

Dr. R. Francina Pracila Mary is an accomplished academician, researcher, and Assistant Professor in the **Department of Commerce with CA at VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu**. She completed her undergraduate studies at **Bishop Ambrose College** and pursued her research degree in the area of **Finance from Sri Ramakrishna College of Arts and Science (Formerly SNR Sons College)**. She was awarded her **Doctorate in Finance in 2016** and has been recognized as a **Research Guide for M.Phil./Ph.D. programmes under Bharathiar University**.

With more than **16 years of teaching experience at the collegiate level and 2 years of teaching experience at the school level**, Dr. Francina has made significant contributions to commerce education through her effective teaching methodologies and learner-centric approach. She possesses expertise in **Accounting, Cost Accounting, Management Accounting, and Income Taxation**, where she combines conceptual clarity with practical applications to enhance students' understanding and professional skills. As a dedicated research scholar and mentor, she has successfully guided and produced **two Ph.D. scholars**, while currently guiding **Four research scholars** pursuing doctoral research under her supervision. Her research contributions include publications in **national and international conferences and reputed journals** in the field of Commerce and Finance. A Vivid Researcher in her area of study and has published papers both at National and International Conferences She has also published 5 books .

Dr. Francina is passionate about promoting quality education, research excellence, and academic innovation. Her commitment towards mentoring young researchers, strengthening commerce education, and contributing to the academic community reflects her dedication as an educator and researcher. Through her teaching, research, and institutional responsibilities, she continues to inspire students and scholars towards professional excellence and lifelong learning.