

Dr.T.Mary Arul Mathy
Assistant Professor
Department of Commerce (CA)
Satellite Campus
The American College
Madurai



PERSONAL PROFILE

Residential Address : 36/43, Kurinchivattam Street,
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Mobile Number : 9442685677

E-mail id : arulmathy78@gmail.com

Date of Birth : February 28, 1978

Age : 45 years

Gender : Female

Marital Status : Married

Languages Known : Tamil and English

EDUCATIONAL QUALIFICATIONS:

Degree	Institution	Year of Passing
B.Com	Sri Adi Chunchanagiri Womens' College Cumbum.	1996-1999
M.Com	Madurai Kamaraj University, Madurai.	2007-2009
M.Phil (Commerce)	Yadava College, Madurai	2015-2016
Ph.D (Commerce)	Madurai Kamaraj University, Madurai	May, 2023

TEACHING EXPERIENCE

1. Served as an **Assistant Professor of Commerce**, Madurai Gandhi N.M.R.Subbaraman College for Women , Madurai from 11 June, 2018 to 31 August,2022
2. Served as an **Assistant Professor of Commerce** at Mannar Thirumalai Naicker College, Madurai from 05 September, 2022 to 06 October,2023
3. Presently Working as an **Assistant Professor of Commerce** at The American College, Satellite Campus, Madurai from 07 October, 2023 to Till Date.

RESEARCH PROJECT WORK DONE

1. **B.Com** - A Study on Office Management of Anna Co-operative Mills Limited in Theni
2. **M.Phil** – A Study on Production and Marketing of Bricks in Theni District.
3. **Ph.D** – Production and Marketing of Bakery Products in Madurai District of Tamilnadu.

PAPERS/ARTICLES PRESENTED IN SEMINARS AND CONFERENCES

1. A Paper Presented on “**A Study about Innovative Quality Management Technique**” organized by the Department of Commerce on “International Conference on Business and Innovation in Business and Management” held on 1&2 February, 2019 at The American College, Madurai, Tamilnadu, India.
2. A Paper Presented on “**Online Marketing – A Paradigm Shift**” organized by the Department of Commerce on “International Conference on Business and Innovation in Business and Management” held on 1&2 February, 2019 at The American College, Madurai, Tamilnadu, India.
3. A Paper Presented on “**Talent Management in India and China- A Comparative Study**” in the International Conference on Innovations and Emerging Trends in Global Business – Opportunities and Challenges” held on 30

August, 2019, organized by School of Business Studies, Hindustan College of Arts and Science, Chennai.

4. A paper presented on titled **“Issues and Challenges in Marketing of Bakery Products in Madurai District”** in the **National Conference on “ Progression of Business Strategies in India”** organized by the PG Department of Commerce and Research Centre , Nazareth Margochis College at Pillayanmanai , Nasareth on 5 February 2021.
5. A Paper Presented on titled **“Innovations, Trends and Challenges in Bakery Units”** in the International Conference on **“Changing Business Set-up & Economic Environment in the Backdrop of Covid-19”** organized by **Putra Business School , Malaysia and Primax Foundation , Bengaluru , Karnataka on 7 June , 2023.**

PUBLICATION IN BOOKS AND JOURNALS

1. Journal of Applied Science and Computations (JASC) an ISO: 7021-2008 Certified UGC Approved Journal published a paper entitled **“Online Marketing – A Paradigm Shift”** in Volume 6, Issue I, January, 2019. Burari Nagar, New Delhi-110084, DOI: 16.100089/JASC, ISSN No: 1076-5131, Pp 1964-1969.
2. A Publication of Department of Commerce, The American College, Madurai, the book entitled **“Innovations in Business and Management”** and published a Paper entitled **“ A Study about Innovative Quality Management Technique”**, ISBN 9789388398343, February, 2019, Pp432-436.
3. **“Talent Management in India and China – A Comparative Study “**organized by the School of Business Studies, Hindustan College of Arts and Science, Chennai , during the International Conference on **“Innovation and Emerging Trends in Global Business – Opportunities and Challenges”** held on 30 August 2019, ISBN 978-93-81208-34-8, Pp177-181.

4. Published an article titled **Prospects and Problems in Marketing of Bakery Products in Madurai District** in the UGC CARE Approved ANVESAK Journal ISSN: 0378 – 4568 Vol. 51, No.1(VII) January – June 2021, Pp 107-109
5. Published an article titled **“Strengths, Weaknesses, Opportunities and Challenges (SWOC) Analysis of Bakery Products”** in the UGC CARE approved Journal of the Oriental Institute M.S. University of Baroda, ISSN: 0030-5324, Vol. 71, Issue. 03, No.2, July-September: 2022, Pp 109-112
6. Published an article titled **“Buyer Behaviour towards the Bakery Products”** in the UGC CARE approved Rabindra Bharati Journal of Philosophy, ISSN: 0973-0087, Vol. : XXIII, No:21, September, 2022, Pp 21-25

PUBLICATION IN SCOPUS

1. A Paper published on titled **“Bakery Industry in India – Innovations, Trends and Challenges”**, in the Scopus indexed journal titled **“TEST Engineering and Management”**, during May- June 2020, ISSN: 0193-4120, Page No. 9-12.

CONFERENCE/SEMINAR/TRAINING PROGRAMS ATTENDED

1. Attended **One Day Faculty Development on Knowledge Sharing Program** organized by the ICFAI Business School (IBS) on 19 July, 2019 at Hotel Royal Court, Madurai.
2. Attended a **Faculty Development Program for Commerce on Tally ERP 9.0** organized by the Department of Commerce, G.Ventakaswamy Naidu College, Kovilpatti in association with Tally Education Pvt,Ltd, Bangalore on 20 July,2019.
3. Successfully completed the **”Research Methodology for Social Science Research”** awareness online test conducted by Internal Quality Assurance cell (IQAC) of MES Asmabi College, Kodungallur, Kerala on 26 April,2020.
4. Actively Participated the Webinar on **“Teacher to Educational Leader”** organized by Colombo Plan Staff College, (ISO 9001-2015) on 23 April, 2020.

5. **Attended Two Day International Conference On Innovations in Business and Management** organized by the Department of Commerce, The American College, Madurai on February 1 and February 2, 2019.
6. **Attended Faculty Research Programme on Dynamics of Research Publications** held on 15 and 16 September 2022 at Mannar Thirumalai Naicker College, Madurai.
7. **Attended an International Conference on Commerce and Management in the Digital Age: Trends, Challenges & Innovations** organized by School of Commerce, The American College, Satellite Campus, Madurai on 5&6 January, 2024

INTERNATIONAL EXPOSURE

1. Visited **Thailand** to study about the “**Impact of Tourism on Socio Economic Growth**” during the Period from 24 September, 2016 to 30 September, 2016.
2. Visited **Soochow University, Taipei, Taiwan** from 11 November, 2017 to 18 October, 2017.
3. Visited **University of Dubai, UAE** and Attended the presentation by the **Dubai School Business Studies** on 18 October, 2018.
4. Visited the Department of Management and Finance, **University of Peradenia , Kandy, Sri Lanka** on 19 November, 2018.
5. Visited the Department of Management and Finance, **University of Colombo, Colombo, Sri Lanka** on 21 November, 2018.
6. Attended an International Conference and Visited **Putra Business School at Kuala Lumpur, Malaysia** on 7 June, 2023.
7. Attended an International Conference and Visited **Dhaka International University at Dhaka, Bangladesh** on 4 November, 2023.