

**Name:** Mrs.S.Rachel

**Designation:** Associate Professor & Coordinator of B.Com (Professional Accounting)

**Department:** Commerce

**Date of Joining:** 14/06/2007

**Email:** [rachel@ldc.edu.in](mailto:rachel@ldc.edu.in)

### **EDUCATIONAL QUALIFICATION:**

**Ph.D. in Commerce** – *Pursuing*, Madurai Kamaraj University

**UGC-NET in Commerce** – Qualified in 2011

**Post Graduate Diploma in Computer Applications (PGDCA)** – Madurai Kamaraj University, 2005

**M.Phil. in Commerce** – Madurai Kamaraj University, 2004

**M.Com. (Master of Commerce)** – University of Madras, 1997

**B.Com. (Bachelor of Commerce)** – Queen Mary's College, Chennai, 1995

### **AREAS OF INTEREST:**

- Marketing
- Financial Accounting
- Cost Accounting

- Management Accounting
- Business Statistics
- International Business

#### **WORK EXPERIENCE:**

**Associate Professor**, Lady Doak College, Madurai  
From July 2017 – Present

**Assistant Professor**, Lady Doak College, Madurai  
From June 2007 – June 2017

**Lecturer**, E.M.G. Yadava Women's College, Madurai  
From June 2001 – May 2007

**Higher Secondary School Teacher**, C.S.I. Anderson Rajagopal Girls Higher Secondary School  
From June 1998 – May 2001

#### **RESOURCE PERSON:**

- Delivered a motivational talk for students at the Inter-Collegiate Meet 'MERX 18', organized by the Department of Commerce, Mangayarkarasi College of Arts and Science, Madurai on September 7, 2018.
- Addressed an orientation program for higher secondary school teachers on curriculum changes in the Higher Secondary School textbooks, conducted by the Joint Directorate of Collegiate Education on August 8, 2013.
- Addressed an awareness session on career opportunities in the field of commerce for 10th standard students at Mary Ann School, held on April 11, 2025.

#### **MEMBER:**

- Served as Member in Criterion II for the Annual Quality Assurance Report (AQAR) during the academic years from 2023 - till date.

- Contributed to curriculum development and review as a Member of the Curriculum Planning and Evaluation Cell from 2017–2021.
- Served as a Member of the Counselling Committee in 2018–2019, assisting in student mentoring and support services.
- Served as a Exam Committee member
- Served as a Service-learning Programme member

## **RESEARCH PUBLICATIONS:**

The research contributions include several papers presented and published in reputed journals and conferences.

- A paper titled "*A Study on Potential Women Entrepreneurs' Perception towards Blue Ocean Strategy*" was published in the *International Journal of Analytical and Experimental Modal Analysis* (ISSN: 0886-9367, Impact Factor: 6.3) in August 2019.
- "*Customers' Attitude towards Online Food Services in Madurai City,*" was presented at the National Conference held at Idaya College for Women, Karaikudi, and published in the *Journal of Management and Entrepreneurship* (Vol. 16, No. 1, Jan–Mar 2022, ISSN: 2229-5348, UGC-CARE List Group I, Impact Factor: 4.257).
- The paper titled "*A Study on Online Buying Behaviour of Career Women in Madurai City*" appeared in the *Dogo Rangsang Research Journal* (Vol. 12, Issue 07, No. 02, July 2022, ISSN: 2347-7180, Impact Factor: 5.127).
- A study on "*The Usage of Digital Payments Among Women in Madurai City*" was presented at the International Conference held at Lady Doak College, Madurai, on 21st March 2023 and published in *Humanities and Social Science Studies* (Vol. 12, Issue 2, No. 6, July–December 2023, ISSN: 2319-829X, UGC Approved CARE List Journal).
- Another paper titled "*Risk Perception on Impulsive Online Buying Behaviour Among Women in Madurai*" was presented at the International Conference at Sourashtra College on 22nd September 2023.

- The study "*A Study on Cross-Channel Shopping Behaviour of Career Women in Madurai City*" was presented at the International Conference at Manipal University on 22nd December 2023 and published in *MIESHB - 2023 Conference Proceedings* (ISBN: 978-93-92993-67-1).
- Most recently, the paper "*Impact of Perceived Risks on Impulsive Online Buying Behavior Among Women – A Descriptive Study*" was published in the *International Journal of Science and Technology (IJSAT)* (Vol. 16, Issue 3, July 2025, E-ISSN: 2229-

### **PAPERS PRESENTED:**

Several research papers have been presented at both national and international conferences.

- The paper titled "*Managing the Future Advertising*" was presented at the National Conference held at Sourashtra College, Madurai, on 26th February 2010 and was awarded the **Best Paper Award**.
- A paper on "*Financial Inclusion through Mobile Technology*" was presented at the National Conference organized by Vidyasagar College of Arts and Science, Udumalpet, on 5th February 2011.
- The study titled "*A Study on Female Consumers' Attitude towards Products of Domestic and Multinationals with Reference to Cosmetics*" was presented at the National Seminar held at Thiagarajar College, Madurai, on 15th and 16th March 2012.
- The research paper, "*Service Excellence in Private Hospitals in Madurai,*" was presented at the National Conference at Mannar Thirumalai Naicker College, Madurai, on 19th and 20th March 2013.
- The research article titled "*An Empirical Study on Assessment of Preparedness Towards Potential Disasters in Educational Institutions*" was presented at the International Conference conducted by Fatima College, Madurai, on 29th and 30th September 2016.
- The research paper "*Financial Literacy – A Tool for Financial Transformation and Sustainable Development of the Economy: An Empirical Approach*" was presented at the International Conference hosted by Christ (Deemed to be University), Bengaluru, on 6th and 7th February 2018.

## **WORKSHOP / SEMINAR / CONFERENCE – PARTICIPATION:**

- Participated in a One-day Intercollegiate Seminar on *"Impact of LPG on Indian Industry and Commerce"* on 1st October, at P.K.N Arts and Science College, Tirumangalam.
- Attended Faculty Development Programme on *"Application of Statistical Tools using SPSS"* on 11th February 2006, at Fatima College, Madurai.
- Participated in State-level Symposium on *"The Role of Educational Institutions in Strengthening Indian Economy"* on 22nd March 2007, at Vellaichamy Nadar College, Madurai.
- Attended a training on *"Being an Effective Teacher"* from 4th to 9th June 2007, at Lady Doak College, Madurai.
- Participated in Awareness Workshop on Intellectual Property Rights on 8th February 2011, at Lady Doak College, Madurai.
- Attended NHRC Sponsored One-day Training Programme on Human Rights on 10th February, at Holy Cross College, Tiruchirappalli.
- Participated in UBCHEA Sponsored Orientation Programme on Peace Education on 21st February, at Lady Doak College, Madurai.
- Attended Consumer Behaviour Programme sponsored by Tamil Nadu Government on 25th February, at Lady Doak College, Madurai.
- Participated in Workshop on Curriculum Designing for Peace Education on 14th and 15th February, at Lady Doak College, Madurai.
- Attended a session on *"Competence Building in Higher Education – Trends and Challenges"* on 1st October 2011, at Lady Doak College, Madurai.
- Participated in Workshop on Personal Effectiveness on 12th and 13th December 2011, at Lady Doak College, Madurai.
- Attended International Conference on Science, Society and Sustainability from 11th to 13th January 2012, at Lady Doak College, Madurai.
- Participated in Faculty Programme on Emerging Trends in Cost Management in the Global Scenario on 13th February 2012, at Lady Doak College, Madurai.
- Attended Workshop on Interfaith Relations on 2nd and 3rd October 2012, at Lady Doak College, Madurai.
- Participated in UGC Sponsored Faculty Training on Teaching Human Rights on 19th December 2012, at Lady Doak College, Madurai.

- Attended Workshop on Transformative Practices on 21st and 22nd June 2013, at Lady Doak College, Madurai.
- Participated in Training Programme on Communicative English on 27th June 2013, at Lady Doak College, Madurai.
- Attended National Conference on ICT – A Catalyst of Change for Transforming Teaching, Learning and Research on 9th and 10th January 2014, at Lady Doak College, Madurai.
- Participated in FDP on Academic Research Writing and Publishing Papers on 24th January 2014, at OAA-MAVMM School of Management, Madurai.
- Attended Faculty Training on Teaching Human Rights on 28th January and 21st February 2014, at Lady Doak College, Madurai.
- Participated in International Conference on Trends in Retailing and Branding on 19th and 20th February 2015, at University of Madras, Chennai.
- Attended Evangelical Teachers Fellowship – Christian Teachers Conference from 16th to 19th May 2015, at Masinagudi, Tamil Nadu.
- Participated in Capacity Building for E-Content Development workshop on 3rd and 4th April 2018, at Lady Doak College, Madurai.
- Attended Workshop on Outcome-Based Education on 20th February 2019, at Lady Doak College, Madurai.
- Participated in Regional Level Seminar on Catalytic Commerce Curriculum on 22nd February 2019, at Lady Doak College, Madurai.
- Attended Advanced Leadership Seminar for Evangelism from 18th to 20th July, conducted by Haggai India at Lady Doak College, Madurai.
- Participated in Connecting the Dots – International Partners’ Conference on 9th and 10th December 2019, organized by ACCA, Chennai.
- Attended Leadership Development Programme from 17th to 19th May 2023, at Lady Doak College, Madurai.

**OTHER CREDENTIALS:**

- Completed NPTEL course on Consumer behaviour
- Supervisor and Guide for UG and PG projects

