

**Name** : A.David  
**Designation** : Assistant Professor  
**Department** : Commerce with Professional Accounting  
**Qualification** : M.Com., M.Phil., (Ph.D)  
**Experience** : Teaching: 11.8 Years Industry : 2 Years Research: 3  
**Area of Specialization(s)** : Marketing  
**Email (Official ID)** : david@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
(Ph.D)	Commerce	Chikkaiah Naicker College Erode,	Pursuing
M. Phil.	Commerce	RVS College of Arts and Science, Coimbatore	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

### Grants Received

Event Title	Agency	Amount	Date
Short Term Empirical Research Project on 'Recognition and Practice of Pradhan Mandri Fasal Bima Yojana among the farmers in Western Zone of Tamilnadu''	ICSSR –New Delhi	3,90,000	27-sep-23

## Research Publications (Indexed)

- A.David, **The Technology behind Dark Stores and Micro Fulfilment Centres**, IJCRT International Journals of Creative Research Thoughts, Vol.12 No.9 Issue, pp.135-142, Sep-24, ISSN: 2320-2882, Impact Factor: 7.97. (UGC Approved Journal No: 49025(18))
- A.David, **A Study on Gig Economy in India and Redefining the work in the Digital Era**, IJCRT International Journals of Creative Research Thoughts, Vol.12 No.9 Issue, pp.190-201, Sep-24, ISSN: 2320-2882, Impact Factor: 7.97. (UGC Approved Journal No: 49025(18))
- 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-21, 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 -21, 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-21, 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-18, Impact factor - 4.184 (Page No: 508 - 515).
- A.David, **THE IMPACT OF DIGITALMARKETING STRATEGIES IN RESHAPING THE BUYING BEHAVIOUR AMONG YOUTH TOWARDS E-GADGETS: AN EMPIRICAL STUDY**, Journal of Foundational Research, ISSN: 2395-5635, Volume XXXI, No. 2 (A) Jul – Dec-23, UGC CARE Indexed, Peer Reviewed and Referred Journal.

### **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 9-Dec-18.
- **Five Days National Level Faculty Development Programme on “OUTCOME BASED EDUCATION”** organized by Centre for Professional Development, Dr. N.G.P. Arts and Science college, Coimbatore during 17-21- Jun 23
- **Five Days National Level Faculty Development Programme on “EMPOWERING EDUCATION FOR INNOVATION – A NEP PERSPECTIVE”** organized by Centre for Professional Development, Dr. N.G.P. Arts and Science college, Coimbatore during 30- 04-Jul-23

### **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-Mar-23.
- One day training programme on **HUMAN RIGHTS AND VALUES** sponsored by National Human Rights Commission, New Delhi, organized by the Faculty of Commerce Department of Commerce with Professional Accounting Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore during 4-Mar-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, 29-31-Mar-23.

- Two Day Workshop on **“PUBLIC FINANCIAL MANAGEMENT SYSTEM”** organized by Dr. N.G.P. Arts and Science College and Dr. N.G.P. Institute of Technology , Coimbatore on 21 Nov-23
- Two Day workshop on **“Creating Documentaries as Tools for Teaching in Higher Education”** organized by the Centre for Education Beyond Curriculum (CEDBEC) Christ Deemed University, Bangalore held at Trivandrum on 29-Nov-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 09-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 29-31-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
- Committee Member, Indian Council of Social Science Research(ICSSR) – New Delhi sponsored National Conference on **“NATIONAL EDUCATION POLICY 2020 : CHALLENGES AND OPPORTUNITIES FOR HIGHER EDUCATION INSTITUTIONS IN INDIA”** organized by Department of Commerce with Professional Accounting and Management Studies, Dr.N.G.P. Arts and Science College, Coimbatore on 27-Dec-23
- Organising Secretary, Indian Council of Social Science Research(ICSSR) (SCD) – New Delhi sponsored Workshop on **“RECOGNITION AND PRACTICE OF PRADHAN MANDRI FASAL BIMA YOJANA AMONG THE FARMERS”** organized by Dr.N.G.P. Arts and Science College, Coimbatore on 19- Feb-24

### **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**

<b>Awards / Honors</b>	<b>Agency / Institute</b>	<b>Year of Award</b>
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