

## 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** : 19 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

#### **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 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> 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 26<sup>th</sup> and 27<sup>th</sup> March 2010.

- **“Holistic Education at Present Technological Scenario”** at UGC sponsored National Conference on Inclusion of values for Holistic Life Amidst Technological Scenario on 6<sup>th</sup> 7<sup>th</sup> 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 27<sup>th</sup> and 28<sup>th</sup> 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 14<sup>th</sup> & 15<sup>th</sup> 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 9<sup>th</sup> September 2014.

- Presented paper on **“Impact on Gig Economy on Women”** in the ICSSR sponsored two day national conference on Empowerment of Women through Micro Finance organized by the PG and Research Centre of Commerce, JA College for Women(Autonomous) Periyakulam held on 4<sup>th</sup> and 5<sup>th</sup> December 2019

#### **Seminars Organized:**

- Convener of UGC sponsored National Seminar on “Innovative Marketing Strategies for Sustainable Growth”, on 15<sup>th</sup> & 16<sup>th</sup> December, 2015.
- Convener of State Level Seminar on “E-Business” on 22<sup>nd</sup> 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 1<sup>st</sup> to 7<sup>th</sup> March 2016.
- Attended National Seminar on “Teaching, Research and Technology at Christ University, Bangalore from 28<sup>th</sup> to 29<sup>th</sup> April 2015.
- Attended Three Day National Seminar on “Strategic Innovation on Higher Education at Christ University, Bangalore from 10<sup>th</sup> to 12<sup>th</sup> 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 29<sup>th</sup> 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 6<sup>th</sup> and 7<sup>th</sup> September, 2018.
- Course material prepared for (Skill Based Elective) Basic Accounting during 2018 – 2019 for II UG Students.
- One of the Steering Committee Member.

#### **CONTACT DETAILS**

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