurai Kamaraj University, Madurai.• Lady Doak College, Madurai.• Thiagarajar College of Arts and Science, Madurai.• Madura College, Madurai.• NMSSVN College, Madurai.• Yadhava College for Women, Madurai.• Saraswathy Thiagraja College, Pollachi.
Board of Studies	<ul style="list-style-type: none">• NMSSVN College, Madurai, Tamilnadu.• Arulmigu Palaniyandavar College for Women, Palani, Tamilnadu• ANJA College, Sivakasi, Tamilnadu.
	<ul style="list-style-type: none">• MK University Nominee to BoS, Commerce Department Lady Doak College, 2024 – Till date
	<ul style="list-style-type: none">• MK University Nominee to BoS, Commerce Department Subbulakshmi College, 2024 – Till date

PAPERS PUBLISHED:

- ❖ 1993 – “*Credit Cards – an analysis*”, Financial Express, Madras Edition, 14 April 1993.
- ❖ 2008 – “*Retailing- A Paradigm Shift*”, National Conference organised by Dept. of MBA, The American College, Madurai, 15 March 2008.
- ❖ 2011 – “*E-tailing, A Paradigm Shift*”, National Conference organised by Annamalai University, Chidambaram, ISBN: 8179222211-X.
- ❖ 2013 – “*Where goes our Higher Education?*”, Two-Day National Conference on Higher Education in India organised by UGC- Academic Staff College, MKU, ISSN: 2321-614X on 15 & 16 November 2013.
- ❖ 2017 – International Conference on “*Emerging Trends in Multidisciplinary Research*”, held at Umar Pulavar Tamil Language Centre, Singapore during 27 to 30 December 2017.

- ❖ 2018 – National Conference on MSMEs on the topic **“Food Industry - The Fruitful Small & Medium sized sector”**, held at The American College, Madurai, on 16 February 2018.
- ❖ 2019 – International Conference on Innovations in Business & Management on the topic **“The Irrational Exuberance witnessed in the Indian Stock Market in the recent past”**, held at The American College, Madurai, on 1 & 2 February 2019.
- ❖ 2020 – **“Impact of Covid-19 on Roadside Eateries in Madurai City”**, *Journal of Education: Rabindrabharati University, Vol.: XXIII, No.:3, 2020– 2021, ISSN: 0972-7175*
- ❖ 2022 – “Consumers Preference towards Roadside Eateries in Madurai City”, IJFANS International Journal of Food and Nutritional Sciences, Volume 11, Issue 11 (2022) ISSN PRINT 2319-1775 Online 2320-7876

PAPERS PRESENTED IN INTERNATIONAL CONFERENCE:

- ❖ 2024 – **“Employee Engagement as a Tool in Boosting Job Satisfaction”** in the international conference on Commerce & Management in the Digital Age -Trends, Challenges and Innovations” organised by the Department of Commerce, The American College during 5 & 6 January 2024
- ❖ 2024 – **“A study on the Madurai residents moving back to Traditional Food Practices”** in the international conference on Commerce & Management in the Digital Age -Trends, Challenges and Innovations” organised by the Department of Commerce, The American College during 5 & 6 January 2024
- ❖ 2024 – **“A study on the Buyer Behaviour towards Gingelly Oil in Madurai City”** in the international conference on Commerce & Management in the Digital Age -Trends, Challenges and Innovations” organised by the Department of Commerce, The American College during 5 & 6 January 2024
- ❖ 2024 – **“A study on the Usage Pattern of Payments Bank App by the college students”** in the international conference on Commerce & Management in the Digital Age -Trends, Challenges and Innovations” organised by the Department of Commerce, The American College during 5 & 6 January 2024
- ❖ 2024 – **“A study on use of Digital Marketing Platforms as a tool for Rural Marketing in Vadipatti Taluk”** in the international conference on Commerce & Management in the Digital Age -Trends, Challenges and Innovations” organised by the Department of Commerce, The American College during 5 & 6 January 2024
- ❖ 2025 – **“The Role of Artificial Intelligence in Transforming the Banking Sector in India”** in the International Conference on Artificial Intelligence in Commerce and Management,

- held at The American College, on 6 & 7 January, 2025. ISBN: 978-93-6163-437-6
- ❖ 2025 – “*A study on Usage of AI in purchase of Fashion Jewellery Apps among College Students*” in the International Conference on AI in Commerce & Management, held at The American College, on 6 & 7 January, 2025
 - ❖ 2025 – “*Enhanced Traveller Experience in Tourism with AI*” in the International Conference on AI in Commerce & Management, held at The American College, on 6 & 7 January, 2025
 - ❖ 2025 – “*Application of AI in PDS with reference to Smart Card issued by TN Government*” in the International Conference on AI in Commerce & Management, held at The American College, on 6 & 7 January, 2025
 - ❖ 2025 – “*Role of AI in transforming the Banking Sector in India*” in the International Conference on AI in Commerce & Management, held at The American College, on 6 & 7 January, 2025
 - ❖ 2025 – “*Improving Student Engagement through AI driven mentorship*” in the National Seminar on Vision Viksit Bharat 2047, Education 4.0 enhancing India’s Workforce for the AI-powered Future, organised by ICSSR – Southern Regional Centre and Nallamuthu Gounder Mahalingam College, Pollachi
 - ❖ 2025 – “*Leveraging AI to enhance Infrastructure in Rural Schools*” in the National Seminar on Vision Viksit Bharat 2047, Education 4.0 enhancing India’s Workforce for the AI-powered Future, organised by ICSSR – Southern Regional Centre and Nallamuthu Gounder Mahalingam College, Pollachi
 - ❖ 2025 – “*Role of AI transforming Global Supply Chain Management*” in the National Seminar on Vision Viksit Bharat 2047, Education 4.0 enhancing India’s Workforce for the AI-powered Future, organised by ICSSR – Southern Regional Centre and Nallamuthu Gounder Mahalingam College, Pollachi

BOOK AUTHORED:

- ❖ 2013 – MK University, DDE Study Material for B. Com (CA/ IT) on “*Information Technology & E-Commerce*”
- ❖ 2020 – “*Study Module on Information Technology & E-Commerce*”, published by Department of Commerce, The American College, Madurai.

BOOK EDITED:

- ❖ 2026 - Training Module for FDP on “**Handling Students with Addiction and Substance Abuse**” organised by AIACHE, New Delhi and The American College.
ISBN:978-81-997751-2-1

PROGRAMMES ATTENDED:

- ❖ 2005 - Participated in Orientation for IGNOU Counselors, Bangalore.
- ❖ 2007 - Participated in Training Programme on Soft Skill Development, RGNIYD, Chennai, on 17 & 18 January 2006
- ❖ 2017 - Participated in Seminar on “**Sexual Harassment of Women at Work Place – Prevention, Prohibition & Redressal**” held in New Delhi organised by AIACHE, on 25 & 26 August, 2017
- ❖ 2018 - Participated in 2 Day Workshop on “**Revised Assessment & Accreditation Framework for Higher Education Institutions in India**”, on 15 & 16 December 2018, Sponsored by United Board and organised by St. Aloysius’ College, Jabalpur (Madhya Pradesh)
- ❖ 2019 - Participated in “**3-Day Faculty Orientation Program for Student Induction (Under aegis of UGC Quality Mandate)**”, organised by UGC-SERO during 16 to 18 May 2019 at IIIT Hyderabad, Telangana.
- ❖ 2019 – Participated in the GST Workshop organised by Department of Commerce, The American College and Office of the Commissioner of GST & Central Excise, Madurai. on 5 July 2019.
- ❖ 2019 – Participated in the Workshop on “Development of Website” organised by Department of Commerce on 3 August 2019
- ❖ 2019 - Attended “**One-day workshop on IRINS**”, organised by INFILBNET & Central University of Punjab on 20 August 2019, at Ahmedabad, Gujarat.
- ❖ 2019 – Attended 2 Day workshop on “**Training of Teachers for Student Induction Programme**” organised by UGC and held at Bharathiyar University, Coimbatore, during 30 & 31 October 2019.
- ❖ 2023 – Attended in the FDP organised by AIACHE and Bishop Heber College, Trichy during 18 to 20 May 2023
- ❖ 2023 – Attended FDP on “**Corporate Updates and Workplace Resilience**” organised by the PG & Research /Department of Commerce, The Madura College on 15 September

2023 at Madura College.

- ❖ 2025 – Participated in the INCHE Global Conference in Europe in Biezemortel, the Netherlands during 7 – 11 April 2025.
- ❖ 2025 – Participated in AIACHE South Regional Meet 2025 on ‘*Fostering Academic Partnerships among Christian Higher Education*’ organised by Madras Christian College, Chennai during 29 & 30 August 2025.

SERVED IN VARIOUS ACADEMIC & ADMINISTRATIVE FORUMS

- 2004 to 2017 – Acted as President of Commerce Association
- 2005 to 2008 - Served as NSS Programme Officer for 3 years. Participated in *Tsunami Relief Camp at Kulachal, Kanyakumari District, Tamilnadu* during 3 to 5 January 2005
- 2018 – Co-Convenor in the National Conference on “*Prospects of MSME in Indian Scenario*” organised by Commerce Department, The American College, during 16 February 2018
- 2020 – Organising Secretary in the international conference on “*Sustainability, Transformation, Development in Business & Management*” organised by Commerce Department, The American College and CSIR on 24 January 2020
- 2022 – Organising Committee Member in 3-day workshop on “*Research Methodology and Research Tools (SPSS & AMOS)*” organised by Department of Commerce, The American College and ICSSR – Southern Regional Centre during 14 – 16 December 2022.
- 2024 – Co-Convenor in the International Conference on “*Commerce & Management in the Digital Age -Trends, Challenges and Innovations*” organised by the Department of Commerce, The American College during 5 & 6 January 2024
- 2025 – Co-Convenor in the international conference on “*AI in Commerce & Management*” organised by Commerce Department, The American College, during 6 & 7, January 2025

ACTIVE PARTICIPATION IN:

- Conducting planning sessions to students for organising various academic programmes
- Accompanying students in various cultural programmes in inter-collegiate competitions
- Organising cultural festivals and competitions in the college
- Acting as Judge in Ad-Act, Singing, Dance and Elocution at inter-collegiate cultural competitions.
- Organizing Field Trips (National & International levels) and Industrial Visits

VISITING FACULTY:

Designation	Institution	Year
Part-time Lecturer (Business Statistics)	MKU Day College, Madurai.	1995 – 1998
Part-time Lecturer (Bio-statistics)	Jeyaraj Nadar Annapackiam College of Nursing, Madurai.	2000 – 2006
Part-time Lecturer (Information Technology)	Study Centre, Mother Teresa Women's University, Madurai.	2006 – 2007
Part-time Lecturer (Business Management)	Department of MBA, The American College	2009 – 2010
Part-time Lecturer (Accounting & Financial Management)	Department of MCA, The American College	2010 – 2016
Part-time Lecturer (Bio-Statistics & Research Methodology)	Jeyaraj Nadar Annapackiam College of Nursing, Madurai	2021 – 2022

GUEST LECTURES:

Topic	Intuition	Date
<i>“Statistical Softwares”</i>	Sourashtra College for Women, Madurai	15 October 2007
<i>“Retail Marketing”</i>	Department of Commerce, SVN College, Madurai	12 February 2008
<i>“Statistical Application in commerce researches”</i>	Department of Commerce, Arulmigu Palaniyandavar Arts College for Women, Palani	8 March 2008
<i>“Application of SPSS Software in Commerce Dissertations”</i>	PG Department of Commerce, Thiagarajar College, Madurai.	3 February 2009
<i>“Women and Personality”</i>	Department of Commerce, Fatima College, Madurai.	15 March 2011
<i>“Women Empowerment”</i>	Department of Commerce, Sermathai Vasan College for Women, Madurai.	24 August 2012
<i>“Women Entrepreneurs in India”</i>	Department of Food Science, VVV College for Women, Virudhunagar.	5 March 2014
<i>“Theoretical Distributions”</i>	Department of Commerce, SVN College, Madurai.	10 March 2014
<i>“Employment Avenues”</i>	Department of Commerce (IT) The American College, Madurai.	2 September 2014
<i>“Getting Things Done”</i>	St. Michael's Institute of Business Management.	10 February 2015
<i>“Getting Prepared for Off-Campus setting”</i>	Department of Commerce (CA) The American College, Madurai.	17 February 2015

<i>“Soft Skills Development”</i>	Community College, The American College, Madurai.	26 March 2015
<i>“Soft skill Development”</i>	Department of Commerce (CA), The American College	12 August 2016
<i>“Who Am I?”</i>	Dept of Commerce (IT) The American College, Madurai.	21 September 2016
<i>“Soft skill Development”</i>	Department of Commerce (SF), The American College, Madurai.	23 September 2016
<i>“Soft Skills to succeed in the Real Corporate World!”</i>	Department of Commerce (PG), The American College, Madurai.	28 July 2017
<i>“Understanding Basic Financial Statements”</i>	Department of Botany, The American College, Madurai.	9 January 2018
<i>“Women & Entrepreneurs”</i>	Department of Commerce, Jeyaraj Annapackiam College for women, Periyakulam.	26 February 2018
<i>“How to Be a Successful Leader?”</i>	Team Leaders and Dept. Heads, Phantom Digital Effects Pvt. Ltd., Chennai,	25 April 2018
<i>“Clinical Research Methodology”</i>	PG Medical Students, Apollo Hospitals Pvt Ltd., Madurai.	4 August 2019
<i>“Reliability & Validity” Webinar on Google Meet (Webinar)</i>	PG Food Science Students, VVV College, Virudhunagar.	27 November 2020
<i>Career Guidance & Opportunities (Webinar)</i>	+2 Students, Elango Corporation Higher Secondary School	03 July 2021
<i>Women Entrepreneurship</i>	Nagarathinam Angalammal Arts & Science College, Valayankulam, Madurai	21 March 2022
<i>Club Inaugural Address</i>	Department of Commerce, Fatima College, Madurai	26 July 2023
<i>Ai Driven Retailing</i>	Department of Commerce, NMS SVN College, Madurai	11 February 2026

SERVED AS RESOURCE PERSON:

<i>Titles of the Programmes</i>
<ul style="list-style-type: none">• 1999 - Refresher Course on Commerce & Accountancy Sponsored by AIACHE, New Delhi, 18 & 19 February 1999, held at The American College.
<ul style="list-style-type: none">• 2012 - Academic Staff College, Madurai Kamaraj University, Madurai. 64th Orientation Programme 1 February 2012 “Teacher Socialization” 65th Orientation Programme 26 May 2012 “Teacher’s Outreach” 66th Orientation Programme 17 July 2012 “Social Edification” 68th Orientation Programme 3 June 2013 “Teacher’s Day-Out”
<ul style="list-style-type: none">• 2012 – State Level “Workshop on SPSS in Medical Sciences”, organised by JACON, Madurai, on 26 October 2012
<ul style="list-style-type: none">• 2013 – Chaired one session in “National Conference on Higher Education” organised by Academic Staff College, Madurai Kamaraj University on 15 November 2013.
<ul style="list-style-type: none">• 2014 – Chaired a session in State Level Seminar on “Green Banking” organised by Dept. of Commerce & Business Administration, Lady Doak College, 8 October 2014
<ul style="list-style-type: none">• 2024 – 2 Day State Level Workshop on “Digital Commerce – A Paradigm Shift” organised by PG & Research Department of Commerce, Nadar Saraswathi College of Arts and Science, Theni during 18 & 19 January 2024.
<ul style="list-style-type: none">• 2024 – “Social Edification” – Faculty Orientation Programme, The American College, on 13 September 2024.
<ul style="list-style-type: none">• 2026 – “Peer-Led & Group Intervention Models for Campus Mental Health” in the 5 Day FDP on Handling Students with Addiction and Substance Abuse” – Organised by AIACHE, New Delhi and The American College during 20 – 24 January, 2026.
<ul style="list-style-type: none">• 2026 - Workshop on “Emerging Trends in Public Administration and Ethics in Governance” – Organised by Rajiv Gandhi National Institute of Youth Development & Department of Psychology, The American College on 16 February 2026.

- **2026 – One Day Workshop on “Emerging Trends in Public Administration and Ethics in Governance” - Organised by Rajiv Gandhi National Institute of Youth Development & Department of Political Science, School of Social Sciences, Madurai Kamaraj University on 18 March. 2026.**

SERVED AS TRAINER IN PUBLIC ENTERPRISES

- **2024 – “Accounting for Design Making” 2-day Training programme on "Accounts & Audit", organised by TWAD Board, Madurai on 01 and 02 February 2024.**
- **2025 – “Fitting into a New Job” – Orientation Programme to Auditors and Engineers, organised by TWAD Board, Madurai on 8 January 2025.**
- **2025 – “Financial Literacy, Emotional well Being & Resilience and Conflict Resolution”, 2-day Rejuvenation Program to Junior Engineers in TNEB, organised by Transmission and Distribution Training & Development Institute, Madurai on 25 March 2025**
- **2026 – “Emotional Well Being and Resilience and Conflict Resolution”, in 2 Day Training Programme on Commercial Aspects in HT billing & Open Access for Accounts Wing on 13 March 2026.**

COUNTRIES VISITED ON ACADEMIC AFFAIRS:

<i>Countries</i>	<i>Year</i>
Singapore	2017
Malaysia	2018
Dubai	2023
Netherlands	2025
France	2025