

## PROFILE

Dr.M.Ritchie Richardson  
Designation: Assistant Professor  
Department: Commerce (CA), Satellite Campus  
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### Educational Qualification

Degree	Name of the Institution	Year of Passing
Ph.D	Madurai Kamaraj University, Madurai, Tamilnadu	2020
M.B.A(Finance)	Madurai Kamaraj University, Madurai, Tamilnadu	2012
M.Phil	Thiagarajar College. Madurai, Tamilnadu.	2011
M.Com	The American College, Madurai, Tamilnadu.	2009
B.Com	The American College, Madurai, Tamilnadu.	2007

### Administrative /Academic Position/s (held/ currently holding):

Positions Currently Holding	Year
Head, B.Com., (CA) Satellite Campus	December 2022 onwards.
NAAC Criterion Member, Criterion 4	2024 onwards
Project Associate	Services Learning Programme- Village Ecology Programme - June 2018 onwards.
NSS Programme officer	2015 to 2018 at The American College, Madurai.

### Professional Experience

- Presently working as Head & Assistant Professor in the Department of Commerce (CA), Satellite Campus, The American College, Madurai, from 24<sup>th</sup> July 2013 to till date.
- Worked as a lecturer in the Department of Commerce, Thiagarajar College, Madurai, from 1<sup>st</sup> June 2011 to 23<sup>rd</sup> 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 M.Com students at The American College, Madurai.

### **Orientation / Refresher Courses Attended**

- Participated in the Faculty Development Programme on Tally Prime Rel.4.0 on 17<sup>th</sup> February 2024 at Thiagarajar College. Madurai.
- 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 (11<sup>th</sup> 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 (22<sup>nd</sup> - 29<sup>th</sup> November 2005) at Thiagarajar College. Madurai.

### **Programs organized**

- Vice President of Commerce Association and Organized an Intercollegiate competition titled COMMAS2K23 for the academic year 2022-2023.
  
- Conference Co-ordinator for Two Day International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations' organized by the Department of Commerce, The American College, Madurai on 5th and 6th January 2024.

### **Positions held outside the Institution**

Serving as Board of Examiners in,

1. Madurai Kamaraj University
2. Lady Doak College, Madurai
3. Francis Xavier Engineering College, Tirunelveli.

### **Specialization in Teaching**

1. Entrepreneurship
2. Management Accounting
3. Marketing Management
4. Corporate Law

### **Specialization in Research**

- Online marketing

### **Research Interests**

- Online Retailing

### **Publications**

1. Published a paper in Journal of Foundational Research, (UGC CARE Indexed, Peer Reviewed and Referred Journal) ISSN: 2395-5635 Volume XXXII, No.1 (VII): January–June: 2024 with the paper entitled “CUSTOMER ATTITUDE TOWARDS E-BANKING SERVICES OF STATE BANK OF INDIA”.
  
2. 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.

3. 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.
4. 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.
5. 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 Post Graduate and Research Department of Commerce on 12th September 2018, at Vivekananda College, Madurai.
6. 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 - 16<sup>th</sup> February 2018.
7. 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- 17<sup>th</sup> October 2013.
8. 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)

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