

# Curriculum Vitae of Dr. J. Josephine Daisy

## Professional Summary

Dr. J. Josephine Daisy is an accomplished academic leader currently serving as the **Principal of Loyola College of Arts and Science**, Mettala. With a career spanning over two and a half decades, she specializes in **Marketing Management and Human Resources Management**. Her career is defined by a progression from teaching roles into high-level administrative positions, including serving as a **Controller of Examinations** and a **Senate Member**.

## Core Expertise

## Professional Experience

- **Principal:** Loyola College of Arts and Science (Branch of Chennai Loyola), Mettala (June 2024–Present).
- **Controller of Examinations:** Mahendra Arts and Science College (March 2022–May 2024).
- **Assistant Professor & Head (Commerce CA):** Mahendra Arts and Science College (December 2003–2022).
- **Assistant Professor:** Mahendra Engineering College (1999–2002).
  
- **Academic Leadership:** Extensive experience in institutional heading, curriculum development, and examination management.
- **Research & Supervision:** A recognized **PhD Supervisor** for five years, guiding scholars in Commerce and Management.
- **Specialized Teaching:** Proficient in handling diverse courses including Engineering Economics, Financial Management, Corporate Governance, and Organizational Behaviour.
- **Entrepreneurship Advocacy:** Serving as an **Innovation and Entrepreneurship Ambassador** for the Ministry of Education (MHRD).

## Research and Publications

Dr. Daisy has a prolific research background with nearly **40 publications** and numerous book chapters. Key research themes include:

- **Fishery Management:** Notable work on the Stanley reservoir and the socio-economic conditions of fishermen in Mettur Dam.
- **Digital & Retail Trends:** Extensive studies on **E-commerce**, online shopping behavior, and the rise of retail investors during the pandemic.
- **Social & Gender Issues:** Research into women's empowerment, migrant workers, and work-life balance.
- **Emerging Technologies:** Recent work includes identifying Indian stock market trends using **AI** (2023).

### **Key Contributions to Student Development**

Dr. Daisy emphasizes a **mentor-driven approach**, aiming to apply her vast experience through practical teaching and fostering a multicultural environment. She has served as a **Women's Cell Coordinator** for 10 years and a **Students' Association Coordinator** for six years, demonstrating a long-term commitment to student welfare and extracurricular engagement

### **Academic & Administrative Responsibilities**

- **Research Supervision:** Served as a **PhD Supervisor** for five years (guiding two scholars) and provided project guidance for M.Com, M.Phil, and MBA students.
- **Institutional Coordination:** Acted as **Women's Cell Coordinator** for 10 years and **Students' Association Coordinator** for six years.
- **Curriculum & Examination:** Involved in curriculum development for the School of Management at SRM University, Sikkim; served as an **Exam Cell Member** (5 years) and a **Question Paper Setter/Evaluator** for UG and PG levels (15 years).
- **External Roles:** Served as an **External Examiner** for various universities (Bharathiyar, Periyar, VMKV) and as a **Senate Member** for Periyar University (2017–2020).

## **Subject Expertise (Courses Handled)**

She has taught a broad range of subjects, including **Engineering Economics, Financial Management, Corporate Governance, Human Resource Management, Marketing Management, Organizational Behaviour, and Business Law.**

## **Research and Publications**

- **Publications:** Her portfolio includes **39 publications** covering diverse topics such as fishery management in the Stanley reservoir, work-life balance, women's empowerment, e-commerce behavior, and the use of **AI in Indian stock markets.**
- **Books and Chapters:** Authored a book titled *Human Resources Development* and received an ICSSR grant for publishing her doctoral thesis. She also contributed chapters to books on social media marketing and multidisciplinary management.
- **Presentations:** Presented approximately **40 papers** at various national and international conferences.
- **Resource Person:** Acted as a resource person for seminars on **Guerilla Marketing**, entrepreneurship skills, and marketing challenges.

## **Recognition, Awards, and Ambassadorships**

- **Awards:** Received the **Institutional Women Leader Award** and the **Legacy in Higher Education Leadership Award (2025).**
- **Ambassador Roles:** Innovation and Entrepreneurship Ambassador for the **Ministry of Education (MHRD)** and International Educational Ambassador for Bestow Edutrex International.
- **Professional Memberships:** Life member of the All India Accounting Association and the Global Association of Commerce and Management; current Higher Education Member for Chennai Province.

## **Global Exposure & Language**

- **International Travel:** Has visited **France (Paris/Rennes)** and participated in the Jesuits Higher Education Assembly in **Bogota, Colombia (2025)**.
- **Language Proficiency:** Excellent in both **English** and **Tamil**.

### **Professional Philosophy**

She describes herself as a **resourceful, approachable, and highly motivated** educator who aims to act as a mentor to students by sharing practical knowledge and maintaining professional honesty in a multicultural environment

### **International Destinations**

- **Europe:** She has visited **Rennes, Paris, and France**.
- **South America:** She traveled to **Bogota, Colombia**, specifically to the Pontificia University Javeriana, for the Jesuits Higher Education Assembly in June–July 2025.

### **Domestic Destinations (India)**

- **Ranchi, Jharkhand:** Visited St. Xavier's College for a national conference in January 2025.
- **Mumbai, Maharashtra:** Attended the JHEASA Annual Conference at St. Xavier's College, Vinayalaya, in January 2026.
- **Bangalore, Karnataka:** Attended an international conference at IIMT College in March 2019.
- **Ahmedabad, Gujarat:** Participated in a program at the Information and Library Network (INFLIBNET) Centre in August 2016.
- **Coimbatore, Tamil Nadu:** Attended a program on building human capital for the digital economy in September 2023.
- **Kerala:** Attended the All India Accounting Association International Conference at Kerala University in November 2010.
- **Chennai, Tamil Nadu:** Attended an international conference at Loyola College in February 2025.

Additionally, her academic career and paper presentations have involved travel to various locations within Tamil Nadu, such as **Chennai, Salem, Namakkal, Erode, Tiruchengode, Gobi, and Pollachi**