

## PROFILE



Name : **DR. N. M. FRANCIS MERCY**  
Designation : Associate Professor  
Department : Commerce  
Date of Birth : 07-07-1965  
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### CONTACT DETAILS

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### ACADEMIC

S.N	Degree	University/Institution	Year of Completion
1.	B.Com.	Fatima college, Madurai, Madurai Kamaraj University.	1985
2.	M.Com.	Fatima College, Madurai, Madurai Kamaraj University.	1987
3.	M.Phil.	Loyala College, Madras University, Chennai	1989
4.	B.Ed.	Madurai Kamaraj University, Madurai	1991
5.	Ph.D.	Mother Teresa Women's University, Kodaikanal	2013

**Total Experience** : 13 years  
**Area of Specialization/Interest** : Personnel Management, Marketing

## **RESEARCH EXPERIENCE**

### **PUBLICATIONS**

#### **International: Paper entitled,**

- **Productivity Trend of Guava**, Volume 1, V Issue, Global Research Analysis, October 2012.
- **Status of Guava (IJMRA)** Journal of Marketing and Technology, Vol.3, Issue 1, Jan 2013.ISSN: 2249-1058.
- **Cost and Returns in Guava Cultivation-A study in Dindigul District** Global Research Review, Journal of Finance and Management, Vol.I No. II-A, December 2012. ISSN 2250-2521.

#### **PRESENTATIONS (LAST FIVE YEARS) : Paper entitled,**

- **“Sustainable Development through Green Marketing”** at International Conference on Corporate and Business Response to Climate Change - From Awareness to Adoption “Transcending the Boundaries” on 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> December 2011 at Periyar University Salem.
- **“Application of Growth Rate and Co-efficient of Variation in Indian Status of Guava”** at UGC sponsored National Seminar on Recent Trends in the Application of Mathematical Modeling in Information Technology and Business at Khadir Mohideen College, Adirampattinam, Thanjavur Dt on 26<sup>th</sup> and 27<sup>th</sup> March 2010.
- **“Holistic Education at Present Technological Scenario”** at UGC sponsored National Conference on Inclusion of values for Holistic Life Amidst Technological Scenario on 6<sup>th</sup> 7<sup>th</sup> December 2010 at JAC, Periyakulam.
- **“Export Performance of Guava”** at UGC sponsored National Seminar on Global Financial Crisis and its Impact on Indian Economy, on 27<sup>th</sup> and 28<sup>th</sup> January, 2011 at Holy Cross College, Nagercoil.
- **“Faster Growth of India through Inclusive Innovation”** at UGC sponsored National Conference on Inclusive Growth and Women Empowerment on 14<sup>th</sup> & 15<sup>th</sup> Decem 2012 at Standard Fireworks Rajarathnam College at Sivakasi.
- **“Indian Ethos: Values and Ethics”** at UGC sponsored National Conference on Contemporary Corporate Ethical Environment: Challenges and Strategies at JAC, Periyakulam.