

Resume

Dr. R. Mary Sophia Chitra

Assistant Professor, Department of Commerce

Coordinator, Department of Commerce (SF)

The American College, Madurai

Mobile Number: 99423 68883

Email : sophiachitra@gmail.com
marysophiachitra@americancollege.edu.in



Educational Qualification

Course	Institution	Year of Passing
Ph.D.	Madurai Kamaraj University (PART TIME), Madurai	February 2017
M.Phil.	Madurai Kamaraj University, Madurai	October 2004
M.Com.	Madurai Kamaraj University, Madurai	April 1999
B.Com.	Lady Doak College, Madurai	April 1997
UGC –NET	University Grants Commission (UGC), New Delhi	June 2015
SET	Mother Teresa University, Kodaikanal	February 2016

Academic Qualification: Others

Degree	Institution	Year of Passing
Rashtrabhasha Praveen	Dakshina Bharat Hindi Prachar Sabha, Madras	August, 1996

Technical Qualification

Course	Institution	Grade/Class	Year of Passing
Typewriting - English	Department of Technical Education, Tamilnadu	Senior Grade 1 st Class	January 1995
Shorthand – English	Department of Technical Education, Tamilnadu	Junior Grade 2 nd Class	July 1996

Teaching Experience

Designation	Institution	Year	Years of Experience
Assistant Professor	The American College, Madurai	21 August, 2006 onwards	UG - 15 years 6 months PG – 14 years 6 months M.Phil – 4 years
PG Assistant	YWCA Mat. Hr. Sec. School, Madurai	July 2001 to August 2006	5 years 1 month

Administrative /Academic Position

Positions Currently Holding	Year
Coordinator, B.Com., (SF)	June 2013 onwards
Project Leader, Services Learning Programme - School Extension Programme	June 2014 onwards
Associate Dean for Women Students	August 2016 – July 2019
Additional Dean for Women Students	July 2019 – August 2020
Coordinator, Entrepreneurship Development Cell	January 2019 onwards
President, Commerce Association	June 2019 – April 2020
Additional Dean for International Exchange and Study Abroad	August 2020 onwards

Specialisation in Teaching

Accounting and Marketing

Specialisation in Research

- M. Phil. - Human Resource Management
- Ph. D. - Marketing

Research Experience

1. Member of the Research Advisory Committee (Doctoral Committee) for the Research Scholar Mr. Ram Raj G (MKU20PFOC9882, Department of Commerce, The American College, Madurai since February 23, 2022.
2. Recognized Guide for Ph.D in Commerce of Madurai Kamaraj University, Madurai, Tamilnadu Since 24 May, 2022 (Guideship No. 2153/22).

Research Projects Guided

- M. Com - 38
- M. Phil - 1

International Exposure

1. Completed Adaptive Design for Learning – Professional Certificate Course of conducted online by Ateneo de Manila University from September to December 2021
2. Selected for the 2022-2023 United Board Fellows Program (UB Fellows) to participate in the Leadership Development Program in Higher Education

Certificate Course - NPTEL

1. Completed NPTEL 12 weeks Online Certificate Course on Project Management for Managers during Sep-Dec 2020.

Faculty Induction Programme

1. Attended the UGC – sponsored Third Faculty Induction Programme, organized by the UGC – Human Resource Development Centre, Bharathidasan University from 20.02.2021 to 18.02.2021.

Faculty Development Programme

1. Participated in the “Faculty Development Programme” organized by the Programme Monitoring Office – Innovation & Entrepreneurship Development Programme of Entrepreneurship Development and Innovation Institute, held at Thiagarajar College of Engineering, Madurai on 16-18 September, 2019.

2. Participated in the online Faculty Development Programme on “Teaching for Transformation and Excellence in Post-Covid Era” organized by the Department of Commerce, The American College, Madurai on 06 June, 2020.
3. Completed Eight Weeks NPTEL-AICTE Faculty Development Programme on “Soft Skill Development” during Jan-Mar 2021.
4. Participated in One Week International Faculty Development Programme on “Online Teaching Metrics”, organized by the Department of Commerce, SRM Institute of Science & Technology, College of Science and Humanities, Ramapuram, Chennai, from May 12 to 18, 2021.
5. Participated in One Week Virtual Faculty Development Programme on “Teaching Pedagogies for Virtual Classrooms”, organized by PG & Research Department of Commerce, Vivekanandha College of Arts and Sciences for Women (Autonomous), Namakkal, from 25 to 31 May, 2021.
6. Participated in Two weeks Online Faculty Development Programme on “Pedagogy and Research Methods”, organized by Human Resource Development Centre (HRDC) and Internal Quality Assurance Cell (IQAC), AMET, from May 24 to June 06, 2021.
7. Participated in the three-day Faculty Development Programme on “Investor Awareness & Education”, organised by the Department of Commerce, The American College, Madurai in association with Sraddha Academy for Financial Education, from 28 to 30 April, 2022.

Refresher Course

1. Completed Two-Week Inter-Disciplinary Refresher Course on “Managing Online Classes & Co-Creating MOOCS (Level 2)”, organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 02-16 June, 2021.

Editor/Editorial Board Member in Reputed Journals

1. Editorial Board Member for International Journal of Advanced Research in Commerce Management and Finance, Double Blind Peer Reviewed Refereed Journal

Membership in Professional Bodies

1. Annual Member of the Indian Accounting Association with the Membership Number ANU-254

Books with ISBN

1. A Publication of Anna University of Technology, Madurai International Conference on Contemporary Emerging Trends in management 2012 and the paper entitled “A study on the Ethical Perspective of Retail Management”, ISBN:978-1-4675-1732-4, February, 2012, Pp 86-93.
2. A Publication of NCRC Publications, Coimbatore entitled “Emerging Trends in Global Business”, third Edition of RVS institute of Management studies and RVS College of Engineering and Technology, ISBN978-93-81537-00-8, September, 2012, Pp112-119.
3. A Publication of Shanlax Publications, Madurai entitled Banking and Insurance –Vision in 2020, Edition of Department of Commerce, Subbalakshmi Lakshmipathy College of Science, ISBN 978-93-80657-60-8, Pp 80-85.
4. A Publication of Shanlax publications, Madurai on Emerging Trends in Marketing of Services in the Global Era and the paper entitled “Attitude of consumers on organized retailers in Madurai City”, edition of Department of Business Administration, The American College ISBN 938068689-7, October 2013, Pp 77-83.
5. A Publication of Curriculum Development Cell, Ayya Nadar Janaki Ammal College, Sivakasi and the paper entitled “Emerging challenges of service sectors- with special reference to banking sector” ISBN 978-93-83191-09-3, Pp 187,188.
6. A Publication of Shanlax Publications, Madurai on New Dimensions of Management in The Globalisation Era the paper entitled “Foreign Direct Investment in Multi-Brand Retailing” Department of Management Studies, Madurai Kamaraj University, ISBN 978-93-85977-05-3, March 2016, Pp 241-244.

7. A publication of Shanlax Publications on Digital Marketing – A Global Perspective and the paper titled “Emerging Trends in Digital Marketing – A Descriptive Study”, Edition 1 of the Department of Management Studies, Fatima Institute of Management, Fatima College, Madurai, August 2018, ISBN 978-93-87871-67-0, pp 81- 84.

Journal with ISSN

1. A Publication of Shanlax Publications, entitled “A study on the entrepreneurial traits of women entrepreneurs in Madurai City” at Madurai Sivakasi Nadars Pioneer Meenakshi Womens’ College, Poovanthi, Sivagangai”, Volume I, ISSN 2321-4168, Pp170-176.
2. A publication of IMRF, entitled “A study on stress management of women lecturers in self financing arts and science colleges in Madurai City at The American College, Volume 3, Issue 1, ISSN 2320-6942, Pp233-236.
3. Published a paper titled “Demonetization- An Overview” on January 2017 in SVNC Research Journal, Volume 11, January, 2017, ISSN 0976-2949, pp 134-138.
4. Published a paper titled “A Study on the Distribution Strategy adopted by the Unorganised Grocery Retailers in Madurai District” in Shanlax International Journal of Commerce, a Peer-reviewed-refereed/scholarly quarterly journal with impact factor 3.017, Volume 5, Special Issue 1, October 2017, ISSN 2320-4168, pp 11-16.
5. Published a paper titled “Functional aspects of unorganised grocery business in Madurai District of Tamilnadu” in ROOTS International Journal of Multidisciplinary Researches, a Peer-reviewed-refereed & quarterly journal with impact factor 3.487, Volume 4, Special Issue 1, December 2017, ISSN 2349-8684, pp 155-160.
6. Published a paper titled “Problems of unorganised grocery business in Madurai District” in ROOTS International Journal of Multidisciplinary Researches, a Peer-reviewed-refereed & quarterly journal with impact factor 3.487, Volume 4, Special Issue 4, February 2018, ISSN 2349-8684, pp 13-16.

7. Published a paper titled “Customers Attitude towards the usage of Smart Cards in Madurai City” in JASC Journal of Applied Science and Computations, a Peer-reviewed-refereed and An ISO 7021:2008 Certified Journal with impact factor 5.8, Volume VI, Issue 1, January - 2019, ISSN 1076-5131, pp 2101-2108.
8. Published a paper titled “Digital Banking: Emerging trends in India – A Study” in AJANTA An International Journal of Multidisciplinary/Quarterly Research, a Peer-reviewed-refereed & quarterly journal with impact factor 5.5, Volume VIII, Issue 1, January-March 2019, ISSN 2277-5730, pp 77-83.
9. Published a paper titled “Impact of Covid-19 on the Workers in Construction Sector with special reference to Madurai City” in The International Journal of Analytical and Experimental Modal Analysis, an UGC-CARE Approved Group – II Journal and An ISO 7021- 2008 Certified Journal with impact factor 6.3, Volume XIII, Issue VIII, August – 2021, ISSN 0886-9367, pp 1824-1833.

Conference/ Seminar Presentations

1. Presented a paper on “Network Marketing &E-Commerce: Emerging Dimensions– Supply Chain Management” in the National Conference on Business & Technology – Vision ahead held at Madras Christian College on September, 2007.
2. Presented A paper on “Forensic accounting–the fastest growing of accounting in the National level seminar on recent developments in commerce” held on September, 2007 at RVS College of Arts and Science, Coimbatore.
3. Presented a paper entitled “Insurance Vision - 2020” in the National Level Seminar on Banking and Insurance Vision – 2020, held at Subbalakshmi Lakshmipathy College of Science, Madurai on January, 2012.
4. Presented a paper entitled “Retail Management – An Ethical Perspective” in the International Conference on Contemporary Emerging Trends in Management, held at Anna University of Technology, Madurai on February, 2012.

5. Presented a paper entitled “Recent trends and emerging practices in retailer pricing” in the National Conference on Emerging Trends in Global Business, held at RVS Institute of Management Studies & RVS College of Engineering & Technology, Coimbatore on September, 2012.
6. Presented a paper entitled “Attitude of consumers on organized retailers in Madurai city” in the National seminar on Emerging Trends in Marketing of Services in the Global Era held at The American College, Madurai on October, 2013.
7. Presented a paper entitled “Corporate Social Responsibility: An Ethical Value of Business” in the State Level seminar on Corporate Social Responsibility held at Madurai Institute of social Science, Madurai on October, 2013.
8. Presented a paper entitled “Impact of Global Crisis in Indian Retail Sector” in the International Conference on Impact of Global Crisis in Indian Business held at Annai Mathammal Sheela Engineering College, Namakkal on October, 2013.
9. Presented a paper entitled “Emerging Challenges of Service Sectors with special reference to Banking Sector” in the National seminar on Indian Service Sectors in the Information and Communication Technology ERA: Emerging Trends, Issues and Prospects held at Ayya Nadar Janaki Ammal College, Virudhunagar on December, 2014.
10. Presented a paper entitled “A Study on the Entrepreneurial Traits of Women Entrepreneurs in Madurai city” in the International Conference on Strategic Integration and Entrepreneurship Innovation held at Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi on February, 2015
11. Presented a paper entitled “A Study on Stress Management of Women Lecturers in Self-financing Arts and Science Colleges in Madurai city” in the International Conference on Women Empowerment & Social Sciences - 2015 held at The American College, Madurai on March, 2015.

12. Presented a paper entitled “Foreign Direct Investment in Multi-brand Retailing” in the National seminar on New Dimensions of Management in the Global Era - 2016 held at Madurai Kamaraj University, Madurai on March, 2016.
13. Presented a paper entitled “Demonetisation – An Overview” in the International seminar on Impact of Demonetization on Small & Medium Scale Industries held at S. Vellaichamy Nadar College, Madurai on January, 2017.
14. Presented a paper entitled “Functional Aspects of Unorganised Grocery Business in Madurai District of Tamilnadu” in the International Conference on Emerging Trends in Multidisciplinary Research held at Umar Pulavar Tamil Language Centre, **Singapore** on December, 2017.
15. Presented a paper entitled “Problems of Unorganised Grocery Business in Madurai District” in the National Conference on Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario held at The American College, Madurai on February, 2018.
16. Presented a paper entitled “Emerging Trends in Digital Marketing – A Descriptive Study” in the International Conference on Digital Marketing – A Global Perspective organized by the Department of Management Studies, Fatima Institute of Management, Fatima College, Madurai on 10th August, 2018.
17. Presented a paper entitled “Digital Banking: Emerging trends in India – A Study” in the National Conference on Digital Economy: Business Opportunities and Challenges held at University of Madras, Chennai on 10th January, 2019.
18. Presented a paper entitled “Customers Attitude towards the usage of Smart Cards in Madurai City” in the International Conference on Innovations in Business and Management held at The American College, Madurai on 1 & 2 February, 2019.

Conference/ Seminar /Workshop/ Webinar - Participated

1. Participated in an Awareness Programme on Child Labour Issues held on September, 2003 at Lady Doak College, Madurai.
2. Participated in the Workshop on Gender Awareness For Career Women on January, 2007 at The American College, Madurai
3. Participated in the National Level Seminar on Teachers parenting the children with special Needs field on February 2012 at St. Charles College of Education, Madurai.
4. Participated in the One day Youth Leadership Training (RYLA) on Communication Skills on July 2012 at The American College, Madurai.
5. Participated in the Panel Discussion on Union Budget 2014-15 on July 2014 at The American College, Madurai.
6. Attended the “One Day Youth Leadership Training (RYLA) on Communication Skills” organised by Rotary Club of Madurai South Collaboration with The American College, Madurai on July 2012 at The American College, Madurai.
7. Participated in one day workshop on “Creating Awareness about Financial Markets for Future Investors” at The American College, Madurai.
8. Participated in the Four Days Training Programme on Academic Leadership held at Crescent College of Education for Women, Madurai on May 02-05, 2018.
9. Participated in two days National Workshop on “Applications of AMOS in Social Science Research” organized by the Department of Commerce, The American College, Madurai on 12 & 13 October, 2018.
10. Participated in the “GST Workshop” organized by the Office of the Commissioner of GST and Central Excise, Madurai in association with the Department of Commerce, The American College, Madurai on 5th July, 2019.

11. Participated in two day State Level Workshop on “NAAC Accreditation of Colleges: Revised Accreditation Framework” conducted by the Internal Quality Assurance Cell, Madurai Kamaraj University, Madurai on 29 & 30 July, 2019.
12. Participated in the Workshop on “Development of Website” organized by the Department of Commerce, The American College, Madurai on 3rd August, 2019.
13. Participated in the Webinar on “Teacher to Educational Leader” organized by Colombo Plan Staff College on 23 April 2020.
14. Participated in the Webinar on “Art of Achieving Teaching Excellence in Digital Era” organized by Sakthi Institute of Information and Management Studies, Pollachi on 04 April 2020.
15. Participated in the Webinar on “Personal Effectiveness – Need of the hour” organized by Sakthi Institute of Information and Management Studies, Pollachi on 14 May, 2020.
16. Participated in the International Webinar on “COVID 19 and Continuing Relevance” organized by the Department of Commerce, The American College, Madurai on 23 May, 2020.
17. Participated in the Webinar on “Nurture the Seeds” and “Pained for a purpose and breakthrough” organized by the Ladies Club of The American College, Madurai on 27 May, 2020.
18. Participated in the National Webinar on “Women at Risk Blossom” organized by the Ladies Club of The American College on 09 June, 2020.
19. Participate in the National Webinar on “A Perspicacious View on Electronic Payments” organized by the Department of Commerce, The American College, Madurai on 3 July, 2020.

20. Participate in the Webinar on “NAAC Assessment and Accreditation Process” organized by the NAAC Bangalore and Internal Quality Assurance Cell, Madurai Kamaraj University, Madurai on 16 July, 2020.
21. Participated in the National Webinar on “Navigate Financial Crisis During Pandemic” organized by the Department Of Commerce, The American College, Madurai on 17 July, 2020.
22. Participated in the National Webinar on “A Pandemic Year for Women: What are we learning?” organized by the Ladies Club of The American College on 30 June, 2021.
23. Participated in the International Webinar on “Promoting Ikigai to Arise & Shine” organized by the Ladies Club of The American College on 29 July, 2021.

Conference/ Seminar /Workshop/ Programme/ Webinar– Organised

1. Coordinator in 2nd international conference on “Women and Power - Challenges and Opportunities” organized by the Centre for Gender Studies, The American College, Madurai on January 2017.
2. Co-convenor in the National Conference on “Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario” organized by the Department of Commerce, The American College, Madurai on 16th February, 2018.
3. Co-convenor for two days National Workshop on “Applications of AMOS in Social Science Research” organized by the Department of Commerce, The American College, Madurai on 12 & 13 October, 2018.
4. Co-convenor in the International Conference on “Innovations in Business and Management” organized by the Department of Commerce, The American College, Madurai on 1 & 2 February, 2019.
5. Co-convenor in the CSIR sponsored International Conference on Sustainability, Transformation and Development in Business and Management organized by the Department of Commerce, The American College, Madurai on 24th January, 2020.

6. Organized “COMMAS 2020” An Intercollegiate Competition on 7 & 8 February, 2020 as a President of Commerce Association.
7. Organizing Secretary of the Webinar on “Impact of Covid 19 on Educational Services and Alternating Strategies” organized by the Department of Commerce, The American College, Madurai on 20 June 2020.
8. Organizing Secretary of the Webinar on “Mutual Funds – My 1st Million” conducted by the Department of Commerce, The American College, Madurai in collaboration with Proficient Minds under the Aegis of Unit Trust of India on 16 March 2022.
8. Organizing Committee Member in the three-day Faculty Development Programme on “Investor Awareness & Education”, organized by the Department of Commerce, The American College, Madurai in association with Sraddha Academy for Financial Education, from 28 to 30 April, 2022.

Other Activities / Academic Credentials

1. Handled Classes in the Institute of Company Secretaries of India, Madurai Chapter during the period from January, 2012 to April, 2012
2. Acted as a Panel Member of the Interview board for recruitment of clerks in Indian bank during September 2012
3. Acted as an Interview Panel Member of Ayya Nadar Janagi Ammal Matriculation Hr.Sec. School, Madurai during February, 2013
4. Member of Athletic Committee, Department of Physical Education The American College, Madurai.
5. Member of Criterion V Committee- Student Support and Progression, The American College, Madurai and Re-accredited (2nd Cycle) by NAAC Peer Team from 25th and 27th February, 2016.
6. Member of Criterion II Committee- Teaching Learning and Evaluation, The American College, Madurai during the year 2020 – 2021.
7. External Examiner of various colleges.

Countries Visited

Singapore and Malaysia

ADDRESS FOR COMMUNICATION

Dr. R. Mary Sophia Chitra

5/190, Vinayagar Street

Aathikulam

Madurai – 625007