

## PROFILE

**Name** : Dr. A. MARTIN DAVID  
**Designation** : Associate Professor and Head  
**Department** : Commerce  
**Email** : [amartindavid@yahoo.com](mailto:amartindavid@yahoo.com)  
**Contact Number** : 9443919007



### Educational Qualification: M.Com, M.Phil, PhD

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

### 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 Tamilnadu

### Specialisation in Teaching

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

### **Professional Experience**

<b>S.No</b>	<b>Designation</b>	<b>Department</b>	<b>Institution</b>	<b>Date</b>
1	Associate Professor and Head ( UG and Research)	Commerce	The American College, Madurai	02.08.2018 to till date
2	Assistant Professor	Commerce	The American College, Madurai	01.08.2008 to 01.08.2018
3	Lecturer	Commerce	The American College, Madurai	03.07.1991 to 31.07.2006

### **Administrative Accomplishments**

- Serving as the Controller of Examinations from June 2018 onwards
- 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 Senatus
- 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**

1. 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 4 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 September 2010 “A study on Customers’ Attitude towards Ornamental Plants in Ramanathapuram ISSN 1053 - 1848”
4. The role of The role of Postal Department in Marketing Mail , Financial and Premium Services , Shanlax International Journal of Commerce , ISSN : 2320-4168, Impact Factor 3.017

### **Conference / Seminar Presentations**

1. Micro , Small and Medium Sized Sector, National Conference on MSMEs
2. 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
3. . International conference on micro – finance – post office as a micro – finance Institution 2008 held at Pondicherry university

### **Role as Editor**

1. 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.

2. 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](http://www.j-asc.com))

3. Edited and Published a Book Entitled “**Innovations in Business and Management**”, published by Department of Commerce, The American College, Madurai, February 1, 2019, Madurai. ISBN: 978938839843, Volumes I and II.

### **Programs organised**

1. **Convener** for National Conference On Prospects of Micro, Small and Medium Enterprises in Indian Scenario (MSMEs) held on 16<sup>th</sup> February,2018, Department of Commerce, The American College, Madurai.
2. **Convener of Commerce Association** and Organized an Intercollegiate competition titled **COMMAS2K19** for the academic year 2018-2019.
3. **Convener** for “**Two Day National Workshop** on Applications of AMOS in Social Science Research” held on 12<sup>th</sup> and 13<sup>th</sup> October,2018.
4. **Convener** for American College Royal Commerce Alumni Association (ACRCA), Department of Commerce, The American College, Madurai Since 2018-2019.
5. **Convener** for **Two Day International Conference** On Innovations in Business and Management organized by the Department of Commerce, The American College, Madurai on February 1 and February 2, 2019.

### **Orientation / Refresher Course Attended**

1. Attended a UGC Sponsored Orientation Program organised by the Academic Staff College, Madurai Kamaraj University, Madurai from 27.02.2009 to 26.02.2009
2. 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
3. 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

### **Positions held outside the Institution**

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

### **Guest Lecture / Moderation Done**

1. Acted as a Moderator during the National Seminar on Business Intelligence System , organised by Fatima College, Madurai during 7<sup>th</sup> March 2018.
2. Acted as a Moderator during the International Conference on Emerging Trends in Multi Disciplinary Research organised by Umar Pulavar Tamil Language Centre , Sinagpore during 27<sup>th</sup> and 28<sup>th</sup> December 2018
3. Delivered a Lecture during Asian University Leaders Program at University of Hong Kong , Hong Kong during 27<sup>th</sup> to 29<sup>th</sup> 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