

PROFILE



Name : **DR. N. M. FRANCIS MERCY**
Designation : Associate Professor
Department : PG & Research Department of Commerce
Date of Birth : 07-07-1965
Date of Appointment : 09-02-2000.

ACADEMIC

S.N	Degree	University/Institution	Year of Completion
1.	B.Com.	Fatima college, Madurai, Madurai Kamaraj University.	1985
2.	M.Com.	Fatima College, Madurai, Madurai Kamaraj University.	1987
3.	M.Phil.	Loyola College, Madras University, Chennai	1989
4.	B.Ed.	Madurai Kamaraj University, Madurai	1991
5.	Ph.D.	Mother Teresa Women's University, Kodaikanal	2013

Total Experience : 20 Years

Area of Specialization/Interest : Personnel Management, Marketing

Academic Affiliation:

Professional Affiliation:

RESEARCH EXPERIENCE

PUBLICATIONS

International: Paper entitled,

- **Productivity Trend of Guava**, Volume 1, V Issue, Global Research Analysis, October 2012.
- **Status of Guava (IJMRA)** Journal of Marketing and Technology, Vol.3, Issue 1, Jan 2013, ISSN: 2249-1058.
- **Cost and Returns in Guava Cultivation-A study in Dindigul District** Global Research Review, Journal of Finance and Management, Vol.I No . II-A, December 2012. ISSN 2250-2521.
- **Mergers and Acquisition of Indian Overseas Bank in Post-Reform India (IRJMC)** International Research Journal of Management & Commerce, Vol.2, Issue 11, Nov 2015, Impact Factor-3.007 ISSN:2348-9766
- **Merger and acquisition of bank of Baroda in post-reform India** JAC JOSHAM ISSN:2347-9868, VOLUME 3:1,DEC.2015,PP.140-152
- **Teaching accounting through the application of information and communication technologies** JAC Journal of Science, Humanities and Management Vol:4 No.1,Dec 2016, ISSN:2347-9868,PGNO 57-60
- Published a paper on “**India’s foreign trade-A challenge**” in the International Seminar on “India’s Foreign Trade-Opportunities and Challenges” and it was published in the book with ISBN:978-93-84193-15-7.Edition 2014.
- Post math of Demonetisation on Banking Sector, in JAC JOSHAM December 2017.
- Published a paper on **Perception of Employees towards BNW Measures Implemented by a Coffee Company – A Case Study**“ Shanlax, International Journal of Management (A Peer – Reviewed – Scholarly Indexed Quarterly Journal) Trends and Innovations in Management and Entrepreneurship, Vol 7, Special Issue, 1, May 2020, P – ISSN; 2321 – 4643.
- Published a paper on “ **Impact on Gig Economy on Women**” in International journal of Analytical and Experimental Modal Analysis ” Volume XI,Issue XII, December 2019, ISSN No 0886-9367, page no 28-33.
- **Online Education – The Way Ahead ICT enabled** – International Conference organized by Unique Research Consultancy Services, Madurai District, Tamilnadu, India on 28th & 29th October, 2020 and it has been published in Shanlax, Innovations in Management and Entrepreneurship, Unique Research Consultancy services, Madurai, First Edition; December 2020 ISBN; 978 – 93 -5406 148 -6.

PRESENTATIONS: Paper entitled,

- **“Sustainable Development through Green Marketing”** at International Conference on Corporate and Business Response to Climate Change - From Awareness to Adoption “Transcending the Boundaries” on 7th, 8th and 9th December, 2011 at Periyar University, Salem.

- **“Application of Growth Rate and Co-efficient of Variation in Indian Status of Guava”** at UGC sponsored National Seminar on Recent Trends in the Application of Mathematical Modeling in Information Technology and Business at Khadir Mohideen College, Adirampattinam, Thanjavur Dt on 26th and 27th March 2010.

- **“Holistic Education at Present Technological Scenario”** at UGC sponsored National Conference on Inclusion of values for Holistic Life Amidst Technological Scenario on 6th 7th December 2010 at JAC, Periyakulam.
- **“Export Performance of Guava”** at UGC sponsored National Seminar on Global Financial Crisis and its Impact on Indian Economy, on 27th and 28th January, 2011 at Holy Cross College, Nagercoil.
- **“Faster Growth of India through Inclusive Innovation”** at UGC sponsored National Conference on Inclusive Growth and Women Empowerment on 14th & 15th December 2012 at Standard Fireworks Rajarathnam College at Sivakasi.
- **“Indian Ethos: Values and Ethics”** at UGC sponsored National Conference on Contemporary Corporate Ethical Environment: Challenges and Strategies at JAC, Periyakulam.

India’s Foreign Trade-A Glance in the International Conference on India’s Foreign Trade- Opportunities and Challenges held at H.K.R.H College, Uthamapalayam on 9th September 2014.

“Impact on Gig Economy on Women” in the ICSSR sponsored two day National onference on Empowerment of Women through Micro Finance organized by the PG and Research Centre of Commerce, JA College for Women(Autonomous) Periyakulam held on 4th and 5th December 2019

- **Online Education – The Way Ahead ICT enabled** – International Conference organized by Unique Research Consultancy Services, Madurai District, Tamilnadu, India on 28th & 29th October, 2020.

Webinars Attended

- Participated webinar on Effective usage of ICT tools for Smart Teaching on 09.05.20 to 14.5.2020 which was organized by Jayaraj Annapackiam College for Women .
- Participated webinar on Digital Tools for Smart Classrooms in Higher Education on 06.05.20 to 07.5.2020 which was organized by Jayaraj Annapackiam College for Women .
- Participated webinar on Online Proficiency test on “Financial Management Analysts on 02.05.20 to 03.5.2020 which was organized by MASS College of Arts and Science, Chennai Salai, Kallapuliyur village, Kumbakonam.
- Participated webinar on Novel Coronavirus (COVID-19) on 08.04.2020 which was organized by URS Training Services.
- Participated webinar on COVID - 19 Combatant on 17.04.2020 which was organized by VMRF-DU, Salem.
- Participated webinar on Consumer & Markets of India - Pre & Post COVID-19 on 29.04.2020 which was organized by Tamil Nadu Consumer Products Distribution Association.

- Participated webinar on Covid-19 combatant on 17.04.2020 organized by Vinayaka Mission's Research Foundation.
- Participated International webinar on Perception of Employee towards BNW Measures Implemented by A Coffee Company – Case Study organized by Shanlax International Journal of Management on 24.04.2020 to 25.04.2020 (ID: P-ISSN: 2321-4643)
- Participated webinar on Financial Management Analysts held by Mass College of Arts and Science on 02.05.2020 to 03.05.2020
- Participated webinar on Financial Management Analysts held by Mass College of Arts and Science on 02.05.2020 to 03.05.2020
- Participated National webinar on Digital Tools for Smart Classrooms in Higher Education held by Jayaraj Annapackiam College for Women on 06.05.2020 to 07.05.2020
- Participated National webinar on Effective Usage of ICT Tools for Smart Teaching held by Jayaraj Annapackiam College for Women On 09.05.2020 to 14.05.2920
- Participated E-Quiz on Financial Management on 20.05.2020 to 27.05.2020 held by Jamal Mohamed College (Autonomous) (ID: 480C18-CE000082)
- Participated webinar on The Statistical Tools for Research Data Analysis and Research Publications With Special Reference to Citation Impact and h Index held by Jayaraj Annapackiam College for Women on 01.06.2020 to 02.06.2020 (ID: WKPADQ-CE000296)
- Participated webinar on Introduction to Intellectual property Rights and Protecting Your Intellectual Property held by St. Ignatius College of Education on 25.06.2020
- Participated webinar on Celebrating Womanhood in challenging Times held by Fatima College on 26.06.2020
- Participated webinar on Ego Holiday held by The Standard Fireworks Rajarathnam College for Women (Autonomous) on 30.06.2020 (ID: 3P5XD8-CE00022)
- Participated National webinar on Multidimensional effect of Covid - 19 held by Rajeev Gandhi Post Graduate College on 02.07.2020 (JZCOJ8-CE000232)
- Participated National webinar on Understanding The Realities-Reinvent Your Life held by Sri Sarada College of Education (Autonomous) on 6.07.2020 to 10.07.2020 (ID : 2020SDPI-056)
- Participated webinar on Online Tools for Effective Virtual Teaching and Learning held Stella Matutina College of Education on 11.07.2020
- Participated webinar on A Social Transformer, Renowned Education Modern Aurangabad held by Dr. Rafiq Zakaria College of Women on 11.07.2020
- Participated webinar on Inclusive Education : Emerging Concerns held by The American College on 15.07.2020
- Participated webinar on Indian Economy Vs Global Pandemic held by Arul Anandar College (Autonomous) on 16.07.2020
- Participated webinar on Covid -19 And Impact On Children held by Sengunhar Arts And Science College on 20.07.2020
- Participated webinar on Covid -19 And The Plight of Consumers held by Arul

Anandar College (Autonomous) on 20.07.2020

- Participated webinar on Research Tools Construction and Data Analysis held by Tamilnadu Teacher's Education University on 28.07.2020
- Participated National webinar on Impact of Covid-19 on Indian Labour Market held by Govindammal Aditanar college for Women on 23.07.2020
- Participated webinar on Digital Skills for Enhanced Teaching and Learning held by St. Anne's College on 27.07.2020 to 29.07.2020
- Participated webinar on Corona Se Jeetega India held by Government Mata Shabari Naveen Girls PG College

Seminars Organized:

- Convener of UGC sponsored National Seminar on "Innovative Marketing Strategies for Sustainable Growth", on 15th & 16th December, 2015.
- Convener of State Level Seminar on "E-Business" on 22nd January, 2015.
- A State Level Seminar on "Corporate Social Responsibility" was organised in 2009-10

Merits:

- Served as the head of B.Com CA Department for the year 2014-2015
- NSS Program officer from 2015-2016 to till date.
- Attended orientation training in NSS at Avinashilingam Institute of Home Science & Higher Education for Women at Coimbatore from 1st to 7th March 2016.
- Attended National Seminar on "Teaching, Research and Technology at Christ University, Bangalore from 28th to 29th April 2015.
- Attended Three Day National Seminar on "Strategic Innovation on Higher Education at Christ University, Bangalore from 10th to 12th May 2017.

- Dr.B.J.Queensly Jeyanthi, Associate Professor, and Dr.N.M.Francis Mercy, Associate Professor, Commerce edited the Proceedings of the UGC”National Seminar on Innovative Marketing Strategies for Sustainable Growth” with ISBN NO -----978-81-923121-0-1-----
- Served as resource person and delivered a talk on GST organized by NSS, JAC on 29th July 2017.

- *Higher Educational Institutions and Social Responsibility*” in the National conference on Quality Sustenance in Higher Education Institutions at Lady Doak College, Madurai Organized by IQAC, on 6th and 7th September, 2018.
- Course material prepared for (Skill Based Elective) Basic Accounting during 2018 – 2019 for II UG Students.
- One of the Steering Committee Member.
- Member in Jubilee Committee
- Member in Foundation Course
- Member in Research Committee

CONTACT DETAILS

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