

## PROFILE

**NAME: Ms. Mary Louisa A**

**QUALIFICATION: M.Com., M.B.A., B.Ed., SET.,**

**NO. OF YEARS OF EXPERIENCE: 9 yrs**

**AREA OF EXPERTISE: Marketing , Indirect taxes, Management Studies**

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### Academic Qualification

#### Other Skills

- Valuation of UG answer scripts (University of Madras)
- Question paper setting for under graduates (Autonomous College in Chennai)
- Valuation of answer scripts (Autonomous College in Chennai)
- Industrial Experience: Technical editing and Project lead in E Publishing Industry (Macmillan Publishing Services, Scientific Publishing Services, Chennai)

### PUBLICATIONS IN ISBN BOOKS IN STATE/NATIONAL/INTERNATIONAL SEMINAR /CONFERENCE/Participation in varied professional activities

Title of the Paper	Date of Publication	Organised by	State/National/International	ISSN Number
Maintaining Virtual Offices	2014	PCRA & Patrician College	National	ISBN 978- 81- 8209- 134
Factors affecting the effectiveness of Advertising in the current scenario	2017	Patrician College	International	2347-3274
Ethics and Corporate Social Responsibility	March 19 <sup>th</sup> and 20 <sup>th</sup> 2019	Patrician College of Arts and Science	National	ISBN:978- 81- 8209- 134-4

**SEMINAR/WORKSHOP/CONFERENCE ATTENDED:**

S.No.	Date	Organization	Title	State/National/International
1	13-08-2019	Patrician college-Commerce department	Qualitative and Quantitative Aspects of Thesis writing	National Workshop
2	13/09/2019	Patrician College and TNSCST	Intellectual Property Rights	State level Workshop
3	14 <sup>th</sup> to 19 <sup>th</sup> Dec 2020	Sri Sairam Institute of Technology	Strategies in Teaching Learning	Six days AICTE-ISTE online refresher programme
4	6 June 2020	PCAS IIC	Leadership Talk	MHRD
5	4 to 6 June 2021	Global Institute of Statistical Solutions	Basic Statistical Analysis and its interpretation using SPSS	International Online Workshop
6	25-26 June 2021	KhandelwalVaish Girls Institute of Technology	Aspects of Research Paper Writing	National FDP
7	11/05/2020	Patrician College of Arts & Science	Impact of Covid-19 on Information Technology	International Webinar
9	15 to 19/06/2020	Patrician College of Arts and Science	New Age Teaching	FDP
10				
11	30/01/2021	Patrician College of Arts and Science	Promotion of Consumer Interest	National Webinar
12	25/02/2021	Patrician College of Arts and Science	National Innovation and Startup Policy	FDP
13	08/03/2021 to 15/03/2021	Patrician College of Arts and Science	Entrepreneurship and Innovation	FDP-NATIONAL LEVEL-5DAYS

	8/04/21	PCAS	Funded Research Projects	PDP
	13 April '21	Research Chronicler, Mumbai, and APAMALL, Taiwan	Disaster and literature	International e symposium
	21 to 27 Apr 21	Sri Ramakrishna Engg College, Coimbatore	Nurturing Digital Marketing Skills	Orientation/Refresher Programme
	25 May 2021	Jawaharlal Nehru University, New Delhi	Qualitative Research Methodology and Anti Plagiarism Software	E Workshop
	29 May 2021	PCAS	Digital Transformation During Pandemic	National Webinar
	12 June 2021	PCAS	Intellectual Property Rights	National Webinar
	26 July to 1 Aug 21	PCAS	Strategies for effective Classroom Teaching	7 Days PDP
	21/8/21	Prince Shri Venkateshwara Arts and Science College	Mentoring Pedagogy and Teaching for Higher Education	FDP
	23/8/21	Dr. MGR University	Digital Future of Finance	National Webinar
	24/8/21	PCAS	Panel Discussion on Entrepreneurship in Higher Education	Webinar
	25 Aug 21	Dr. MGR University	School Counselling- Role of School Counsellor	Webinar

	30 Aug 21	Dr. D Y Patil School of Engg., Pune	Research Paper writing and Pulications	National Level Webinar
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