

Name : Dr. A. Helda Mary

Designation : Assistant Professor

Department : Commerce

Qualification : M.Com., M.Phil., Ph.D.

Experience : Teaching – 11.7 Years | Research – 6 Years |
Industry - 7 Years

Specialization: Marketing

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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph. D	Commerce	Sankara College of Science and Commerce	2019
M.Phil.	Commerce	Madurai Kamaraj University	2003
M.Com.	Commerce	Annamalai University	1999
B.Com.	Commerce	Theivanaiammal Women's College	1997

Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
Tally 2.0	Certificate in Accountsware	Visions INC Group	2000
Diploma	Computer Applications	Cyber Soft Pvt Ltd	1998

Patent

Title	Status	Year
Formulation of International Marketing Strategies	Published	2022
Sensor based Device for Managing Financial Data - UK Design	Published	2023

Research Publications

- 1) Dr. Suresh Babu, Ms. A. Helda Mary, **Consumer attitude and purchase intention towards organic food – A Quantitative Study**, Asia pacific Journal of Research, Article Vol.-1 Issue-L VIII, December 2017, pp 45-52. 2017, ISSN NO: 2320-5504 (UGC care)
- 2) Dr. Suresh Babu, Ms A. Helda Mary, **Factors determining the purchase of organic food products: An analytical overview**, Indian Journal of Applied Research, Vol. No 08, Issue:12 December -2018, pp 188-189 (UGC care)

- 3) Dr. A. Helda Mary, Dr. P Jeyalakshmi, **The Effects of MIS Technologies on the quality of services Provided at the PSG College of Technology – A Case Study**, Aegaeum Journal, Vol. IX, Issue IX, September 2021, ISSN No:7021-2008. (UGC care)
- 4) Dr. A. Helda Mary, Dr. Sridevi, **Marketing Mix and Satisfaction: A study with reference to organic food products in Coimbatore**, Journal of the Oriental Institute, Vol 71, Issue 02, No.1 April – June -2022, ISSN: 0030-5324. (UGC care)
- 5) Dr. A. Helda Mary, **A study on Impact Challenges effects and Remedies of Increase in petrol price with reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Volume 8, Issue 5, May 2022, ISSN (online)2395-1052. (UGC care)
- 6) Dr. A. Helda Mary, **A study on customer satisfaction from various DTH services provided in Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052. (UGC care)
- 7) Dr. A. Helda Mary, **A study on customer satisfaction towards Jio Sim with Reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 5, May 2022, ISSN (online)2395-1052. (UGC care)
- 8) Dr. A. Helda Mary, **A study on customer satisfaction towards Amazon Online shopping with special reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 5, May 2022, ISSN (online)2395-1052. (UGC care)
- 9) Dr. A. Helda Mary, **A Study on Consumer Awareness About Tea Reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052. (UGC care)
- 10) Dr. A. Helda Mary, **A Study on Consumers' Behaviour Towards Hindustan Soap with Special Reference to Coimbatore City**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052. (UGC care)
- 11) Dr. A. Helda Mary, **A Study on Effectiveness of Advertisements on Allen Solly Apparels With special Reference to Coimbatore City**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 12) Dr. A. Helda Mary, **A Study on Impact of Employee Retention In IT Sector with special reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.

- 13) Dr. A. Helda Mary, **A Study on Consumer's Satisfaction, Safety and perception Towards Ola App with Special Reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 14) Dr. A. Helda Mary, **A Study on Consumer's satisfaction towards services provided by state bank of India with special reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 15) Dr. A. Helda Mary, **A Study on Consumer's Behaviour on Apple Products with special reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 16) Dr. A. Helda Mary, **A Study on Awareness, levels & Parameters Influencing investments and preferences in Mutual Funds Among the students in Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 17) Dr. A. Helda Mary, **A Study on Impact, Challenges, Effects and Remedies of Increase in Petrol price with Reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 18) Dr. A. Helda Mary, **A Study on Financial Performance of Asian Paints with special reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 19) Dr. A. Helda Mary, **A Study on Customer's Satisfaction towards Google Pay with Special reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 20) Dr. A. Helda Mary, **A study on consumer perception, Attitude and Satisfaction towards Apple Products with special Reference to Coimbatore city**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 21) Dr. A. Helda Mary, **A study on financial performance of Tata Marcopolo Motos ltd**, International Journal for Science and Advance research in Technology, Vol 8, Issue 6, June 2022, ISSN (online)2395-1052.
- 22) Dr. A. Helda Mary, **Consumer attitude and purchase intention towards organic food – a quantitative study**, Asia pacific Journal of Research, Article Vol.-1 Issue-L VIII, December 2017, pp 45-52, ISSN No:2320-5504.

Books/ Book Chapters Publication

- 1) **Business Organization and Ethics**, Dr.A. Helda Mary, Dr. Sridevi, Edition, LAP Lambert Academic Publishing, 2022, ISBN NO:978-620-4-74772-9.
- 2) **Digital Marketing with AI Driven Tool**, Dr. A. Helda Mary, MS S. Anandhi, Alpha International Publications, 2023, ISBN NO:978 -93-5762-713-9.

Conference / Seminar / Workshop Organized

- 3) Organizing Secretary, Seminar on Living joyfully amidst Covid 19, CMS College of Science and commerce, Coimbatore, 5-Jun-2020.
- 4) Convenor, Hands-on-Training on Yoga programme, PPG College of Arts and Science, Coimbatore. 1-Sep 22.
- 5) Convenor, Add on Course on The Indian GST Returns and Filing Procedures, PPG College of Arts and Science, Coimbatore. 10 to 14-Jun-22.
- 6) Convenor, Seminar on Motivational talk on Be a Warrior not a Worrier, PPG College of Arts and Science, Coimbatore. 17-Oct-22.
- 7) Convenor, Seminar on Basic Accounting Principles and Guidelines, PPG College of Arts and Science, Coimbatore. 20-Oct-22.
- 8) Convenor, Webinar - Relational Algebra, PPG College of Arts and Science, 20-Oct-2022.
- 9) Convenor, Skill Development Programme – Hands on Training C++ Programming, PPG College of Arts and Science, Coimbatore. 7-Nov-22.
- 10) Convenor, Workshop on Lighten Up - Yoga Practical Session, PPG College of Arts and Science, Coimbatore. 15-Nov-22.
- 11) Convenor, Exhibition on PPG Bank Expo - 2022, PPG College of Arts and Science, Coimbatore. 18-Nov-22.
- 12) Convenor, Hands on Training on Role Play Activity - C++ Programming, PPG College of Arts and Science, Coimbatore. 23-Nov-22.
- 13) Convenor, Seminar on Commerce Forum, PPG College of Arts and Science, Coimbatore. 20-Dec-22.
- 14) Convenor, International Virtual FDP on Personality Grooming - Handling Stress Management and Emotional Intelligence, PPG College of Arts and Science, 2 to 6-Jan-23.

- 15) Convenor, Seminar on Union Budget 2023, PPG College of Arts and Science, 2-Feb-23.
- 16) Convenor, Workshop on Design Thinking, Critical thinking and Innovation Design, IIC, PPG College of Arts and Science, Coimbatore. 20-Feb-23.
- 17) Convenor, Seminar on Tycoons - My Story, IIC, PPG College of Arts and Science, Coimbatore. 17-Feb-23.
- 18) Convenor, Seminar on Commerce Forum, PPG College of Arts and Science, Coimbatore. 25-Feb-23.
- 19) Convenor, Symposium on Commerce Gala - Inter collegiate colloquium, PPG College of Arts and Science, Coimbatore, 9-Mar-23.
- 20) Convenor, Inter collegiate competition, PPG College of Arts and Science, 9-Mar-23.
- 21) Convenor, Add on Course on Data Analytics using R Programming, PPG College of Arts and Science, Coimbatore. 22-Jun-23 to 27-Jun-23.
- 22) Convenor, Students training programme on Bajaj CPBFI, PPG College of Arts and Science, Coimbatore. 30-Jun 23 to 31-Sep-23.
- 23) Convenor, Workshop on Innovation / prototype validation - value proposition fit & Business fit – IIC Event, PPG College of Arts and Science, Coimbatore. 28-July2023.
- 24) Convenor, seminar on IIC EVENT- Best Business Plan, PPG College of Arts and Science, Coimbatore. 28-Nov-2023.
- 25) Convenor, Professional Development Programme on Developing your professional Edges; Strategies for career growth and Financial Success, PPG College of Arts and Science, Coimbatore, 8-Jan-2024 to 12-Jan-2024.
- 26) Convenor, Workshop on IIC EVENT- Achieving Problem- Solution Fit and Product - Market Fit, PPG College of Arts and Science, Coimbatore. 7-Apr-2024.
- 27) Convenor, Seminar on Union Budget – 2024, PPG College of Arts and Science, 8-Feb-2024.
- 28) Convenor, Intercollegiate Fest on Commerce Gala, PPG College of Arts and Science, Coimbatore, 9-Feb-2024.
- 29) Convenor, Intra College Competition on Women's Day -2K24 Short Film at PPG College of Arts and Science, Coimbatore. 7-Mar-2024.

- 30) Convenor, Valedictory Session on Bajaj CPBFI Training Programme - 2021 Batch, PPG College of Arts and Science, Coimbatore, 14-Mar-2024.
- 31) Convenor, Workshop on Best Business Plan - IIC Event, PPG College of Arts and Science, Coimbatore, 2-April-2024.
- 32) Convenor, Workshop on Prototype Design and Development - IIC Event, PPG College of Arts and Science, Coimbatore. 15-April-2024.
- 33) Convenor, Add on Course - Data Visualization using Power BI, PPG College of Arts and Science, Coimbatore, 1-Jul-2024 to 5-Jul-2024.
- 34) Convenor, National seminar on Elevation of Entrepreneur, IIC Event, PPG College of Arts and Science, Coimbatore. 25-Jul-2024.
- 35) Convenor, Practicing Session for Yoga, PPG College of Arts and Science, 28-Jan-2024.
- 36) Convenor, Students Startup Ideas on Entrepreneurial Business Demo IIC Event, PPG College of Arts and Science, Coimbatore, 22-Sep-2024.
- 37) Convenor, Students Seminar on Technology Now - How, PPG College of Arts and Science, Coimbatore, 22-Sep-2024.
- 38) Convenor, Hands on Training on Bingo on HTML, PPG College of Arts and Science, Coimbatore, 27-Sep-2024.
- 39) Convenor, National seminar on Lean Startup and Minimum Viable Products / Business – IIC Event, PPG College of Arts and Science, Coimbatore, 29-Sep-2024.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Digital Commerce 360	Life-time	-

Awards / Honors

Awards / Honors	Agency / Institute	Year
Best Faculty	Sankara College of Science and Commerce	2013
Best Outstanding Effort Award	Sankara College of Science and Commerce	2013
Best Outstanding Effort Award	Sankara College of Science and Commerce	2014
Best Coordinator	PPG College of Arts and Science	2024