

RESUME

Name: Dr.M.Ritchie Richardson
Designation: Assistant Professor
Department: Commerce
Date of Joining: 24.07.2013
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Objective

To experience and explore the various possibilities in the teaching practices for further innovation in the field of my interest.

Educational Qualification

Qualification	Name of the Institution	Year of Passing	Percentage obtained
Ph.D	Madurai Kamaraj University, Madurai	2020	--
M.B.A(Finance)	Madurai Kamaraj University (DLP). Madurai, Tamilnadu	2009-2012	62
M.Phil	Thiagarajar College. Madurai, Tamilnadu.	2009-2011	72
M.Com	The American College, Madurai, Tamilnadu.	2007-2009	61.5
B.Com	The American College, Madurai, Tamilnadu.	2004-2007	57.5

Work Experience

- Presently working as Assistant Professor in the Department of Commerce, The American College, Madurai, from 24th July 2013 to till date.
- Worked as a lecturer in the Department of Commerce, Thiagarajar College, Madurai, from 1st June 2011 to 23rd July 2013.

Ph.D Topic

“Consumer Buying Behaviour Towards Online Retail Trade – A Study with Special Reference to “Madurai District”

Technical Skill Sets

- Tally 9, MS-DOS&Windows.

Workshops

- Participated in the Workshop on "Development of Website" organized by the Department of Commerce on 3rd August 2019, The American College, Madurai.

- Participated in the Two Day National Workshop on "Applications of AMOS in Social Science Research" organized by the Department of Commerce on 12 and 13 October 2018, The American College, Madurai.
- Participated in the Workshop on SPSS(Statistical Package for Social Studies) conducted by the Department of Commerce, The American College in the year 2007-08.

Research Experience

- Research Guide for MFC students at Thiagarajar College, Madurai.
- Research Guide for B.Com students at The American College, Madurai.

Orientation Course

- Participated in the UBCHEA sponsored four day Faculty Development Programme(FDP 2020) on Emerging Leaders of Service Learning Programme from 13-02-2020 to 16-02-2020 at Kodaikanal organised by The American College, Madurai.
- Participated in the Orientation training Programme for Empanelled Training - National Service Scheme from 05-02-2016 to 11-02-2016 conducted by Avinashilingam University, Coimbatore.
- Participated in one day Orientation Programme for self Development (11th February 2007) at Thiagarajar College.Madurai.
- Participated in Teacher Competence Enhancement Training Programme – 3.12.2007 &4.12.2007.at Thiagarajar College.Madurai.
- Participated in Teacher Competence Enhancement Training Programme (22nd-29th November 2005) at Thiagarajar College.Madurai.

Extra Curricular Programmes

- Serving as SLP Project associate at The American College.
- Served as NSS Programme officer for 3 years at The American College.
- Chorister for seven years in The American College Chapel Choir (2004-2010).

Paper Presentation

- Presented a paper on “Cyber Crime in Banking Sector and Security Issues” organized by Department of Commerce, Lady Doak College on 1st March 2007.

Specialization in Teaching:

1. Management Accounting
2. Marketing Management
3. Business & Industrial Law

Specialization in Research:

- Online marketing

Research Interests:

- Online Retailing

Publications:

1. Published a paper in an International Conference on SUSTAINABILITY, TRANSFORMATION, DEVELOPMENT IN BUSINESS AND MANAGEMENT. with the paper entitled “Recent Trends in Online Retailing in India”, organized by Department of Commerce, The American College. ISBN: 978-93-89658-48-4 on 24th January 2020.
2. Published a paper in an International Conference on EMERGING TRENDS IN BANKING, INSURANCE & INTERNATIONAL TRADE. with the paper entitled “Customer Attitude Towards Recent E Banking Services of SBI”, organized by Research Department of Commerce in association with Insurance Institute of India, Mumbai on 27th and 28th March 2019, at Thiagarajar College, Madurai.
3. Published a paper in an International Conference on INNOVATIONS IN BUSINESS AND MANAGEMENT. with the paper entitled “Green Marketing - Challenges and Opportunities”, organized by Department of Commerce, The American College. ISBN: 978-93-88398-34-3- 1st & 2nd February 2019.
4. Published a paper in an International Conference on EMERGING TRENDS IN ENTREPRENEURSHIP DEVELOPMENT. with the paper entitled “Impact of E marketing on entrepreneurship development”, organized by Postgraduate and Research Department of Commerce on 12th September 2018, at Vivekananda College, Madurai.
5. Published a paper in an National Conference on PROSPECTS OF MICRO, SMALL & MEDIUM ENTERPRISES (MSMEs) IN INDIAN SCENARIO. with the paper entitled “Impact of Online Retail Trade In Indian MSMEs”, edition of Department of Commerce, The American College. ISBN: 978-93-86712-19-6 - 16th February 2018.
6. A publication of Shanlax publications, Madurai on Emerging Trends in Marketing of Services in the Global Era and the paper entitled “Emerging Trends in Marketing of

Information services in the Global Era”, edition of Department of Business Administration, The American College ISBN 938068689-7- 17th October 2013.

7. A publication of Shanlax publications, Madurai on FDI in Indian Retailing the paper entitled “SWOT Analysis - FDI in Indian Retailing”, edition of Department of Commerce, Thiagarajar College, Madurai.(2011)

Webinars:

- Participated in the webinar on "Navigate Financial Crisis During Pandemic" organized by the Department of Commerce, The American College, Madurai, held on 17th July 2020.
- Participated in the webinar on "Rebirth of the Indian Economy - Post-Pandemic Revival Strategies" organized by the Department of Commerce, Bishop Cotton Academy of Professional Management, Yelahanka New Town, Bengaluru, held on 9th July 2020.
- Participated in the webinar on "A Perspicacious View on Electronic Payments" organized by the Department of Commerce, The American College, Madurai, held on 3rd July 2020.
- Participated in the webinar on "Transition to online teaching Challenges and Preparations" organized by the Department of Business Administration, The American College, Madurai, held on 30th of June 2020.
- Participated in the webinar on "Impact of COVID 19 on Educational Services and Alternating Strategies" organized by the Department of Commerce, The American College, Madurai, held on 20th of June 2020.
- Participated in the webinar on "Online Education A Boon or Bane - The Pros and Cons" organized by the Department of Business Administration, The American College, Madurai, held on 11th of June 2020.
- Participated in the webinar on "Teaching for Transformation & Excellence in Post COVID Era" organized by the Department of Commerce, The American College, Madurai, held on 6th of June 2020.
- Participated in the webinar on "COVID 19 and Continuing Relevance” organized by the Department of Commerce, The American College, Madurai, held on 23rd of May 2020.

Personal Details

Name : M. Ritchie Richardson
Designation :Assistant Professor
Department :Commerce
Date of Joining :24-06-2013
Phone with Extn. No :0452-2361600
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Gender :Male
Marital Status :Married
Date of Birth :07.09.1985
Nationality :Indian
Religion :Christian
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Arapalayam Cross Road
Madurai – 625 016
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Reference

- Dr. A. Martin David, Controller of Examinations &Head, Department of Commerce, The American College, Madurai - 2. Mobile: 94439 19007.
- Dr. I. Nagarajan, Associate Professor & Head Department of Commerce, Thiagarajar College, Madurai - 9. Mobile: 94864 67888.
- Prof. J.Justin Manohar, Associate Professor of Commerce, The American College, Madurai - 2. Mobile: 9994400300.

I hereby declare that all the above-mentioned details are true to the best of my knowledge and I assure that I will work in the right earnest.

Yours sincerely,

Place : Madurai.

Date :

DR.M.RITCHIE RICHARDSON