

Name : A.David
Designation : Assistant Professor
Department : Commerce with Professional Accounting
Qualification : M.Com., M.Phil.
Experience : Teaching: 10.5 Years Industry: 2 Years Research: -
Area of Specialization(s) : Marketing
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
(Ph.D)	Commerce	Bharathiar University	Pursuing
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

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online certification	Principles of Management	NPTEL	2022

Research Publications (Indexed)

- A.David, **A Study on Consumer Satisfaction of KIA Cars with special reference to Coimbatore City** , EPRA International Journals of Multidisciplinary Research, Vol.7 No.8 Issue, pp.106-108, Aug 2021, ISSN: 2455-3662, Impact Factor:(SJIF)8.047(1S1)1.188 .
- A.David, **A Study on Customer Satisfaction Towards MYNTRA APP in special reference to Coimbatore City** , EPRA International Journals of Multidisciplinary Research, Vol.7 No.8 Issue, pp.112-114 Aug 2021, ISSN: 2455-3662, Impact Factor: (SJIF)8.047(1S1)1.188 .

- A.David, **A Study on Customer Satisfaction Towards Redmi Mobiles in Coimbatore City** , EPRA International Journals of Multidisciplinary Research, Vol.7 No.7 Issue, pp.654-656 July 2021, ISSN: 2455-3662, Impact Factor: (SJIF)8.047(1S1)1.188 .
- 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: 24553085, Sept 2018, Impact factor - 4.184 (Page No: 508 - 515).

Participation in Faculty Development Programme

- 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 10-Feb-20.
- 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.
- 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.

Participation in Workshop

- One day workshop on **OUTCOME BASED EDUCATION** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore during 4-March-23.
- Three days Workshop on **Advanced Research Methodologies and Analytical Tools (SPSS, AMOS, & R) for Social Science Researchers**, Dr.N.G.P Arts and Science College in association with IPSR solutions limited, 29-Mar-23 to 31-Mar-23.

Conference / Seminar / Workshop Organized

- Member, National Conference on **Social Innovation and Business Sustainability (SIBS-2023)**, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, on 9-Feb-23.
- Member, A Three Day National Workshop in **Advanced Research Methodologies and Analytical Tools (SPSS,AMOS & R) for Social Science Researchers**, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, on 29-Mar-23 to 31-Mar-23.
- 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 **SOCIAL INNOVATION AND BUSINESS SUSTAINABILITY** 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
Certificate of Appreciation	Dr.N.G.P.Arts and Science College	2022
Best Faculty	Dr.N.G.P.Arts and Science College	2020
Best Mentor	Dr.N.G.P.Arts and Science College	2020