

Name : Dr. C. ANTONY MARY VINOTHINI

**Designation : Assistant Professor/
Coordinator, B. Com (IT)**

Department : Commerce

Date of Joining : 02.02.2011

Mobile No :

**Email : antonmary19@gmail.com
antonmary@americancollege.edu.in**



Educational Qualification:

Qualification	Name of the Institution	Year of Completion
B Com	Lady Doak College	2002
M Com	M.S.S. Wakf Board College	2004
M. Phil	M.S.S. Wakf Board College	2005
TNSET	Mother Theresa University	2016
Ph. D	Madurai Kamaraj University	2019
MBA	Madurai Kamaraj University	2013

Specialisation in Teaching:

- Accounting
- Marketing

Specialisation in Research:

M. Phil : A study on the customer's attitude towards ATM services in Madurai City.
Ph. D : A study on the stress of women nurses in health care institutions of Madurai district

Research interest:

Accounting, Marketing, Human Resource Management

Academic position/s (held/ currently holding)

Positions held/ Currently holding	Year- From (month/year) To month/year)
-----------------------------------	--

Publication of articles in Journal:

1. Attended international conference organised by Madurai Sivakasi Nadars Pioneer Meenakshi Womens' College, Poovanthi, Sivagangai, and presented a paper entitled "A study on the entrepreneurial traits of women entrepreneurs in Madurai City", Shanlax Publications, Madurai, Volume I, February 2015, ISSN 2321-4168, Pp 170-176.
2. Attended international conference on "Women Empowerment & Social Sciences" organised by The American College, Madurai & International Multidisciplinary Research Foundation and presented a paper, entitled "A study on stress management of women lecturers in self financing arts and science colleges in Madurai City" IMRF Journals, Volume 3, Issue 1, March 2015, ISSN 2320-6942, Pp 233-236.
3. Attended international conference on "Changing Management Paradigms and Leadership in Digital Age" organised by Nehru Institute, Coimbatore and presented a paper entitled "Coping strategies adopted by banking employees to manage stress", Nehru journal of management and research publication, Volume 2, Issue 11 February 2016, ISSN 2230 -7974, Pp 28-31.
4. Attended international conference on "Women and power: Challenges and opportunities" organised by the Centre for Gender Studies, The American College and presented the paper entitled "Challenges of women police in Madurai City with special reference to occupational stress", International Journal of Multidisciplinary Researchers publication, Volume 3, Special issue 1, January 2017, ISSN 2349-8684, Pp 37-39, with impact factor 0.811.
5. Published a paper in Eaglet, "Emerging trends in service sector" entitled "Impact of information technology on the growth of retail trade services" Shanlax International Journal of Commerce, Volume 5, Special issue 1, October 2017, ISSN 2320-4168, Pp 23-25, with impact factor 3.017.
6. Attended national conference on Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario organised by Department of Commerce, The American College and presented a paper entitled "A study on stress of entrepreneurs of MSMEs in Madurai City" International Journal of Multidisciplinary Researchers, Volume 4, Special issue 4, February 2018, ISSN 2349-8684, Pp 25-26 with impact factor 3.487.
7. Attended international conference on "Innovations in Business and Management" organised by Department of Commerce, The American College and presented a paper entitled "Passengers satisfaction towards e-catering service in Vaigai super fast express with special reference to Madurai city, Journal of Applied Science and Computation, Volume 6, Issue 1, January 2019, ISSN 1076 -5131.

Publication of articles in Books:

1. Attended national seminar on "Banking and Insurance Vision-2020" organised by Department of Commerce, Subbalakshmi Lakshmipathy College of Science, Madurai and presented a paper entitled Banking –Vision 2020, Shanlax Publications, Madurai, January 2012, ISBN 978-93-80657-60-8, Pp 154-157.

2. Attended national seminar on “Emerging Trends in Marketing of Services in the Global Era” organised by Department of Business Administration, The American College and presented a paper entitled “Passenger’s attitude toward online ticket booking of railway services in Madurai city”, Shanlax publications, Madurai, October 2013,ISBN: 978-93-80686-89-9, Pp108-112.
3. Attended national seminar on “Productivity Enhancement Strategies” organised by Department of Business Administration, The American College and presented a paper entitled “ A study on job stress of staff nurses and its impact on the productivity of the hospitals in Madurai City”, Shanlax publications, Madurai, October 2014, ISBN: 978-93-80657-60-8, Pp 288-294.
4. Attended national seminar on “Indian service sectors in the information and communication technology era: emerging trends, issues and prospects”, organised by Ayya Nadar Janaki Ammal College, Sivakasi and presented a paper entitled “A study on customers’ attitude towards ATM services of State Bank of India in Madurai City” edition of Curriculum Development Cell Ayya Nadar Janaki Ammal College, December 2014, ISBN 978-93-83191-09-3, Pp185,186.
5. Attended national seminar “New dimensions of management in the globalised era” organised by Department of Management Studies, Madurai Kamaraj University, Madurai and presented a paper entitled “A study on stress management of women lecturers in self financing arts and science colleges in Madurai City”, IMRF Journal, Volume 3, Issue 1, March 2015, ISSN 2320-6942, Pp 233-236.
6. Attended a national seminar “Online Marketing of Services in the Globalisation Era” organised by Department of Commerce with Computer Applications, Sourashtra College and presented a paper entitled “E- tailing –a key to business success”, publication, March 2016, ISBN 978-81-929458-4-2, Pp 382-387.
7. Attended a national conference, on Role of Information and Communication Technology (ICT) on the Growth of Service Industries organised by PG Department of Commerce, Sri Kaliswari College, Sivakasi and presented a paper entitled “Minimising the Effects of Techno stress in Today’s World of Information Technology”, March 2016,ISBN 978-93-5258-485-7, Pp 48-50.
8. Attended a national conference on “ New dimensions of management in the globalised era-2016” organised by Department of Management Studies, Madurai Kamaraj University, and presented a paper on “A study on the job stress of loco pilots in Madurai division of Southern Railway”, Shanlax Publications, Madurai, March 2016,ISBN 978-93-85977-05-3, Pp 91-96.
9. Attended international conference on “Sustainability, transformation, development in business and management”, organised by Department of Commerce, The American College and presented a paper entitled “Impact of e commerce on the transformation of textile retail business with special reference to Madurai City”, January 2020, ISBN 978-93-89658-48-4

Presentation of papers:

1. Presented a paper entitled “Emerging trends Indian Mutual Fund” (State level) at Madurai Institute of social Science.
2. Presented a paper entitled “Corporate Social Responsibility: An ethical values of business” organised by Department of Management Studies and Department of Commerce, Madurai Institute of social Science on October, 2013.
3. Presented a research paper entitled “A study on the stress of women nurses in health care institutions of Madurai district” in research colloquium organised by Post Graduate and Research Department of Commerce, Vivekananda College, Madurai on 23rd July 2016.
4. Attended international conference on Corporate and Business Response to Climate Change- From Awareness to Adoption(Transcending the Boundaries) organised by Department of Commerce, Periyar University and presented a paper entitled “ A study on the effectiveness of corporate social responsibility of matriculation schools on controlling stress” held during 9th to 11th March, 2016.

Participation in workshops, seminars and webinars:

1. Attended a Two Day workshop on “SPSS in Social Science Research” held by V.H.N Senthilkumara Nadar College, on 11th and 12th December 2015.
2. Attended a Two Day International Seminar and Workshop on “ICT in Education and Research: Innovations, Trends and Issues” held by St. Charles College of Education on 11th and 12th March, 2016.
3. Attended a workshop on “Creating Awareness about Financial Markets for Future Investors: by Baroda Pioneer Mutual Fund in association with Ambition Learning Solutions.
4. Attended a Two Day workshop on “Application of AMOS in social science research” organised by Department of Commerce, The American College on 12 and 13 October, 2018.
5. Attended a workshop on ”GST” organised by Office of the Commissioner of GST and Central Excise, Madurai and Department of Commerce, The American College on 5th July 2019.
6. Attended a workshop on “Development of website” organised by Department of Commerce, The American College on 3rd August, 2019.
7. Participated in the international webinar on Teacher to Educational Leader organized by the Colombo Plan Staff College, Philippines on 23 April 2020.
8. Participated in the webinar on “Art of achieving teaching excellence in digital era” organized by the SIIMS Business School, Pollachi on 4 May 2020
9. Participated in the international webinar on “COVID 19 and continuing relevance” organized by the Department of Commerce, The American College on 23 May 2020.
10. Participated in the webinar organized by the Ladies club of the American College on 27th May 2020.

11. Participated in the Faculty Development Program on “Teaching for Transformation and excellence in post Covid era” organized by the Department of Commerce, The American College on 6 June 2020.

12. Participated in the webinar on “Impact of Covid19 on educational services and alternating strategies” organized by the Department of Commerce, The American College on 20 June 2020.

13. Participated in the webinar on “A perspicacious view on electronic payment” organized by the Department of Commerce, The American College on 3 July 2020.

14. Participated in the webinar on National level webinar on “Rebirth of the Indian Economy- Post pandemic revival strategies” organized by the Department of Commerce, Bishop Cotton Academy of Professional Management on 9 July 2020.

15. Participated in the webinar on “Digital marketing” organized by the American School of Business Administration” The American College on 20 July 2020.

Programs organised:

1. Co-convenor for the National Conference on “Prospects of Micro, Small and Medium Enterprises in Indian Scenario organized by the Department of Commerce, The American College on 16th February, 2018.

2. Co-convenor for the International Conference on Innovations in Business and Management, sponsored by Council of Scientific and Industrial Research (CSIR) and organized by the Department of Commerce, The American College on 1& 2 February, 2019

3. Co-convenor for the International Conference on Sustainability, Transformation, Development in Business and Management organized by the Department of Commerce, The American College on 24 January, 2020

4. Organizing secretary for the webinar on “Navigate financial crisis during pandemic”, Department of Commerce, The American College on 17 July 2020.