

**Name : A.Emimol Grace**  
**Designation : Assistant Professor**  
**Department : Commerce (SF)**  
**Date of Joining : 01.07.2016**  
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### **EDUCATIONAL QUALIFICATION:**

<b>Degree</b>	<b>Subject</b>	<b>College / University &amp; Place</b>	<b>Year Completed</b>
B.Com	Commerce	Cauvery College for Women , Trichy	2005
M.Com (CA)	Commerce with Computer Application	Lady Doak College, Madurai	2007
B.Ed	Commerce	C.S.I College of Education, Pasumalai	2008
M.Ed	Commerce	Parasakthi College of Education,S.Kottaipatti	2014
M.Phil	Commerce	Yadava College, Madurai	2016
TNSET	Commerce	Mother Teresa University, Kodaikanal	2018
Ph.D	Commerce	Madurai Kamaraj University	28.02.2021 – 28.02.2024 (Pursuing)

### **ACADEMIC QUALIFICATION: OTHERS**

<b>Degree</b>	<b>Institution</b>	<b>Year of Passing</b>
Desk Top Publishing	Lady Doak College, Madurai	2006

## TEACHING EXPERIENCE

Designation	Institution	Year	Year of Experience
PG Assistant	TTL Lions Mat.Hr.Sec.School	2009 - 2011	2 Years
Teaching Assistant	Mahatma Montessori Mat. Hr. Sec. School	2011 - 2013	2 Years
Assistant Professor	Peniel Rural College of Education	2014 - 2015	1 Year
Assistant Professor	The American College	1 <sup>st</sup> July 2016	30.04.2018
Assistant Professor	Bishop Heber College	09.07.2018	31.01.2020
Assistant Professor	The American College	1 <sup>st</sup> February 2021 onwards	till date

## SPECIALISATION IN TEACHING

- Cost Accounting
- Human Resource Management

## SPECIALISATION IN RESEARCH

- M.Ed – Consumer Behaviour
- M.Phil – Marketing

## JOURNAL WITH ISSN

Title of the Paper / Book Chapter / Book	Name of the Journal / Publisher (with month, year)	UGC care list / Web of Science / SCOPUS / PubMed	DOI Link	ISSN/ISBN
RECENT TRENDS IN THE FIELD OF E-COMMERCE	SHANLAX INTERNATIONAL JOURNALS	UGC CARE LIST	-	ISSN: 2320 – 4168 Vol.5,No 1
INVESTORS PREFERENCE DURING POST COVID	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES (March 2023)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/369236416">https://www.researchgate.net/publication/369236416</a>	ISSN: 0972 – 8945 Vol. XXI, No.13,

E-RECRUITMENT - ADVANTAGES AND DISADVANTAGES	INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH AND REVIEW IMPACT FACTOR: 6.1 (February 2023)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/36856682">https://www.researchgate.net/publication/36856682</a> <u>4</u>	ISSN: 2279-543X
"CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING	ROOTS (PEER REVIEW)	UGC CARE LIST	-	ISSN : 2349-8684.
WOMEN EMPOWERMENT- IMPORTANCE & CHALLENGES	ROOTS (PEER REVIEW)	UGC CARE LIST	-	ISSN : 2349-8684
ORGANIC FOOD- WAY AHEAD FOR HEALTHY LIFE AND A SMARTER CHOICE	ANVESAK (April 2021)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/35104900">https://www.researchgate.net/publication/35104900</a> <u>7</u>	ANVESAK ISSN : 0378 – 4568 ISSN : 0378 – 4568
CONSUMER'S ATTITUDE TOWARDS ORGANIC FOOD PRODUCTS IN TIRUCHIRAPPALLI CITY	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI (February 2022)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/35849014">https://www.researchgate.net/publication/35849014</a> <u>5</u>	ISSN: 0972-0766, Vol. XCV, No.3, 2022

MARKETING OF ORGANIC FOOD PRODUCTS IN TAMILNADU	SHODHSAMHITA : JOURNAL OF FUNDAMENTAL & COMPARATIVE RESEARCH (October 2021)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/35542731">https://www.researchgate.net/publication/35542731</a> <u>1</u>	ISSN: 2277-7067
CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN THIRUCHIRAPPALLI CITY	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI (February 2022)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/35849014">https://www.researchgate.net/publication/35849014</a> <u>5</u>	ISSN: 0972-0766, Vol. XCV, No.3, 2022
BUYER'S PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS DURING POST COVID	JETIR (December 2022)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/366928842">https://www.researchgate.net/publication/366928842</a>	ISSN-2349-5162
CONSUMER'S BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS DURING POST COVID	JOURNAL OF EDUCATION AND WORK (July 2021)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/353347405">https://www.researchgate.net/publication/353347405</a>	ISSN: 0030-5324  ISSN : 0972-7175

FACTORS INFLUENCING THE CONSUMERS TO PREFER ORGANIC FOOD PRODUCTS IN TAMILNADU	INTERNATIONAL JOURNAL OF RESEARCH IN LAW ECONOMIC AND SOCIAL SCIENCES (April 2022)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/361136206">https://www.researchgate.net/publication/361136206</a>	ISSN 2348-8301
Recent Trends in Marketing of Organic Food Products	Samdarshi ( September 2023)	UGC CARE LIST	<a href="https://www.researchgate.net/publication/378210236_Recent_Trends_in_Marketing_of_Organic_Food_Products">https://www.researchgate.net/publication/378210236_Recent_Trends_in_Marketing_of_Organic_Food_Products</a>	ISSN: 2581-3986
ISSUES AND CHALLENGES TO THE CUSTOMERS' OF ORGANIC FOOD PRODUCTS	Humanities and Social Science Studies January 2024	UGC CARE LIST	<a href="https://www.researchgate.net/publication/10.13140/RG.2.2.26054.65602">10.13140/RG.2.2.26054.65602</a>	ISSN 2319-829X

### **CONFERENCE/ SEMINAR PRESENTATIONS**

- Presented a paper on "E RECRUITMENT- ADVANTAGES AND DISADVANTAGES" in the INTERNATIONAL CONFERENCE ON SUSTAINING A COMPRTITIVE ADVANTAGES IN THE CHANGING SCENARIO" sponsored by UGC organized by DEPARTMENT OF COMMERCE,BISHOP HEBER COLLEGE at BISHOP HEBER COLLEGE on 12/09/2018

- Presented a paper on "CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING" in the International level Conference on "INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN MULTIDISCIPLINARY RESEARCH" sponsored by UGC organized by THE AMERICAN COLLEGE at SINGAPORE during 27/12/2017 to 28/12/2017.
- Presented a paper on "RECENT TRENDS IN THE FIELD OF E- COMMERCE" in the College level Conference on "EMERGING TRENDS IN SERVICE SECTOR" sponsored by UGC organized by DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE at THE AMERICAN COLLEGE during 01/10/2017
- Presented a paper on "WOMEN EMPOWERMENT- IMPORTANCE & CHALLENGES" in the "INTERNATIONAL CONFERENCE ON WOMEN AND POWER"sponsored by UGC organized by CENTRE FOR GENDER STUDIES at THE AMERICAN COLLEGE during 06/01/2017 to 07/01/2017.
- Presented a paper on " INVESTORS PREFERENCE DURING POST COVID " in the "INTERNATIONAL CONFERENCE ON BUSINESS DYNAMICS AND SUSTAINABLE DEVELOPMENT" organized by THE AMERICAN COLLEGE during 05/01/2023 to 06/01/2023
- Presented a paper on " Recent Trends in Marketing of Organic Food Products " in the "INTERNATIONAL CONFERENCE ON COMMERCE ON MANAGEMENT IN THE DIGITAL AGE: TRENDS, CHALLENGES AND INNOVATIONS" conducted by School of Commerce, THE AMERICAN COLLEGE during 05/01/2024 and 06/01/2024

- Presented a paper on " ISSUES AND CHALLENGES TO THE CUSTOMERS' OF ORGANIC FOOD PRODUCTS " in the "INTERNATIONAL CONFERENCE ON COMMERCE ON MANAGEMENT IN THE DIGITAL AGE: TRENDS, CHALLENGES AND INNOVATIONS" conducted by School of Commerce, THE AMERICAN COLLEGE during 05/01/2024 and 06/01/2024

### **CONFERENCE/ SEMINAR /WORKSHOP/ PARTICIPATED**

<b>Name of the Seminar / Conference / Workshop / FDP</b>	<b>Name of the Institution conducted</b>	<b>From – To (mention date)</b>
INTERNATIONAL CONFERENCE ON “ WOMEN AND POWER – CHALLENGES AND OPPORTUNITIES”	CENTRE FOR GENDER STUDIES THE AMERICAN COLLEGE, MADURAI	07 <sup>th</sup> January 2017
COLLEGE LEVEL CONFERENCE ON "EMERGING TRENDS IN SERVICE SECTOR”	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE AT THE AMERICAN COLLEGE	01/10/2017
INTERNATIONAL CONFERENCE ON “ EMERGING TRENDS IN MULTIDISCIPLINARY RESEARCH”	THE AMERICAN COLLEGE, MADURAI	27 & 28 December 2017
INTERNATIONAL CONFERENCE ON WOMEN AND POWER	THE AMERICAN COLLEGE, MADURAI	06/01/2017 to 07/01/2017
NATIONAL CONFERENCE ON PROSPECTS OF MICRO, SMALL & MEDIUM ENTERPRISES(MSMES) IN INDIAN SCENARIO	THE AMERICAN COLLEGE, MADURAI	16 <sup>th</sup> February 2018

INTERNATIONAL CONFERENCE ON SUSTAINING A COMPETITIVE ADVANTAGES IN THE CHANGING SCENARIO	DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE AT BISHOP HEBER COLLEGE	12/09/2018
FACULTY RECHARGING PROGRAMME	IQAC, BISHOP HEBER COLLEGE	June 12 and 13 <sup>th</sup> June 2019
WORKSHOP ON "R-PROGRAMMING FOR STATISTICAL DEVELOPMENT	DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE AT BISHOP HEBER COLLEGE	22/01/2019 to 23/01/2019
FDP ON MANAGING ONLINE CLASSES AND CO-CREATING MOOCS	TEACHING LEARNING CENTRE, RAMANUJAN COLLEGE, UNIVERSITY OF DELHI	April 20,2020 – May 06,2020
FDP ON MS POWER POINT	EDU- SKILL HARVEST INSTITUTE	28 <sup>th</sup> April 2020
FDP ON “A C T – RIGHT NOW” COVID 19 AND ITS IMPLICATIONS	JAIN SCHOOL OF COMMERCE	30 <sup>th</sup> April 2020 – 1 <sup>st</sup> May 2020
FDP ON MS EXCEL ANALYTICS	EDU- SKILL HARVEST INSTITUTE	08 <sup>th</sup> May 2020
WEBINAR ON ONLINE TEACHING: THE NEW NORM	INTERNAL QUALITY ASSURANCE CELL, BISHOP HEBER COLLEGE	May 21,2020
INTERNATIONAL WEBINAR ON COVID 19 AND CONTINUING RELEVANCE	THE AMERICAN COLLEGE, MADURAI	23 May 2020
WEBINAR ON UNLOCKING ONLINE EVALUATION	INTERNAL QUALITY ASSURANCE CELL, BISHOP HEBER COLLEGE	May 22,2020

WEBINAR ON ATTITUDE SHIFT & INTELLECTUAL PROPERTY RIGHTS AND ENTREPRENEURSHIP	DEPARTMENT OF COMMERCE, G.T.N ARTS COLLEGE, DINDIGUL	29 <sup>th</sup> May,2020
INTERNATIONAL CONFERENCE ON CURRENT ISSUES IN INDIAN ECONOMY	BISHOP HEBER COLLEGE	8 <sup>th</sup> January 2020
WEBINAR ON A PERSPICACIOUS VIEW ON ELECTRIC PAYMENTS	THE AMERICAN COLLEGE, MADURAI	03 July 2020.
INTERNATIONAL VIRTUAL CONFERENCE ON RECENT TRENDS & INNOVATIONS IN SCIENCE, ENGINEERING AND SOCIAL SCIENCES	V.H.N. SENTHIKUMARA NADAR COLLEGE.	4 <sup>th</sup> September 2020 – 6 <sup>th</sup> September 2020
WEBINAR ON DIGITAL MARKETING	THE AMERICAN COLLEGE, MADURAI	04 <sup>th</sup> February 2021
WEBINAR ON LEAD THE LIFE IN STYLE	THE AMERICAN COLLEGE, MADURAI	01 February 2021
WORKSHOP TITLED “ROADMAP TO SUCCESSFUL ENTREPRENEURSHIP FOR COMMERCE PROFESSIONALS	THE AMERICAN COLLEGE, MADURAI	15 March 2021.
WEBINAR ON “THE POWER TO CHANGE THE WORLD”	THE AMERICAN COLLEGE, MADURAI	08 March 2021.
FDP ON “ETHICAL DIMENSIONS OF WRITING A RESEARCH PAPER”	DES’S NMITD & UNIVERSITY OF MUMBAI IN ASSOCIATION WITH KIRTI M. DOONDURSEE COLLEGE, JSKBS, CIMDR	7 <sup>th</sup> June 2021 to 12 <sup>th</sup> June 2021

NATIONAL WEBINAR ON “A PANDEMIC YEAR FOR WOMEN: WHAT ARE WE LEARNING?”	THE LADIES CLUB OF THE AMERICAN COLLEGE, MADURAI	30th June 2021
FDP CUM WEBINAR ON FINANCIAL EDUCATION: A HALL MARK OF NEP 2020	K B WOMENS COLLEGE, HAZARIBAGH ASSOCIATED WITH ASSOCIATION OF MUTUAL FUNDS IN INDIA	19 <sup>th</sup> January 2022
FDP ON DATA ANALYSIS USING JAMOVI	PRIMAX FOUNDATION ASSOCIATED WITH VIVEKANANDA COLLEGE	05 <sup>th</sup> March 2022 to 12 <sup>th</sup> March 2022
FDP ON INVESTOR AWARENESS & EDUCATION	SRADDHA ACADEMY FOR FINANCIAL EDUCATION	28th to 30th April, 2022
FINANCIAL EDUCATION - A HALL MARK OF NEP 2020	KB WOMENS COLLEGE	19.01.2022
RESEARCH METHODOLOGY & RESEARCH TOOLS ( SPSS & AMOS)	THE AMERICAN COLLEGE, MADURAI	December 14 - 16 2022
INTERNATIONAL TRAINING PROGRAMME ON AMOS: SEM AND CFA	ORGANIZED BY SPECIAL MINDS	20 <sup>th</sup> October to 22 <sup>nd</sup> October 2023
National Webinar on “ Financial Empowerment through wealth creation”	Organized by government Navin college Hasoud, Chhattisgarh	27 <sup>th</sup> December 2023
FDP on Intellectual Property in Academic Institution	Patrician College of Arts and Science	6 <sup>th</sup> February 2024

**PATENT DETAILS:**

<b>Title of the Paper / Book Chapter / Book</b>	<b>Name of the Journal / Publisher (with month, year)</b>	<b>DOI Link</b>
The New Era of Digital Payments	New Chennai Publications Chennai December 2021	DOI: <a href="https://doi.org/10.5281/zenodo.5748643">10.5281/zenodo.5748643</a>
Impact of COVID 19 on Organic Food Products in Madurai	IVCRTISESS (September 2020)	<a href="https://www.researchgate.net/publication/351224887">https://www.researchgate.net/publication/351224887</a>
“A study of contemporary trends in investing patterns, household savings, and economic investment”,	-	Patent No:202141047281( <a href="http://ipindia.nic.in/index.htm">http://ipindia.nic.in/index.htm</a> )

**Details of credentials, significant contributions, awards received**

<b>S.No</b>	<b>Details (Enclose copies of relevant certificates/documents)</b>
1	Certificate of Appreciation for outstanding performance and dedicated service as the “Faculty Facilitator of the Student Induction Program” conducted during 26 <sup>th</sup> to 28 <sup>th</sup> June 2019.

A.Emimol Grace