

Profile



Name : Dr. R. Mary Sophia Chitra

Designation : Assistant Professor
Coordinator, B.Com (SF)

Department : Commerce.

Date of Joining: 21.08.2006

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Educational Qualification

Course	Institution	Year of Passing
SSLC	Mangayarkarasi Hr. Sec. School, Madurai	April 1992
HSC	Mangayarkarasi Hr. Sec. School, Madurai	March 1994
B.Com.	Lady Doak College, Madurai	April 1997
M.Com.	Madurai Kamaraj University, Madurai	April 1999
M.Phil.	Madurai Kamaraj University, Madurai	2004
UGC –NET	University Grants Commission (UGC), New Delhi	June 2015
SET	Mother Teresa University, Kodaikanal	February 2016
Ph.D.	Madurai Kamaraj University (PART TIME), Madurai	February 2017

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 st Class	January 1995
Shorthand – English	Department of Technical Education, Tamilnadu	Junior Grade 2 nd Class	July 1996

Teaching Experience

Designation	Institution	Year	Years of Experience
Assistant Professor	The American College, Madurai	21 August, 2006 onwards	13 years 6 months
PG Assistant	YWCA Mat. Hr. Sec. School, Madurai	July 2001 to August 2006	5 years 1 month

Administrative /Academic Position

Administrative/Academic Positions	Year
Coordinator, B.Com., (SF)	June 2013 onwards
Project Leader, Services Learning Programme - School Extension Programme	June 2014 onwards
Associate Dean of Women Students	August 2016 – July 2019
Additional Dean of Women Students	July 2019 – August 2020
Coordinator, Entrepreneurship Development Cell	January 2019 onwards
President, Commerce Association	June 2019 onwards
Additional Dean for International Exchange and Study Abroad	August 2020 onwards

Specialisation in Teaching

Accounting and Marketing

Specialisation in Research

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

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 Lakshmipathy 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.

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
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 “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.

8. 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, ISSN 1076-5131, pp 2101-2108.

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 10th 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 10th 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.

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 5th 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 3rd August, 2019.
13. 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.
14. Participated in the Webinar on “Teacher to Educational Leader” organized by Colombo Plan Staff College on 23 April 2020.
15. 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.

16. 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.
17. 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.
18. 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.
19. 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.
20. Participated in the National Webinar on “Women at Risk Blossom” organized by the Ladies Club of The American College on 09 June, 2020.
21. Participate 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.
22. 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.

Conference/ Seminar /Workshop/ Programme/ Webinar– Organised

1. Coordinator in 2nd 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 16th 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 24th January, 2020.
6. Organised “COMMAS 2020” An Intercollegiate Competition on 7 & 8 February, 2020 as a President of Commerce Association.
7. Executive Committee Member in the International Conference on “Recent Trends in Multidisciplinary Research - 2020” organized by The American College, Madurai in association with Concordia College, New York to be held at Concordia College, New York, USA.
8. Organising 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.

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 Janagi Ammal Matriculation Hr.Sec. School, Madurai during February, 2013
4. External Examiner of various colleges.

Countries Visited

Singapore and Malaysia
