

Name : P. Antony Raj

Designation : Assistant Professor

Department : Commerce

Date of Joining : 18.06.2018

Mobile No : 9791656473

Email : sherwinantony23@gmail.com



Educational Qualification

Degree	Subject	College/University & Place	Year Completed
B.Com	Commerce	The American College, Madurai.	2005
M.Com	Commerce	The American College, Madurai.	2007
B.Ed	Commerce	Seventh Day Adventist College of Education, Vellore, (Tamilnadu Teachers University)	2010
SET	Commerce	Bharathiyar University	2011
Ph.d	Commerce	Madurai Kamaraj University	Pursuing

Specialization in Teaching

- Finance and Marketing.

Other Work Experience

Designation	Institution/Company	Year-From(month/year) To (month/year)
PG Assistant (Commerce)	Seventh Day Adventist Matriculation Higher Secondary School, Madurai Central – 625010.	01 st June 2009 to 13 th June 2018
PG Assistant (Commerce)	Guhan Matriculation Higher Secondary School, Madurai – 625009.	01 st June 2007 to 31 st May 2009.

Book Publication

- Published a book entitled “Introduction to SMEs”, 2020, ISBN: 978-9390291-16-8, Dr. D.Y. Patil Vidayapeeth, Pune (Deemed University) Publication.

Publication

- Published an article in Online Journal of Samdarshi, ISSN 2581-3986 Vol 16 Issue 4(September 2023) entitled “Recent trends in Retail Marketing of Children Garments in Madurai District”
- Published an article in Journal of South Indian Journal of Social Sciences, ISSN 0972-8945 Vol XXI No13,(January-June 2023) entitled “Challenges and issues of Retail Marketing in Madurai District”
- Published an article in Journal of Applied Science and Computations 6(1), 2019, 1867-1872, ISSN 1076-5131 entitled “Online consumer behaviour –An analysis”

Orientation Attended

- Participated Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme of University Grants Commission(UGC) Organized by Iswar Saran PG College, Prayaraj from 17th January 2024 to 30th January 2024.

Seminar/Conference/Workshop Participated

- Presented a Paper titled “Recent trends in Retail Marketing of Children Garments in Madurai District” in the International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovation organized by the Department of Commerce, The American College, Madurai on 5th and 6th January 2024.
- Presented a Paper titled “Challenges and issues of Retail Marketing in Madurai District” in the International Conference on ICBD 4.0, Business Dynamics and Sustainment development organized by the Department of Commerce, The American College, Madurai, Tamilnadu, in association with the School of Business St’Joseph University, Bengaluru on 5th and 6th January 2023
- Participated in the International Seminar on “Advanced Research in Life Sciences, Information Technologies and Innovative Business Practices” organized by Thassim Beevi Abdul Kader College for Women on 12th December 2022.
- Participated in the Faculty Development Programme on “Advanced Research in Life Sciences, Information Technologies and Innovative Business Practices” organized by Sraddha Academy for Financial Education in Partnership with The American College, Madurai on 28th to 30th April 2022.
- Participated in the Workshop on “Hypothesis Framing on Research” organized by the Internal Quality Assurance Cell (IQAC) and PG & Research Department of Commerce SHASUN Jain College for Women on 22nd May 2021.

- Presented a Paper titled “Transformation in Fish Marketing” in the International Conference on Sustainability, Transformation, Development in Business and Management organized by the Department of Commerce, The American College, Madurai on 24 January 2020. (ISBN: 978-93-89656-48-4)
- Participated in the “Entrepreneurship Development Programme in Sericulture” organized by Central Silk Board and UG Department of Zoology, The American College on 9th January 2020.
- Participated in the Workshop on Development of Website organized by the Department of Commerce, The American College Madurai on 3rd August 2019.
- Presented a paper titled “Online consumer behaviour –An analysis” in the International conference on “Innovations in Business and Management” organized by the Department of Commerce, The American college, Madurai during 1&2 February 2019
- Participated in Two days National workshop on “Applications of AMOS in Social Science Research” organized by Department of Commerce, The American College, Madurai during 12 & 13 October 2018.
- Participated in the Counseling and Guidance for the High School Teachers organized by Seventh Day Adventist Matriculation Higher Secondary School, Jeyanthipuram, Madurai during 30 May 2017.
- Participated in In-service Programme in “Challenges Facing the Younger Generation” organized by Seventh Day Adventist Matriculation Higher Secondary School, Suriya Nagar, Madurai during 27 May 2016.
- Participated in “Rotary Youth Leadership Camp” organized by Mahatma Residential School, Madurai during 9 – 11 January 2015.
- Attended two days workshop on “*Teaching of Economics at higher secondary level*”, organized by Department of Econometrics, University of Madras, and Department of Economics, Thiyagarajar College, Madurai, sponsored by Malcom and Elizabeth Trust (MEAT), Chennai during 25 & 26 September 2009.
- Attended workshop on “*Applications of SPSS in Economic Research*”, organized by Department of Economics, The American College, Madurai, during 7 & 8 March 2007.
- Participated in National Level Seminar on “Customer Relationship Management” organized by Department of Commerce, The American College, Madurai on 1st March 2006.
- Participated in Regional Level Seminar on “Stock Market Scenario: Yesterday, Today & Tomorrow” organized by Department of Commerce and Research Centre of Sourashtra College, Madurai on 16th March 2006.

Online Faculty Programme Attended

- Participated in the Online FDP titled “Cognitive Analysis in Financial Services” Organized by Internal Quality Assurance Cell (IQAC) In association with School of Commerce & Management, S.A College of Arts & Science, Chennai from 04th August to 11th August 2021 and obtained “A” Grade (>90)
- Three days Virtual FDP on COVID-19 Creating a paradigm shift in rural teaching & learning process, organized by IQAC of Caussanel College of Arts & Science, Muthupettai, Ramanthapuram during 12-14 July 2021.
- Participating in 8 Days International Professional Development Programme on “Effective and Quality Research Writing - Phase II” from 7th -15th June, 2021 organised by Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts and Science, Chennai.
- Two Weeks Virtual National Faculty Development Programme Industry Institute Interaction - A Holistic Approach Insight Out Organized By Department Of Commerce, Faculty Of Science And Humanities, SRM Institute Of Science And Technology from 01 June to 14 June 2021,
- Two weeks online Faculty Development Programme (FDP) – “Pedagogy and Research Methods” , organized by of Human Resource Development Centre and Internal Quality Assurance Cell (IQAC) of AMET University from 24 May to 6 June,2021.
- Participated in Online FDP on Deep Learning & its Applications, organized by Department of CS, Ayya Nadar Janaki Ammal College, Sivakasi during 05 June 2021.
- Online faculty development programme on my life my pride my career organized by Department of Accounting and Finance(shift II) in association with Audacious dreams foundation, Patrician College of Arts and science, Chennai on 18 May 2020.

Webinars/Online Workshops Attended

- One Day Workshop on “Bloom’s Taxonomy Based Question Paper Design For Outcome Based Education “ organized by the Department of Commerce in association with the IQAC of Ayya Nadar Janaki Ammal College, Sivakasi on 27 September 2021 under UGC - PARAMARSH Scheme.
- Covid - 19 awareness webinar on “Let’s Flatten the 2nd Wave with Safe COVID Vaccines” jointly organized by IQAC & NSS of Dr. Umayal Ramanathan College for Women, Karaikudi on 12th June, 2021.
- National Workshop on "Modern Trends in Research and Statistics" by organised by Department of Physical Education, G.T.N. Arts College, Dindigul on 11 June 2021.
- Participated in the Workshop on Make Your Tax Journey Simpler & Easier with DIY – efilling organized by The Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts & Science, Chennai during 11 June 2021.

- National Level Webinar on "Familiarizing Digital Literature to Digital Natives" organized by Department of English, Dr.MGR Educational and Research Institute, Adayalampattu Phase II Campus, Chennai on 8th June 2021
- Participated in the NAAC sponsored National Level Webinar on Orientation Programme for Re-accreditation of Autonomous College organized by The National College, Bangalore during 03 June 2021.
- Participated in the workshop on Sample Size determination in Research organized by IQAC and PG & Research Department of Commerce of SHASUN Jain College for Women, Chennai during 01 June 2021.
- Webinar on "Navigate financial crisis during pandemic" organized by PG and Research Department of Commerce, The American College, Madurai on 17 July 2020.
- Webinar on Rebirth of the Indian Economy- Post –Pandemic Revival Strategies organized by Department of Commerce, Bishop Cotton Academy of Professional Management, Bangalore on 9 July 2020.
- Webinar on A perspicacious view on electronic payments organized by Department of Commerce, The American College, Madurai on 03 July 2020.
- Webinar on Impact on COVID 19 on Educational Services and Alternating Strategies organized by Department of Commerce, The American College, Madurai on 20 June 2020.
- Webinar on Online Education a Boon or Bane – The Pros and Cons organized by the Department of Business Administration, The American College, Madurai on 11 June 2020.
- Webinar on COVID 19 and Indian Economy organized by Department of Economics, The American College, Madurai on 11 June 2020.
- Online Faculty Development Programme on “Teaching for Transformation and Excellence in Post Covid Era” organized by PG and Research Department of Commerce, The American College, Madurai on 06 June 2020.
- International Webinar on “Brief Perspectives of Nanotechnology – Biosynthesis and Bio-application of Nanoparticles” organized by Jayaraj Annapackiam College for Women, Periyakulam during 27th – 29th May 2020.
- Webinar on COVID 19 and continuing relevance organized by Department of Commerce, The American College, Madurai on 23 May 2020.
- Webinar on Trends in commerce study through online learning, organized by PG & Research Department of Commerce, G.T.N Arts College(Autonomous), Dindigul on 18 May 2020.
- Webinar on Virtual Classroom Management using Microsoft teams organized by Department of Computer science, Lakireddy Bali Reddy college of Engineering Anandra Pradesh on 11 may 2020.
- Online faculty development programme on examination in the Wake of COVID19 organized by Department of Commerce (shift II) in association with Digital Edu IT Solution, Patrician College of Arts and science, Chennai on 08 May 2020.

- Online Faculty Development Programme on Google Meet 101 organized by VET Institute of Arts and Science, Erode on 8 May 2020.
- Webinar on “Art of Achieving Teaching Excellence in Digital Era” organized by Sakthi Institute of Information and Management Studies, Pollachi on 04 May 2020.
- Webinar on “Teacher to education leader” organized by Colombo Plan Staff College on 23 April 2020.