

STAFF PROFILE

- 1) Name : Amanda Maria D' Rosario
2) Designation : Assistant Professor
3) Department : Commerce CA & PG Department of Commerce
4) Qualification : M.Com., M.Phil.,
5) Experience : Teaching : 2yrs Research :
6) Area of Specialization (s) : Marketing
7) E-mail : amanda172505@gmail.com
8) Academic Qualifications : M.Com, M.Phil.,
9) Additional Qualifications :

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year

10) Grants Received

Event Title	Agency	Amount	Date

11) Projects

Completed

Project Title	Agency	Amount	Duration

Ongoing

Project Title	Agency	Amount	Duration

12) Research Guidance

Programme	No. of Scholars

	Completed	Pursuing
Ph. D.		
M. Phil.		

13) Research Publications

International

Dr. A. Elizabeth, Amanda Maria D' Rosario,“ IMPACT OF THE EMERGING MARKETS ON BUILDING A SUCCESSFUL BRAND” *Inter Continental Journal of Marketing Research Review*” (2017)Volume 5, Issue 10, Page 10-14.

Amanda Maria D' Rosario, “ IMPACT OF GOVERNMENT INITIATIVES TOWARDS REPOSITIONING ENTREPRENEURSHIP IN INDIA” “*Bonfring International Journal of Industrial Engineering and Management Science, India towards 2020*” Volume 7, Special Issue (2017), Page 182-185.

Amanda Maria D' Rosario, “INFLUENCE OF TRADE FAIRS AND EXHIBITIONS ON THE PURCHASE DECISION OF CUSTOMERS”, “*Sustainable Changing Scenario Of Business And Economic Environment*” (2017),Page 4.

National

Dr. A. Elizabeth, Amanda Maria D' Rosario, “A STUDY ON IMPULSE BUYING BEHAVIOUR AMONG CUSTOMERS WITH SPECIAL REFERENCE TO COIMBATORE CITY”, “*Nirmala Annual Research Congress*”(2017), Volume 1 Issue 7, Page 272-277.

14) Other Publications

(Proceedings)

15) Book Publications

16) Consultancy

Nature of Consultancy	Client	Amount	Completion Status

17) Presentations in Conference

Rathinam College of Arts & Science, Coimbatore

Karpagam College of Arts & Science, Coimbatore

Kristu Jyothi College of Arts & Science, Allepey, Kerala

International

National

18) Participation in Conference – Sri Ganesh College of Arts & Science, Salem.

19) Participation in Seminar

20) Participation in Workshop – Vellore Institute of Technology, Vellore.

21) Participation in Orientation Programme/ Induction Programme/ Short term Courses

22) Participation in Faculty Development Programme – Sri Krishna Arts & Science College, Nirmala College for Women

23) Conference/ Seminar/ Workshop Organized

24) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop

25) Member in Board of Study

26) Editorial/ Review Board Member

27) Membership in Professional Bodies

Name of Professional Body	Nature of Membership	Duration