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Designation : Assistant Professor
Department : Commerce (SF)
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EDUCATIONAL QUALIFICATION:

Degree	Subject	College / University & Place	Year Completed
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

ACADEMIC QUALIFICATION: OTHERS

Degree	Institution	Year of Passing
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 st July 2016 onwards	30.04.2018
Assistant Professor	Bishop Heber College	09.05.2018	31.01.2020

SPECIALISATION IN TEACHING

- Cost Accounting
- Human Resource Management

SPECIALISATION IN RESEARCH

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

JOURNAL WITH ISSN

- A publication of PRIMAX FOUNDATION (PEER REVIEW) and the paper titled "E RECRUITMENT- ADVANTAGES AND DISADVANTAGES" published in Vol. 7, Issue No. 9, September 2018 ISSN : 2279-543X.
- A publication of ROOTS (PEER REVIEW) and the paper titled "CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING" published in Vol. 4, Issue No. 1, December 2017 ISSN : 2349-8684.
- A publication of SHANLAX INTERNATIONAL JOURNAL OF COMMERCE (PEER REVIEW) and the paper titled "RECENT TRENDS IN THE FIELD OF E- COMMERCE" published in Vol. 5, Issue No. 1, October 2017 ISSN : 2320-4168.
- A publication of ROOTS (PEER REVIEW) and the paper titled "WOMEN EMPOWERMENT- IMPORTANCE & CHALLENGES" published in Vol. 3, Issue No. 2, January 2017 ISSN : 2349-8684.

- A publication of Conference Proceedings and the paper titled " Impact of COVID 19 on Organic Food Products in Madurai" published on Sep 4 , 2020, ISBN : 978-93-81723-96-8, PP -150.
- A publication of Anvesak A bi-Annual Journal and the paper titled "Organic food – way A Head for healthy life and a smarter Choice" published on Feb 18,2021, ISSN : 0378 - 4568, PP – 97.
- A publication of Journal of Education- Rabindrabharati University and the paper titled " "Consumer behavior towards organic food products in Thrichirapalli City" published on July ,2021, ISSN : 0972-7175.
- A publication of Shodhsamhita : Journal of Fundamental & Comparative Research and the paper titled " Marketing of Organic Food Products in Tamilnadu" published on September 2021, ISSN : 2277-7067, Vol. VII (10), PP – 167-171.
- A publication of book chapter the titled " The New Era of Digital Payments" published on 2021, PP – 126-133.
- A publication of JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI and the paper titled " Consumer’s Attitude towards Organic food products in Trichirapalli" published on February 2022, ISSN : 0972-0766, PP – 58.
- A publication of International Journal of humanities, Law and Social Sciences Published biannually by New Archaeological & Genological Society Kanpur India and the paper titled " International Journal of humanities, Law and Social Sciences Published biannually by New Archaeological & Genological Society Kanpur India" published on 2022, ISSN : 2348-8301, Vol. XI (6), PP – 190-194.

CONFERENCE/ SEMINAR PRESENTATIONS

- Presented a paper on "E RECRUITMENT- ADVANTAGES AND DISADVANTAGES" in the INTERNATIONAL CONFERENCE ON SUSTAINING A COMPETITIVE 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.

CONFERENCE/ SEMINAR /WORKSHOP/ PARTICIPATED

- ❖ Workshop on "R- PROGRAMMING FOR STATISTICAL DEVELOPMENT" sponsored by COLLEGE OF EXCELLENCE organized by DEPARTMENT OF

COMMERCE, BISHOP HEBER COLLEGE at BISHOP HEBER COLLEGE during 22/01/2019 to 23/01/2019.

- ❖ Conference on "INTERNATIONAL CONFERENCE ON SUSTAINING A COMPETITIVE ADVANTAGES IN THE CHANGING SCENARIO" sponsored by UGC organized by DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE at BISHOP HEBER COLLEGE on 12/09/2018
- ❖ National level Conference on "NATIONAL CONFERENCE ON PROSPECTUS OF MICRO, SMALL AND MEDIUM ENTERPRISES IN INDIAN SCENARIO" sponsored by UGC organized by THE AMERICAN COLLEGE at THE AMERICAN COLLEGE on 16/02/2018
- ❖ 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.
- ❖ 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
- ❖ International level Conference on "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.
- ❖ Workshop on " Ethical Dimensions of writing a Research paper" organized by DES'S NMITD & University of Mumbai in association with Kirti M. Doongursee College JSKBS, CIMDR during 07/06/2022 to 12/06/2022.

- ❖ Workshop on " Financial Education - A Hall mark of NEP 2020" organized by KB Womens College during 19.01.2022.
- ❖ Workshop on " Data Analysis Using Jamovi" organized by Primax Foundation during 05/05/2022 to 12/05/2022.

A.Emimol Grace