

Name : A.David
Designation : Assistant Professor
Department : Commerce with Professional Accounting
Qualification : M.Com., M.Phil.
Experience : Teaching: 9.4 Years Industry: 2 Years Research: -
Area of Specialization(s) : Marketing
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Academic Qualifications

| Degree | Branch | Institution / University Name | Year of Graduation |
|----------|----------|---|--------------------|
| M. Phil. | Commerce | Chikanna Government Arts College, Tirupur | 2011 |
| M. Com. | Commerce | RVS College of Arts and Science, Coimbatore | 2010 |
| B.Com | Commerce | RVS College of Arts and Science, Coimbatore | 2008 |

Research Publications (Indexed)

International

- A.David, **A Study Of Consumer Satisfaction Towards Online Shopping With Special Reference To Coimbatore City**, International Journals of Applied Research, Vol.3 No.12 Issue, pp.171-174, Dec-17, ISSN: 2394-7500, Impact Factor: 5.2 (Index Copernicus International, Google Scholar).
- A.David, **Digital India: Impact On Indian Economy**, International Journal for Science and Advance Research in Technology”, Vol.5 No.1 Issue, pp.24-27, Jan-19, ISSN: 2395-1052, Impact Factor: 5.388 (Google Scholar, Academia.ed, issue Indian science. in, Academic Resource Index-ResearchBi).
- A.David, **FINANCIAL PERFORMANCE OF STEEL INDUSTRY IN INDIA** at RESEARCH REVIEW International Journal of Multidisciplinary with ISSN No: 2455-3085, Sept 2018, Impact factor - 4.184 (Page No: 508 - 515).

Participation in Faculty Development Programme

- Seven Days Faculty Development Program on **QUALITY MEASURES IN HIGHER EDUCATION** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore during 3 – 9-Dec-18.
- Seven Days Faculty Development Program on **NAAC REVISED ACCREDITATION FRAMEWORK AND OBE ASSESSMENT METHODOLOGY** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 27-May-19 to 02-Jun-19.
- One day Faculty Development Program on “**ART OF EFFECTIVE TEACHING**” organized by the **GLOBALFTI PVT. LTD and Department of B.Com (A& F) & B.Com BA, PSGR KRISHNAMMAL COLLEGE FOR WOMEN** , Coimbatore on 12.02.2020.

Conference / Seminar / Workshop Organized

- Committee member, National Conference on **DISRUPTIONS IN BANKING SECTOR IN CURRENT SCENARIO** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous) on 28- Feb-18.
- Committee member , National Conference on **IMPLICATIONS OF FINTECH IN INDIAN ECONOMY** organized by Department of Commerce with Professional Accounting, Department of Commerce and Department of Commerce Finance, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 04.03.2020

Editorial / Review Board Member

- Acted as Editorial Board Member, **ONE DAY LEVEL NATIONAL SEMINAR ON DISRUPTIONS IN BANKING SECTOR IN CURRENT SCENARIO**, book Published by Department of Commerce Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, and Non-Olympic Times, Coimbatore with ISBN 978-81-935722-5-2.

Awards / Honors

| Awards / Honors | Agency / Institute | Year of Award |
|-----------------|-----------------------------------|---------------|
| Best Faculty | Dr.N.G.P.Arts and Science College | 2020 |
| Best Mentor | Dr.N.G.P.Arts and Science College | 2020 |