

Dr. J. AKILA MARY M.Com., M.Phil., PGDCA., SET., Ph.D.
Assistant Professor
Department of Commerce
Lady Doak College
Madurai.

PERSONAL DETAILS

Name	Dr. Akila Mary J
Date of Birth	7 th May 1985.
Gender	Female
Languages known	Tamil and English
Marital Status	Married.
Community	BC

CONTACT DETAILS:

Present Address:

385/1PLOT NO.15, GANGAI STREET,
SASI NAGAR,
P&T NAGAR EXTENSION,
MADURAI-17

Permanent Address for Communication:

94, MAIN ROAD, AGARAKATTU,
TENKASI, TIRUNELVELI,
TAMIL NADU,
INDIA.

Email mary.akila@rediffmail.com and mary.akila78@gmail.com

Year of Experience: 16 Years

ACADEMIC PROFILE

STATE ELIGIBILITY TEST (SET):

- **Qualified SET Examination held on 21st February 2016.**

M. Phil:

- **Madurai Kamaraj University, Madurai.**
- **Passed in 2009 October.**

M.COM Graduation:

- **College: Sri Parasakthi College, Courtallam.**
- **Passed in 2008 April.**

B.Com Graduation:

- **College: Sri Parasakthi College, Courtallam.**
- **Passed in April 2006.**

Grade 12:

- **St. Michael's Girls Higher Secondary School, Tenkasi.**
- **Passed in 2002.**

Grade 10:

- **St. Michael's Girls Higher Secondary School, Tenkasi.**
- **Passed in 2002.**

Technical Qualification:

- **'Data Entry Operator', course completed in 2003.**
- **'Tally' Computer Accountant Course Using Tally 7.2 in 2006.**
- **'Forum Expert User' in 2006.**
- **Diploma – PGDCA Completed with 77% in 2015.**

Subjects Handled:

- Marketing management
- Management Accounting
- Business Statistics
- Business Maths
- Cost Accounting
- Accounting for tally
- Financial Management

- Financial Accounting
- Corporate Governance
- Company Law
- Customer Relationship Management
- Business Taxation
- C- theory

Seminar and Conference Attended

- Seminar on “Moulding the Christian Youth in the light of Christ”, Tamilnadu Region of Xavier Board of Higher Education in India, Jeyaraj Annapackiam College, 15th September 2011.
- National conference on “Contemporary Corporate Ethical Environment, Challenge and Strategies”, Department of Commerce, Jeyaraj Annapackiam College, 7th and 8th February 2013.
- Participated in UGC-sponsored Seminar on “Examination Reforms – 2014” Organized by N.M.S.S.Vellaichamy Nadar College, Madurai on 22nd February 2014.
- Participated in the Faculty Development Programme Organised by IQAC of N.M.S.S.Vellaichamy Nadar College, Madurai on 22nd March 2014.
- Participated a one day seminar on “Kalvi yennum velvi” for 150th Vivekanandar Birthday Celebration Organized by National Youth Association and N.M.S.S.Vellaichamy Nadar College, Madurai on 01.02.2014.
- Participated in one day National Level Seminar on “Innovative Marketing Techniques” held on 18th March 2014 Conducted by PG and Research Department of Commerce, N.M.S.S.Vellaichamy Nadar College, Madurai.
- Participated in E- Commerce Seminar Conducted by Federation of Consumer Organizations Tamilnadu & Pondicherry (FEDCOT) ON 23rd March 2017.
- Two Days Faculty Development Programme on “Innovative Assessment Methods for Learning enhancement” Conducted by Lady Doak College on 12th and 13th July 2022.
- Participated in the International Conference on Global Trends in Accounting and Finance – A paradigm Shift Organized by Department of Commerce, Lady Doak College on 20th and 21st March 2023.
- Organized a one day conference on “Driving Sustainable Growth: The role of ESG in Commerce” by Department of Commerce, Lady Doak College on 28th Jan 2024.

Workshop

- State level workshop on “Statistical Package”, PG Department of Computer Science, Jeyaraj Annapackiam College, on 20.02.2012 and 21.02.2012.
- UGC sponsored workshop on “E-Commerce for Everyone”, Fatima College, 2nd March 2012.
- Participated in the One Day workshop on “Article Writing” Organized by Department of Business Administration, N.M.S.S.Vellaichamy Nadar College on 25th October 2013.
- Participated a Two-Day National Conference on “Academic Audit and Quality Enhancement in HEIs” Organised by IQAC, Arul Anandar College, Karumathur on 22nd and 23rd March 2016.

- Two-day workshop on “STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES” (SPSS) Organized by Arul Anandar College on 10th and 11th February 2017.
- Participated in the four -day Faculty Orientation Workshop on “Being an Effective Teacher” held from 5th to 8th 2018, Organized by Centre for Human Resource Development (CHRD), Lady Doak College, Madurai.
- Participated in National Workshop on “The Next Teaching Technology – More Human than Ever” held on 20th February 2019 jointly Organized by Department of Computer Science and SWAYAM Chapter, Lady Doak College, Madurai.
- Participated in the REGIONAL LEVEL SEMINAR ON “CATALYTIC COMMERCE CURRICULUM: CHANGING DIMENSIONS AND FUTURE DIRECTIONS” Organized by the Department of Commerce on 22nd February 2019, Lady Doak College, Madurai.
- Participated in the workshop on “Scientific Report Writing - Humanities” Organized by the Research Culture Promotion Cell, Lady Doak College on 25th November 2019.
- Participated in the workshop on “Enhancing Quality through organization culture” organizes by Internal Quality Assurance Cell, Lady Doak College, Madurai on 09th December 2021.
- Participated a Two Days Faculty Development Programme on “Innovative Assessment Methods for Learning Enhancement” Organized by Lady Doak College on 12th and 13th July 2022.
- Participated a Two-day capacity-building workshop for faculty on “Sustainable Development Goals (SDGS) and Community Based Participatory Research (CBPR)” Organized by International Study Centre, Lady Doak College on 22.08.2022 and 23.08.2022.
- Participated a Workshop on “Design Thinking with Student Centric Approach” Organized by Centre for Human resource Development, Lady Doak College on 10th, 11th and 12th January 2023.
- Participated a workshop on the "Nuances of Publishing Service- Learning Research" Organized by Lady Doak College on 21.11.2023.
- Participated a workshop on "Workplace Harmony: Nurturing Inner Peace" Organized by CHRD, Lady Doak College on 8th October 2024.
- Attend the workshop on Innovation & Intellectual Property Rights (IPR) on 05.12.2024 jointly Organized by IQAC, CED and R & D Cell, Lady Doak College on 5th December 2024.
- Attended the Faculty Workshop on "Navigating Peace and Fostering Peace Education" from 16.12.24 to 18.12.24, conducted by Lady Doak College.

- Attended five day Faculty Workshop on “Cyber Security Trends and Challenges in Higher Education Institutions (HEIs) from 24th -28th March, 2025, conducted by Lady Doak College.

Paper Presented

- UGC sponsored a National Conference on “Contemporary Corporate Ethical Environment: Challenges and Strategies” on the topic of “Online Crime and Governance, on 7th February, 2013 in N.M.S.S.Vellaichamy Nadar College, Madurai.
- National Conference on Social Epistemology and Ethics For Dalit Emancipatory Discourse *Organized by Arul Anandar College Karumathur*, on the Topic of Social Ethical Value, on 22nd and 23rd March 2013.
- National conference on Corporate Social Responsibility: *Myths and Realities on the topic of ‘Corporate Ethical Environment’* held at Fatima College, Madurai, on 22nd November 2014.
- Presented a paper on ‘*Modernized Assessing Approaches of College Student’s Learning Outcomes*’ a Two day National Conference on “Academic Audit and Quality Enhancement in HEIs” Organized by IQAC, Arul Anandar College Karumathur on 22nd and 23rd March 2016.
- Presented a paper on ‘Recent Trend in Internet Marketing’ in the National Level Seminar on Digital Marketing held on 25th Feb 2016. Organized by Dept of Commerce, N.M.S.S.Vellaichamy Nadar College, Madurai.
- Presented a paper on “Entrepreneurial Teaching and Leadership” at the National Level Conference Titled Innovation and Entrepreneurship in the Digital Age’ held on 18th March 2016. Organized by PG and Research Dept of Commerce, N.M.S.S.Vellaichamy Nadar College, Madurai.
- Presented a paper on ‘A STUDY ON CASHLESS TRANSACTION TO INDIA WITH SPECIAL REFERENCE TO MADURAI CITY’ in the National Level Seminar on Digital India – Innovation, Challenges and GROWTH held in JANUARY 2018. Organized by Department of Commerce WITH CA, N.M.S.S. Vellaichamy Nadar College, Madurai.
- Presented a Mini project on “A study on Online Shopping Behaviour of Women in Madurai” in PG and Research Dept of Commerce, N.M.S.S.Vellaichamy Nadar College, Madurai on November 2021.
- Presented a Paper on “Buyers’ Behaviors model –A Conceptual Framework” at the 8th National Conference in Banking and Finance conducted by Marian College, Kuttikkanam held on 3rd December 2021.
- “Consumer Repurchase Intention towards FMCG during Pandemic” Presented a paper in the National Level Virtual Conference Recent trends in Commerce by SRN Adrash College, Bangaluru on 21st November 2022.

Publications

- Published a Paper on “Inclusive Innovation for India’s Rapid Growth”- Third Concept, Vol.27. No.313.March 2013.
- Published a Paper on “Modernized Assessing Approaches of College Student’s Learning Outcomes” - IQAC. ISSN. Arul Anandar College. Karumathur, Madurai.

- Published a Paper on “Recent Trends in Internet Marketing” 25th February, 2016, ISSN. Digital Marketing conducted by Department of commerce, NMSSVN College.
- Published a Paper on “Black Money and Remedial Measures” Conducted by Department of Commerce, NMSSVN College on December 2017, ISSN: 0976-2949.
- Published a Paper on “A study on cashless transactions in India with special reference to Madurai City” in Shanlax International. Journals, January 2018, ISSN: 2320-4168, VOL.6 SPECIAL ISSUES.3
- Published a Paper on “An analysis of Customer Satisfaction towards Online Shopping with Special reference to Madurai city” in Shanlax International. Journals, P-ISSN: 2321-788X, E-ISSN: 2582-0397, Vol. 9, No. 1, July 2021.
- Published a Paper on “A study on entrepreneurial competencies among outgoing students in Madurai district” in Shanlax International. Journals, P-ISSN: 2321-788X, E-ISSN: 2582-0397, Vol. 10, No. 2, October 2022.
- Published a Paper on “CONSUMERS’ ONLINE PURCHASING PERCEPTION OF TRUST AND SECURITY IN E-PAYMENTS” Wesleyan Research Journal, ISSN: 0975 – 1386, UGC Care Approved, Peer Reviewed and Referred Journal Vol. 14, No.1 (XXIII) 2021.
- “Consumer Repurchase Intention towards FMCG during Pandemic” published a paper in DIGITAL STARTUPS-A MULTIDISCIPLINARY APPROACH IN TECHNOLOGY AND SUSTAINABLE DEVELOPMENT on September 2023- ISBN (Print): 978-93-93376-66-4.
- “A STUDY ON AWARENESS OF THE MSME SCHEMES AMONG ASPIRING ENTREPRENEURS IN MADURAI” in the book entitled FINTECH, E-COMMERCE AND BEYOND: THE EVOLVING LANDSCAPE OF GLOBAL MARKETS (ISBN: 978-93-92150-84-5) Published On June, 2025 by Mind Reading Book Chapter, Madurai.
- “A study on the impact of social media advertising on cosmetics in Madurai” has been published in INTERNATIONAL JOURNAL FOR MULTIDISCIPLINARY RESEARCH, E-ISSN UGC Care Approved, Peer Reviewed and Referred Journal, Vol 7, Issue 3, May-June 2025.

TEACHING EXPERIENCE: ASSISTANT PROFESSOR

Sl. No	Designation	Organization	Tenure	Period
1.	Assistant Professor	J.P. College of Arts and Science, Ayikudi, Tenkasi.	1 Year	JULY 2010 to JUNE 2011
2	Assistant Professor	Jeyaraj Annapackiam College for Women, Periyakulam, Theni.	2 years	JULY 2011 to APRIL 2013
3	Assistant Professor	N.M.S. S. Vellaichamy Nadar College, Nagamalai, Madurai.	5 years	JULY 2013 to MAY 2018
4	Assistant Professor	Lady Doak College, Madurai.	7 year	JUNE 2018 to Till date

Acknowledgement

I assure that the information furnished in this document are true to the best of my knowledge and many thanks for your valuable time given to my CV.

Place: Madurai

Dr. Akila Mary J