

Name: JOSEPHINE ALICE MARY J

Designation: Assistant Professor

Department: MBA, The American College, Madurai

Date of Joining: 01.07.2019

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Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
Ph.D.	Management	Manonmaniam Sundaranar University, Tirunelveli	Pursuing
M.Phil.	Management	The American College, Madurai	2017
MBA	Finance and Marketing	Mepco Schlenk Engineering College, Sivakasi	2012
B.Com	Computer Application	Lady Doak College, Madurai	2010
NET	Management	CBSE-UGC	2017

Other Work Experience

Designation	Institution / Company	Year From(month/year) To (month/year)
Assistant Professor	Global School of Foreign Trade, Madurai	July 2012 to Nov 2012 August 2013 to Feb 2014
Admin/HR Champ	Angel Broking Ltd, Madurai	December 2012 to June 2013
Assistant Professor	Lady Doak College, Madurai	June 2017 to June 2019

Other activities / Academic credentials:

1. Secured **Academic Prize** for proficiency in M.Phil. (Management)
2. Certificate course on “Diploma in Computer Application” for six months
3. Certificate in Accounting Package for 3 months.
4. Participated in various National level B- Quiz and received a Certificate of Appreciation
5. Certified trainer in AIMA BITZ LAB
6. President of the Management Association of American College (MAAC)(2022-2024)
7. Overall Coordinator for the Flagship event - Cynosure, the Inter-Collegiate Meet (Feb 28th, 2023).

Responsibilities

- Oversaw event planning, stalls, logistics, participant coordination, discipline, hospitality, and decoration during Cynosure.
8. Represented the Madurai Half Marathon on behalf of department on August 28th, 2022.
 9. Facilitated student engagement in intercollegiate competitions by coordinating logistics, offering guidance, and cultivating a supportive environment for their active participation.
 10. Served as the Faculty Coordinator for the Inter-Departmental Essay Competition on August 17th, 2023, specifically tailored for final-year students.
 11. Orchestrated a food stall initiative on 9th September 2022 and 6th March 2023 to enhance students' marketing skills.
 12. External examiner for the Project Viva Examination in April 2024 at the MBA Department, S. Vellaichamy Nadar College, Madurai.

Specialization in Teaching:

- Advertisement and Sales Promotion
- Banking and Insurance
- Marketing Management
- Digital Marketing

Outcomes:

- Imparted comprehensive knowledge and practical skills to students.
- Developed and implemented a curriculum tailored to the latest industry trends and best practices.
- Facilitated engaging classroom discussions, case studies, and real-world projects to enhance learning outcomes.
- Mentored and guided students in their academic and career pursuits, fostering a conducive learning environment.

Research Interest:

Social Media Marketing: Investigating the impact of social media platforms on consumer behavior, digital marketing strategies, and online community dynamics.

RESEARCH PUBLICATION**UGC CARE LIST - JOURNALS**

S.No	Title of the Paper	Name of the Journal	Author's Name	ISSN
1	The Impact of Facebook Marketing on Gen Z Consumers' Intention to Purchase Organic Beauty Products	Indian Journal of Psychology- 2024	Josephine Alice Mary & Dr.P.Stella	ISSN:0019-5553
2	The Impact of social media influencer on Consumers' Purchase Intention	The journal of the oriental Institute, July – September 2023	Josephine Alice Mary & Dr.P.Stella	ISSN 0030-5324
3	E-WOM Determinants and their influence on consumer purchase intention	Rabindra Bharati Journal of Philosophy (November 2022)	Josephine Alice Mary & Dr. R. Kanthiah Alias Deepak	ISSN 09730087
4	An Empirical Study on Investor's Awareness Towards Commodity Market with Specific Reference to Madurai City	International Journal of Scientific Research and Review (May 2018)	Josephine, J & Stella N.	ISSN 2279-543X

Paper Published in Bi-Annual Journal

- Josephine Alice Mary.J., & Stella.P. (2024). "Exploring the Influence of Instagram Influencers on Consumer Purchase Intentions for Cosmetic Products". XIBA Business Review, Vol.7, pp.8-10

Paper Published in National Journal

- Josephine, J., Arul A.P. (2016). "Go Green and Save Environment". Engineering & Technology in India, Vol.1:5, pp.124-129.

Paper Published in International Journal

- Josephine, J. (2016). "An Empirical Study On Selection Of Public And Private Sponsored Mutual Funds". International Journal of Business and Administration Research Review, Vol. 2, No.15, pp.87-90.

NATIONAL CONFERENCE

- Presented a paper on "Way to quality teaching in higher education" organized by the Internal Quality Assurance Cell (IQAC), The American College, Madurai

- Presented a paper on “Smart Education-A Lead Ahead” organized by Kodaikanal Christian College, Kodaikanal
- Presented a paper on “ Go Green and Save Environment” organized by Anna University, Regional Campus Madurai
- Presented a paper on “The Role of ‘Veeramangai’ Velunachiar in Women Empowerment” organized by the Centre for Gender Studies, The American College, Madurai.

INTERNATIONAL CONFERENCE

- Presented a paper on “Impact of E- WOM in social media on consumer purchase intention” organized by Ayya Nadar Janaki Ammal College, Sivakasi
- Presented a paper on “ The influence of social media platforms on consumers’ purchase intention” organized by the School of Commerce in association with the School of Business, St. Joseph’s University, Karnataka.
- Presented a paper on “E-WOM Determinants and their influence on consumer purchase intention” organized by the Sri Ramasamy Naidu College, Virudhunagar
- Presented a paper on “The Impact of Facebook Marketing on Gen Z Consumers’ Intention to Purchase Organic Beauty Products, Organized by the American College, Madurai

CONFERENCE PROCEEDINGS:

S.No	Title of the Paper	Title of the Proceedings	International /National	Publisher, Year. Page no	ISBN No
1	The Momentousness of Product Packaging and its Persuasiveness on Customer and their Purchases	Building Competitiveness through Technology-Enabled Business, Management & Leadership	International	Shanlax, January 2024, Pgno: 139-144	978-81-19337-38-5
2.	A study on Ethical Use of Artificial Intelligence on Human Resource Management			Shanlax, January 2024, Pgno: 178-182	978-81-19337-38-5
3	A Study on Moonlighting Management			Shanlax, January 2024, Pgno : 183-	978-81-19337-38-5

GUEST LECTURE/ WORKSHOP:

S.No	Event Name	Organised By	Date	
1	Workshop on Launching and Managing a Startup	MBA Department-The American	30 th Aug	Organized

		College, Madurai	2024	
2	Leaders of Tomorrow	MBA Department- The American College, Madurai	5 th Sep 2023	Organised
3	Indian Financial System	MBA Department- The American College, Madurai	5 th Aug 2022	Organized
4	Succeeding in Business – The Success Mantra	MBA Department- The American College, Madurai	13 th Sep 2022	Organised
5	How to move up the Corporate ladder	MBA Department- The American College, Madurai	10 th Aug. 2022	Organised
6	Workshop on Advanced Excel	MBA Department- The American College, Madurai	30 th Nov 2022	Organised

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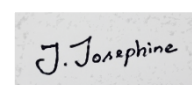
- Presented a paper on **“Financial Inclusion for the sustainable growth and Development”** in Thiagarajar College, Madurai.
- Attended workshop under the title **“ Collaborative Learning and Leadership Styles”** in Lady Doak College, Madurai
- Participated in four days workshop under the title **“ Being an Effective Teacher”** at Lady Doak College, Madurai
- Attended two days Capacity Building Programme during 24th and 25th Jan 2020, under the title **“Outcome Based Education in the Digital Era”** at Manonmaniam Sundaranar University, Tirunelveli.
- Attended two days Management Development Programme during 13th and 14th March 2020, under the title **“Research in Finance using EViews”** at Christ University, Bangalore.
- Attended three days webinar on **“Basic Online Research Method Workshop”** from 28th Apr to 30th Apr 2020 organized by REST Society for Research International, krishnagiri
- Attended International Classroom Workshop on **“SPSS- Introductory Module”** from 7th May to 19th May 2020 organized by Research Foundation of India.
- Attended online workshop on **“Data Analysis using SPSS”** from 28th May to 30th May 2020 organized by The American College, Madurai.
- Participated in International webinar on **“Few business stories.... Many lessons (Under Pandemic situation)”** organized by V.P. Institute of Management Studies and Research, Sangli on 12th June,2020.

- Participated in the webinar on “**Government e-Marketing (GeM)**” organized by Entrepreneurship Development and Innovation Institute & Madurai Productivity Council (MPC) on 27th January 2022.
- Participated in the webinar on “**Digital Marketing**” organized by Entrepreneurship Development and Innovation Institute & Madurai Productivity Council (MPC) on 18th January 2022.
- Participated in the two-day online FDP / EDP on “**Practices & Prospects in Digital Marketing for Small Business**” organized by Mepco School of Management Studies, Sivakasi on 28th and 29th January 2022.
- Participated in the International online workshop on “ **Basic Statistical Analysis and its Interpretation using SPSS**” organized by the Global Institute of Statistical Solutions from 9th Apr 2022 to 11th Apr 2022
- Participated in the International online workshop on “ **Academic Writing -Ethical Issues**” organized by the Global Institute of Statistical Solutions from 3rd Sep 2022- 5th Sep 2022
- Participated in the workshop on “**Research Methodology and Tools (SPSS & AMOS)**” by the Research Department of Commerce, The American College, Madurai from 14th Dec 2022- 16th Dec 2022
- Participated in **IP Awareness/Training program** under National Intellectual Property Awareness Mission on February 20, 2023
- Participated in the FDP on “**Effective Teaching**” organized by NIT Trichy on 31st MAR 2023.
- Participated in the International Seminar on “**Emerging Trends in Social Media Analytics**” organized by the Department of Management Studies, Velammal College of Engineering and Technology, Madurai on Aug 23rd, 2024.

Declaration

I declare that the information provided above is as per records and to the best of my knowledge.

Signature



Josephine Alice Mary