

**Name** : Dr. A. MARTIN DAVID  
**Designation** : Assistant Professor  
**Department** : Commerce  
**Date of Joining** : 03.07.1991  
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**Educational Qualification:**

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

**Specialisation in Teaching:**

- Financial Accounting marketing
- Profile Management

**Specialisation in Research:** Marketing

**Research Interests:** Finance

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

Positions held / currently holding	Year - From (month/year) To month/year)
B.Com (C.A) Co-ordinator	
Deputy Controller of Examinations	

**Membership in Professional Bodies:**

Board of Studies: Dept of commerce Fatima College, Madurai

Dept of Commerce Saraswathi Narayanan College, Madurai

Dept of commerce Subblakshmi, Lakshmipathy College, Madurai

## **Publications:**

### **National**

4m 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:**

1. International Journal of research in commerce & management ISSN 0976-21283 volume No: 1 (October) “A study on attitude of women towards fitness centre in Ramanathapuram, Tamilnadu”
2. 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
3. The Indian Institute of Public Opinion Vol. LV No: 12 Spet 2010 “A study on Customers’ Attitude towards Ornamental Plants in Ramanathapuram ISSN 1053 - 1848”

### **Conference / Seminar Presentations:**

1. International conference on micro – finance – post office as a micro – finance institution 2008 held at Pondicherry university
2. National conference on Emerging paradigm in management held on 15<sup>th</sup> march 2008 – the role of postal in marketing financial services dept of mst studies American college Madurai