

# Resume

Dr. R. Mary Sophia Chitra  
Assistant Professor,  
Department of Commerce  
Coordinator, Department of Commerce (SF)  
The American College  
Madurai

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## Educational Qualification

Course	Institution	Year of Passing
Ph.D.	Madurai Kamaraj University (PART TIME), Madurai	February 2017
M.Phil.	Madurai Kamaraj University, Madurai	October 2004
M.Com.	Madurai Kamaraj University, Madurai	April 1999
B.Com.	Lady Doak College, Madurai	April 1997
UGC –NET	University Grants Commission (UGC), New Delhi	June 2015
SET	Mother Teresa University, Kodaikanal	February 2016

## Academic Qualification: Others

Degree	Institution	Year of Passing
Rashtrabhasha Praveen	Dakshina Bharat Hindi Prachar Sabha, Madras	August, 1996

## Technical Qualification

Course	Institution	Grade/Class	Year of Passing
Typewriting - English	Department of Technical Education, Tamilnadu	Senior Grade 1 <sup>st</sup> Class	January 1995
Shorthand – English	Department of Technical Education, Tamilnadu	Junior Grade 2 <sup>nd</sup> Class	July 1996

## Teaching Experience

Designation	Institution	Year	Years of Experience
Assistant Professor	The American College, Madurai	21 August, 2006 onwards	UG - 18 years 6 months PG – 16 years 6 months M.Phil – 4 years
PG Assistant	YWCA Mat. Hr. Sec. School, Madurai	July 2001 to August 2006	5 years 1 month

## Administrative /Academic Position

Positions Currently Holding	Year
Coordinator, B.Com., (SF)	June 2013 onwards
Project Leader, Services Learning Programme - School Extension Programme	June 2014 – September 2022
Associate Dean for Women Students	August 2016 – July 2019
Additional Dean for Women Students	July 2019 – August 2020
President, Commerce Association	June 2019 – April 2020
Additional Dean for International Exchange and Study Abroad	August 2020 onwards
Director, Entrepreneurship Cell	July 2023 onwards

## Specialisation in Teaching

Accounting and Marketing

## Specialisation in Research

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

## Research Experience

1. Member of the Research Advisory Committee (Doctoral Committee) for the Research Scholar Mr. Ram Raj G (MKU20PFOC9882), Department of Commerce, The American College, Madurai since February 23, 2022.
2. Recognized Guide for Ph.D in Commerce of Madurai Kamaraj University, Madurai, Tamilnadu Since 24 May, 2022 (Guideship No. 2153/22).
3. Member of the Research Advisory Committee (Doctoral Committee) for the Research Scholar Ms. Nancy Rupa Priya. D (MKU22PFOC10407), Department of Commerce, The American College, Madurai since February 14, 2023.
4. Member of the Research Advisory Committee (Doctoral Committee) for the Research Scholar Mr. A. Samuel Raj (MKU22PFOC10561), PG & Research Department of Commerce, Thiagarajar College, Madurai since August 14, 2023.
5. Member of the Research Advisory Committee (Doctoral Committee) for the Research Scholar Ms. I. Imtiaz Begum (MKU23PFOC11103), Department of Commerce, Madurai Kamaraj University, Madurai since September 03, 2024.
6. Member of the Research Advisory Committee (Doctoral Committee) for the Research Scholar Mr. A. Lawrence Prasanna (MKU23PFOC11229), Department of Commerce, Madurai Kamaraj University, Madurai since September 03, 2024.

## Research Supervisor For Ph.D/ M.Com/ M.Phil

- Ph.D (Guiding) - 3
- M. Com Projects Guided - 45
- M. Phil Dissertation Guided - 1

## International Exposure

1. Completed Adaptive Design for Learning – Professional Certificate Course of conducted online by Ateneo de Manila University from September to December 2021.
2. Completed United Board Fellows Program (UB Fellows) 2022-2023, SMU Leadership Institute, the Leadership Development Program in Higher Education from August 5, 2022 to March 17, 2023.

3. Completed United Board Fellows Program (UB Fellows) 2022-2023, SMU Leadership Seminar 2023, the Leadership Development Program in Higher Education from 20 – 23 November, 2023.
4. Completed the Whole Person Education Academy 2024 course on Humanizing Higher Education through Whole Person Learning held from August to October 2024 at Ateneo de Manila University, Quezon City, Philippines.

#### **Certificate Course - NPTEL**

1. Completed NPTEL 12 weeks Online Certificate Course on Project Management for Managers during Sep-Dec 2020.

#### **Faculty Induction Programme**

1. Attended the UGC – sponsored Third Faculty Induction Programme, organized by the UGC – Human Resource Development Centre, Bharathidasan University from 20.02.2021 to 18.02.2021.

#### **Faculty Development Programme**

1. Participated in the “Faculty Development Programme” organized by the Programme Monitoring Office – Innovation & Entrepreneurship Development Programme of Entrepreneurship Development and Innovation Institute, held at Thiagarajar College of Engineering, Madurai on 16-18 September, 2019.
2. Participated in the online Faculty Development Programme on “Teaching for Transformation and Excellence in Post-Covid Era” organized by the Department of Commerce, The American College, Madurai on 06 June, 2020.
3. Completed Eight Weeks NPTEL-AICTE Faculty Development Programme on “Soft Skill Development” during Jan-Mar 2021.
4. Participated in One Week International Faculty Development Programme on “Online Teaching Metrics”, organized by the Department of Commerce, SRM Institute of Science & Technology, College of Science and Humanities, Ramapuram, Chennai, from May 12 to 18, 2021.
5. Participated in One Week Virtual Faculty Development Programme on “Teaching

Pedagogies for Virtual Classrooms”, organized by PG & Research Department of Commerce, Vivekanandha College of Arts and Sciences for Women (Autonomous), Namakkal, from 25 to 31 May, 2021.

6. Participated in Two weeks Online Faculty Development Programme on “Pedagogy and Research Methods”, organized by Human Resource Development Centre (HRDC) and Internal Quality Assurance Cell (IQAC), AMET, from May 24 to June 06, 2021.
7. Participated in the three-day Faculty Development Programme on “Investor Awareness & Education”, organised by the Department of Commerce, The American College, Madurai in association with Sraddha Academy for Financial Education, from 28 to 30 April, 2022.
8. Participated in the six-days Faculty Development Programme on “Research Methodology and Data Analysis using SPSS and R”, organised by the Department of Master of Business Administration, CMR Technical Campus, Hyderabad from 11 to 16 July, 2022.
9. Participated in Three-Day International Training Programme for faculty in Christian Higher Education Institutions (CHEI) on “Transformational Leadership” jointly organized by the International Network for Christian Higher Education and Pope’s College (Autonomous), Sawyerpuram, Thoothukudi from May 01, 2024 to May 03, 2024.

### **Refresher Course**

1. Completed Two-Week Inter-Disciplinary Refresher Course on “Managing Online Classes & Co-Creating MOOCS (Level 2)”, organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 02-16 June, 2021.

### **Editor/Editorial Board Member in Reputed Journals**

1. Editorial Board Member for International Journal of Advanced Research in Commerce Management and Finance, Double Blind Peer Reviewed Refereed Journal
2. Edited and Published a Book Entitled “Commerce and Management in the Digital Age: Trends, Challenges and Innovations” published by the School of Commerce, The American College, Madurai in Shanlax Publications, Edition 1, ISBN 978-81-968663-7-2, January, 2024

3. Edited and Published a Book Entitled “Artificial Intelligence in Commerce and Management” published by the School of Commerce, The American College, Madurai, in Shanlax Publications, Edition 1, ISBN 978-93-6163-437-6, January 2025.

### **Membership in Professional Bodies**

1. Annual Member of the Indian Accounting Association with the Membership Number ANU-254

### **Books with ISBN**

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 Lakshmi pathy 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.

7. A publication of Shanlax Publications on Digital Marketing – A Global Perspective and the paper titled “Emerging Trends in Digital Marketing – A Descriptive Study”, Edition 1 of the Department of Management Studies, Fatima Institute of Management, Fatima College, Madurai, August 2018, ISBN 978-93-87871-67-0, pp 81- 84.
8. A publication of Shanlax Publications on Sustainable Developments through MSME“s: A Pathway to Self-Reliant India and the paper titled “Unlocking Growth: the Power of Digital Marketing for MSME“s”, Edition 1, Volume 1 of the Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, October 2023, ISBN 978-93-94004-75-7, pp 175- 178.
9. A publication of Shanlax Publications on Commerce and Management in the Digital Age: Trends, Challenges and Innovations and the paper titled “Job Satisfaction and Employee Morale Among Women Constables in Madurai City”, Edition 1, of the School of Commerce, The American College, Madurai, Tamil Nadu, January 2024, ISBN 978-81-968663-7-2, pp 210 - 214.
10. A publication of Shanlax Publications on Commerce and Management in the Digital Age: Trends, Challenges and Innovations and the paper titled “A Customer Perception towards Security and Privacy Issues of Unified Payment Interface”, Edition 1, of the School of Commerce, The American College, Madurai, Tamil Nadu, January 2024, ISBN 978-81-968663-7-2, pp 302 - 306.
11. A publication of Shanlax Publications on Commerce and Management in the Digital Age: Trends, Challenges and Innovations and the paper titled “Evaluating the Effectiveness of Customer Relationship Management on Salon Businesses”, Edition 1, of the School of Commerce, The American College, Madurai, Tamil Nadu, January 2024, ISBN 978-81-968663-7-2, pp 374 - 380.
12. A publication of Shanlax Publications on Navigating the Future: Unveiling the Dynamics of Industry 5.0 and the paper titled “Retailers Perception towards Online Retailing of Children Clothes in Madurai District”, Edition 1, of the PG & Research Department of Commerce, The Madura College, Madurai, Tamil Nadu, March 2024, ISBN 978-93-6163-608-0, pp 214 - 217.

13. Authored a book chapter titled “Towards Eco-Conscious Living: The Path of Sustainable Consumption” in the e-book entitled “New Paradigms in Management”, Beyond Line Publisher, Bangalore, E-ISBN: 978-93-95659-71-0.
14. Authored a book chapter titled “Artificial Intelligence in Marketing of Children Garments” in the e-book entitled “Applications of Artificial Intelligence in Commerce and Mathematics”, Beyond Line Publisher, Bangalore, Edition 1, August 2024, E-ISBN: 978-93-95659-18-5, pp 52 – 56.

#### **Journal with ISSN**

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.
3. Published a paper titled “Demonetization- An Overview” on January 2017 in SVNC Research Journal, Volume 11, January, 2017, ISSN 0976-2949, pp 134-138.
4. Published a paper titled “A Study on the Distribution Strategy adopted by the Unorganised Grocery Retailers in Madurai District” in Shanlax International Journal of Commerce, a Peer-reviewed-refereed/scholarly quarterly journal with impact factor 3.017, Volume 5, Special Issue 1, October 2017, ISSN 2320-4168, pp 11-16.
5. Published a paper titled “Functional aspects of unorganised grocery business in Madurai District of Tamilnadu” in ROOTS International Journal of Multidisciplinary Researches, a Peer-reviewed-refereed & quarterly journal with impact factor 3.487, Volume 4, Special Issue 1, December 2017, ISSN 2349-8684, pp 155-160.
6. Published a paper titled “Problems of unorganised grocery business in Madurai District” in ROOTS International Journal of Multidisciplinary Researches, a Peer-reviewed-refereed & quarterly journal with impact factor 3.487, Volume 4, Special Issue 4, February 2018, ISSN 2349-8684, pp 13-16.

7. Published a paper titled “Customers Attitude towards the usage of Smart Cards in Madurai City” in JASC Journal of Applied Science and Computations, a Peer-reviewed-refereed and An ISO 7021:2008 Certified Journal with impact factor 5.8, Volume VI, Issue 1, January - 2019, ISSN 1076-5131, pp 2101-2108.
8. Published a paper titled “Digital Banking: Emerging trends in India – A Study” in AJANTA An International Journal of Multidisciplinary/Quarterly Research, a Peer-reviewed-refereed & quarterly journal with impact factor 5.5, Volume VIII, Issue 1, January-March 2019, ISSN 2277-5730, pp 77-83.
9. Published a paper titled “Impact of Covid-19 on the Workers in Construction Sector with special reference to Madurai City” in The International Journal of Analytical and Experimental Modal Analysis, an UGC-CARE Approved Group – II Journal and An ISO 7021- 2008 Certified Journal with impact factor 6.3, Volume XIII, Issue VIII, August – 2021, ISSN 0886-9367, pp 1824-1833.
10. Published a paper titled “Challenges and Issues of Retail Marketing in Madurai District” in the South Indian Journal of Social Sciences ISSN 0972-8945 Vol.XXI No 15, January – June 2023, UGC care approved group I bi annual journal, pp 71-76.
11. Published a paper titled “Recent Trends in Retail Marketing of Children Clothes in Madurai District” in Samdarshi, an UGC-CARE List Group – I Journal, Volume 16, Issue 4 , September 2023, ISSN 2581-3986, pp 3623 - 3628.
12. Published a paper titled “Attitude of Customers towards „Buy Now Pay Later (BNPL)“ Method of Payment in Online Shopping with special reference to Madurai City” in Samdarshi, an UGC-CARE List Group – I Journal, Volume 16, Issue 4 , September 2023, ISSN 2581-3986, pp 3611 – 3615.
13. Published a paper titled “Factors affecting Consumer Willingness to pay for Sustainable Products in Madurai District” in IPE Journal of Management, an UGC-CARE Listed Journal, Volume 14, No 20, July-December 2024, ISSN 2249-9040, pp 175 – 180.

## 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 “Insurance Vision - 2020” in the National Level Seminar on Banking and Insurance Vision – 2020, held at Subbalakshmi Lakshmipathy College of Science, Madurai on January, 2012.
4. Presented a paper entitled “Retail Management – An Ethical Perspective” in the International Conference on Contemporary Emerging Trends in Management, held at Anna University of Technology, Madurai on February, 2012.
5. Presented a paper entitled “Recent trends and emerging practices in retailer pricing” in the National Conference on Emerging Trends in Global Business, held at RVS Institute of Management Studies & RVS College of Engineering & Technology, Coimbatore on September, 2012.
6. Presented a paper entitled “Attitude of consumers on organized retailers in Madurai city” in the National seminar on Emerging Trends in Marketing of Services in the Global Era held at The American College, Madurai on October, 2013.
7. Presented a paper entitled “Corporate Social Responsibility: An Ethical Value of Business” in the State Level seminar on Corporate Social Responsibility held at Madurai Institute of social Science, Madurai on October, 2013.
8. Presented a paper entitled “Impact of Global Crisis in Indian Retail Sector” in the International Conference on Impact of Global Crisis in Indian Business held at Annai Mathammal Sheela Engineering College, Namakkal on October, 2013.
9. Presented a paper entitled “Emerging Challenges of Service Sectors with special reference to Banking Sector” in the National seminar on Indian Service Sectors in the

Information and Communication Technology ERA: Emerging Trends, Issues and Prospects held at Ayya Nadar Janaki Ammal College, Virudhunagar on December, 2014.

10. Presented a paper entitled “A Study on the Entrepreneurial Traits of Women Entrepreneurs in Madurai city” in the International Conference on Strategic Integration and Entrepreneurship Innovation held at Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi on February, 2015
11. Presented a paper entitled “A Study on Stress Management of Women Lecturers in Self-financing Arts and Science Colleges in Madurai city” in the International Conference on Women Empowerment & Social Sciences - 2015 held at The American College, Madurai on March, 2015.
12. Presented a paper entitled “Foreign Direct Investment in Multi-brand Retailing” in the National seminar on New Dimensions of Management in the Global Era - 2016 held at Madurai Kamaraj University, Madurai on March, 2016.
13. Presented a paper entitled “Demonetisation – An Overview” in the International seminar on Impact of Demonetization on Small & Medium Scale Industries held at S. Vellaichamy Nadar College, Madurai on January, 2017.
14. Presented a paper entitled “Functional Aspects of Unorganised Grocery Business in Madurai District of Tamilnadu” in the International Conference on Emerging Trends in Multidisciplinary Research held at Umar Pulavar Tamil Language Centre, **Singapore** on December, 2017.
15. Presented a paper entitled “Problems of Unorganised Grocery Business in Madurai District” in the National Conference on Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario held at The American College, Madurai on February, 2018.
16. Presented a paper entitled “Emerging Trends in Digital Marketing – A Descriptive Study” in the International Conference on Digital Marketing – A Global Perspective organized by the Department of Management Studies, Fatima Institute of Management, Fatima College, Madurai on 10<sup>th</sup> August, 2018.

17. Presented a paper entitled “Digital Banking: Emerging trends in India – A Study” in the National Conference on Digital Economy: Business Opportunities and Challenges held at University of Madras, Chennai on 10<sup>th</sup> January, 2019.
18. Presented a paper entitled “Customers Attitude towards the usage of Smart Cards in Madurai City” in the International Conference on Innovations in Business and Management held at The American College, Madurai on 1 & 2 February, 2019.
19. Presented a paper entitled “A Study on Customers” Attitude towards Social Media Advertisements” in the International Conference on Business Dynamics and Sustainable Development conducted by the School of Commerce, The American College, Madurai in association with the School of Business, St. Joseph’s University, Bengaluru, Karnataka on 5 & 6 January, 2023 at The American College, Madurai, Tamil Nadu, India.
20. Presented a paper entitled “Challenges and Issues of Retail Marketing in Madurai District” in the International Conference on Business Dynamics and Sustainable Development conducted by the School of Commerce, The American College, Madurai in association with the School of Business, St. Joseph’s University, Bengaluru, Karnataka on 5 & 6 January, 2023 at The American College, Madurai, Tamil Nadu, India.
21. Presented a paper entitled “Unlocking Growth; the Power of Digital Marketing for MSME” in the ICSSR sponsored National Conference on Sustainable Developments through MSME’s: A Pathway to Self-Reliant India organised by the Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu on 6 October, 2023.
22. Presented a paper entitled “Evaluating the Effectiveness of Customer Relationship Management on Salon Businesses” in the International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations conducted by the School of Commerce, The American College, Madurai on 5 & 6 January, 2024.
23. Presented a paper entitled “Attitude of Customers towards “Buy Now Pay Later (Bnpl)” Method of Online Shopping with special reference to Madurai City” in the International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations conducted by the School of Commerce, The American College, Madurai on 5 & 6 January, 2024.

24. Presented a paper entitled “Recent Trends in Retail Marketing of Children Clothes in Madurai District” in the International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations conducted by the School of Commerce, The American College, Madurai on 5 & 6 January, 2024.
25. Presented a paper entitled “A Customer Perception towards Security and Privacy Issues of Unified Payment Interface” in the International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations conducted by the School of Commerce, The American College, Madurai on 5 & 6 January, 2024.
26. Presented a paper entitled “A Holistic Conceptual Framework for Sustainable Online Shopping with Triple Bottom Line Perspective” in the International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations conducted by the School of Commerce, The American College, Madurai on 5 & 6 January, 2024.
27. Presented a paper entitled “Job Satisfaction and Employee Morale Among Women Constables in Madurai City” in the International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations conducted by the School of Commerce, The American College, Madurai on 5 & 6 January, 2024.
28. Presented a paper entitled “Retailers Perception Towards Online Retailing of Children Clothes in Madurai District” in the Two Day National Conference on “Navigating the Future: Unveiling the Dynamics of Industry 5.0” organized by Post Graduate & Research Department of Commerce, The Madura College, Madurai in Collaboration with National Stock Exchange Academy, Mumbai on 16 & 17 February, 2024.
29. Presented a paper entitled “Preference of Online Shoppers towards Unified Payment Interface (UPI) as a Method of Payment with Special Reference to Madurai City in the ICSSR sponsored National Conference on “Industry 5.0: A New Prospect for Business and Industrial Transformation” organized by the PG & Research Department of Commerce, St. Joseph’s College (Autonomous), Tiruchirappalli held on 18 & 19, July 2024.
30. Presented a paper entitled “Attitude towards Sustainable Products among College Students in Madurai District” in the Two-Day International Conference on “Viksit Bharat 2047: Digital Transformation for Sustainable Development – Shaping the Future of

Commerce and Management” organized by the Department of Commerce, Dharmamurthi Rao Bahadur Calavala Cunnan Chetty’s Hindu College, Chennai on 4 & 5 October, 2024.

31. Presented a paper entitled “Artificial Intelligence in Retail Marketing of Children Garments” in the International Conference on “Artificial Intelligence in Commerce and Management” organized by the School of Commerce, The American College, Madurai, Tamil Nadu, on 6 & 7 January, 2025.
32. Presented a paper entitled “Attitude of Customers towards Cash on Delivery (COD) Method of Payment in Online Shopping with special reference to Madurai City” in the International Conference on “Artificial Intelligence in Commerce and Management” organized by the School of Commerce, The American College, Madurai, Tamil Nadu, on 6 & 7 January, 2025.
33. Presented a paper entitled “AI as a Tool for Measuring and Influencing Consumer Perception on Sustainability” in the International Conference on “Artificial Intelligence in Commerce and Management” organized by the School of Commerce, The American College, Madurai, Tamil Nadu, on 6 & 7 January, 2025.
34. Presented a paper entitled “A Study on the Consumer Perception regarding the Accuracy and Realism of AI – Powered Augmented Reality Try-Ons in Lenskart Application” in the International Conference on “Artificial Intelligence in Commerce and Management” organized by the School of Commerce, The American College, Madurai, Tamil Nadu, on 6 & 7 January, 2025.
35. Presented a paper entitled “A Study on the Artificial Intelligence Chatbots preferred by College Students” in the International Conference on “Artificial Intelligence in Commerce and Management” organized by the School of Commerce, The American College, Madurai, Tamil Nadu, on 6 & 7 January, 2025.
36. Presented a paper entitled “A Study on AI – Powered Virtual Shopping Assistants and Consumer Engagement: A Special Reference to Myntra App” in the International Conference on “Artificial Intelligence in Commerce and Management” organized by the School of Commerce, The American College, Madurai, Tamil Nadu, on 6 & 7 January, 2025.

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### **Conference/ Seminar /Workshop/ Webinar - 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. Participated in the One day Youth Leadership Training (RYLA) on Communication Skills on July 2012 at The American College, Madurai.
5. Participated in the Panel Discussion on Union Budget 2014-15 on July 2014 at The American College, Madurai.
6. 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.
7. Participated in one day workshop on “Creating Awareness about Financial Markets for Future Investors” at The American College, Madurai.
8. Participated in the Four Days Training Programme on Academic Leadership held at Crescent College of Education for Women, Madurai on May 02-05, 2018.
9. Participated in two days National Workshop on “Applications of AMOS in Social Science Research” organized by the Department of Commerce, The American College, Madurai on 12 & 13 October, 2018.
10. Participated in the “GST Workshop” organized by the Office of the Commissioner of GST and Central Excise, Madurai in association with the Department of Commerce, The American College, Madurai on 5<sup>th</sup> July, 2019.
11. Participated in two day State Level Workshop on “NAAC Accreditation of Colleges: Revised Accreditation Framework” conducted by the Internal Quality Assurance Cell, Madurai Kamaraj University, Madurai on 29 & 30 July, 2019.

12. Participated in the Workshop on “Development of Website” organized by the Department of Commerce, The American College, Madurai on 3<sup>rd</sup> August, 2019.
13. Participated in the Webinar on “Teacher to Educational Leader” organized by Colombo Plan Staff College on 23 April 2020.
14. Participated in the Webinar on “Art of Achieving Teaching Excellence in Digital Era” organized by Sakthi Institute of Information and Management Studies, Pollachi on 04 April 2020.
15. Participated in the Webinar on “Personal Effectiveness – Need of the hour” organized by Sakthi Institute of Information and Management Studies, Pollachi on 14 May, 2020.
16. Participated in the International Webinar on “COVID 19 and Continuing Relevance” organized by the Department of Commerce, The American College, Madurai on 23 May, 2020.
17. Participated in the Webinar on “Nurture the Seeds” and “Pained for a purpose and breakthrough” organized by the Ladies Club of The American College, Madurai on 27 May, 2020.
18. Participated in the National Webinar on “Women at Risk Blossom” organized by the Ladies Club of The American College on 09 June, 2020.
19. Participated in the National Webinar on “A Perspicacious View on Electronic Payments” organized by the Department of Commerce, The American College, Madurai on 3 July, 2020.
20. Participated in the Webinar on “NAAC Assessment and Accreditation Process” organized by the NAAC Bangalore and Internal Quality Assurance Cell, Madurai Kamaraj University, Madurai on 16 July, 2020.
21. Participated in the National Webinar on “Navigate Financial Crisis During Pandemic” organized by the Department Of Commerce, The American College, Madurai on 17 July, 2020.

22. Participated in the National Webinar on “A Pandemic Year for Women: What are we learning?” organized by the Ladies Club of The American College on 30 June, 2021.
23. Participated in the International Webinar on “Promoting Ikigai to Arise & Shine” organized by the Ladies Club of The American College on 29 July, 2021.
24. Participated in the National Conference on “Enhancing the Quality of Academics and Research in HEIs” organized by the Internal Quality Assurance Cell (IQAC), The American College, Madurai on 28 January, 2025.

#### **Conference/ Seminar /Workshop/ Programme/ Webinar– Organised**

1. Coordinator in 2<sup>nd</sup> international conference on “Women and Power - Challenges and Opportunities” organized by the Centre for Gender Studies, The American College, Madurai on January 2017.
2. Co-convenor in the National Conference on “Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario” organized by the Department of Commerce, The American College, Madurai on 16<sup>th</sup> February, 2018.
3. Co-convenor for two days National Workshop on “Applications of AMOS in Social Science Research” organized by the Department of Commerce, The American College, Madurai on 12 & 13 October, 2018.
4. Co-convenor in the International Conference on “Innovations in Business and Management” organized by the Department of Commerce, The American College, Madurai on 1 & 2 February, 2019.
5. Co-convenor in the CSIR sponsored International Conference on Sustainability, Transformation and Development in Business and Management organized by the Department of Commerce, The American College, Madurai on 24<sup>th</sup> January, 2020.
6. Organized “COMMAS 2020” An Intercollegiate Competition on 7 & 8 February, 2020 as a President of Commerce Association.
7. Organizing Secretary of the Webinar on “Impact of Covid 19 on Educational Services and Alternating Strategies” organized by the Department of Commerce, The American College, Madurai on 20 June 2020.

8. Organizing Secretary of the Webinar on “Mutual Funds – My 1<sup>st</sup> Million” conducted by the Department of Commerce, The American College, Madurai in collaboration with Proficient Minds under the Aegis of Unit Trust of India on 16 March 2022.
9. Organizing Committee Member in the three-day Faculty Development Programme on “Investor Awareness & Education”, organized by the Department of Commerce, The American College, Madurai in association with Sraddha Academy for Financial Education, from 28 to 30 April, 2022.
10. Organizing Committee Member in the ICSSR sponsored workshop on “Research Methodology and Research Tools (SPSS & AMOS) organized by the Postgraduate and Research Department of Commerce, The American College, Madurai from 14 to 16 December, 2022.
11. Member of Internal Affairs in organizing the International Conference on “Business Dynamics and Sustainable Development” conducted by the School of Commerce, The American College, Madurai in association with the School of Business, St. Joseph’s University, Bengaluru, Karnataka on 5 & 6 January, 2023 at The American College, Madurai, Tamil Nadu, India.
12. Served as an Organizing Committee Member of One Day State Level Inter Collegiate Cultural Fest, COMMAS ‘24 conducted by the School of Commerce, The American College, Madurai on 23 February, 2024.
13. Served as an Organizing Member of Fem Fiesta – 2023 organized by the Women’s Forum of The American College, Madurai on 08 March, 2023.
14. Organising Secretary of the International Conference on “Commerce and Management in the Digital Age: Trends, Challenges and Innovations” conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 5 & 6 January, 2024.
15. Organising Secretary of the International Conference on “Artificial Intelligence in Commerce and Management” conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 6 & 7 January, 2025.

#### **Other Activities / Academic Credentials**

1. Handled Classes in the Institute of Company Secretaries of India, Madurai Chapter during the period from January, 2012 to April, 2012
2. Acted as a Panel Member of the Interview board for recruitment of clerks in Indian bank during September 2012
3. Acted as an Interview Panel Member of Ayya Nadar Janaki Ammal Matriculation Hr.Sec. School, Madurai during February, 2013
4. Member of Athletic Committee, Department of Physical Education, The American College, Madurai.
5. Member of the Anti-Ragging Committee, The American College, Madurai.
6. Member of Criterion V Committee- Student Support and Progression, The American College, Madurai and Re-accredited (2nd Cycle) by NAAC Peer Team from 25th and 27th February, 2016.
7. Member of Criterion II Committee- Teaching Learning and Evaluation, The American College, Madurai during the year 2020 – 2021.
8. External Examiner of various colleges.
9. Served as the External Subject Expert (Outside the University) of the selection committee for the Aided Post of Assistant Professor in Commerce of Holy Cross College (Autonomous), Nagercoil, Kanyakumari Dt., Tamil Nadu on July 31, 2023.
10. Served as a Resource Person and delivered a Keynote Address in the BODHI Hybrid International Conference on "New Waves from Arts and Science: Social Consciousness and Sustainable Development in the Technocratic Society", collaborated and organized by Auxilium College (Autonomous), Vellore, St. Antony's College of Arts and Sciences for Women, Dindigul, Mangayarkarasi College of Arts and Science for Women, Madurai and BODHI International Journal of Research in Humanities, Arts and Science held at Mangayarkarasi College of Arts & Science for Women, Madurai, on 06 March 2024.
11. Served as the University Nominee of the selection committee for the Aided Post of Assistant Professor in Commerce of Arulmigu Palaniandavar College of Arts and Culture, Palani, Dindigul District, Tamil Nadu on October 9 - 10, 2024

12. Served as the University Nominee in the Board of Studies of the Department of Commerce, Lady Doak College (Autonomous), Madurai, on September 26, 2024.

**Countries Visited**

Singapore, Malaysia, Japan, Philippines and Sri Lanka

**ADDRESS FOR COMMUNICATION**

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