

Govindammal Aditanar College for Women, Tiruchendur
Faculty Profile



1. Name : **Dr. D. SHEELA JEBASTA**
2. Department : Commerce Batch -I
3. Qualification : M.Com., M.Phil., M.B.A., Ph.D.,
4. Present Designation : Associate Professor
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- Vidwan id : 593894
- Vidwan Link : <https://vidwan.inflibnet.ac.in/profile/593894>
7. Date of joining : 06.02.2004
8. Field of specialization
- in research : Marketing
9. Title of the Thesis : A study on Production and Marketing of Milk in Thoothukudi District of Tamilnadu

10. Orientation/FDP programmes/other short-term courses attended:

Sl.No.	Name of the course	University/I nstitute	Duration in days	From-To
1	Orientation Training	Avinashilingam University, Coimbatore.	6	08/08/2011 - 13.08.2011

11.Participation /Presentation in seminar/workshop/symposia/conference:

Sl.No	Level (State/national/ international)	Participation /presentation	Title of the paper presented	Title of the seminar/workshop/sy mposia/conference	Date and Venue
1	State	Participation	Participation	Monetary Policy in India: Reforms and its Evalutation	Kamaraj College 13.03.2020
2	International	Participation	Participation	International Workshop on Writing Quality Research Papers - Publishing in Scopus & Care Approved Journals	Manonmaniam Sundaranar University, Tirunelveli, 19.07.2019 & 20.07.2019
3	National	Participation	Participation	Dimension of Poverly: Issues and Government Policies	Pope's College,Sawyerpura m 08-03-2019
4	National	Participation	Participation	Research Report Writing	Kamaraj College,Thoothukudi 06-04-2019
5	International	Participation	Participation	Emerging Horizons of HR in Commerce and Business Management	GACW 26-09-2019
6	International	presentation	Effect of use of ICT in Higher Education	Digital Initiatives for higher education- Quality and Pertinence	29/07/2019 Manonmaniam Sundaranar university, Tirunelveli
7	International	presentation	Environmental pollution and global warming	Environmental protection, food security and precision, agriculture for sustainability	13/02/20190 & 14/02/2019 Manonmaniam Sundaranar university, Tirunelveli
8	International	presentation	Curriculum requirements for sustainable economy	Curriculum for sustainable and societal development economy	30.03.2019 & 31/03/2019 Manonmaniam Sundaranar university, Tirunelveli
9	National	presentation	Aavin boon to livelihood of rural folk	Cooperative sector: Issues and challenges	7/10/2016 Thirvalluar College, Papanasam.

10	National	presentation	FDI in retail sector: challenges and Issues	Prospects of FDI in promoting retail trade in India.	15/02/2013 Sri Ganesh College of Arts & Science,
11	University	Participation	-	E- Governance	21/01/2014 Manonmaniam Sundaranar university, Tirunelveli
12	National	presentation	Knowledge management	Creativity and Innovation for contemporary managerial issues	26/03/2014 Periyar Maniammal university, Salem
13	National	participation	-	Financial sector reforms in India	16/10/2012 - 17/10/2012 Popes College, Sawyerpuram
14	National	presentation	Role of Government and Financial Institutions in entrepreneurial development	Entrepreneurship key for sustained economic empowerment	11/03/2009 - 12/03/2009 St. Xaviers College, Palayamkottai

12. Research publications:

Sl.No	Name of the Journal, Vol.&Issue no., year, pp.no.&ISSNno.	Title of the paper	UGC CARE listed journal (Yes / No)	Author Order
1	Indo global journal of commerce and management, 5 (3), 2019, 20-24. 2393-9796	A study on welfare schemes in Thoothukudi thermal power station	yes	II
S	Suraj Punj Journal for Multidisciplinary Research(2), 2019, 138-142, 2394-2886	Production and Sale of milk of Tirunelveli District Cooperative Milk Producers Union Limited Tirunelveli	yes	I
2	Indian Journal of Applied Research, 4(4), 2014, 61-63, 2249-555X	Knowledge management	yes	II
3	Enric V(II), 2014, 94-102. 2319-6394	Problems faced by the micro and small scale entrepreneur in obtaining	yes	I

		loan from banks with special reference to Thoothukudi		
4	Commerce Times 2013, 21-25 2320-9461	Usage of social networking sites by youth with special reference to Tiruchendur	yes	II
5	International recognition multidisciplinary research journal 8 (2), 2018, 1-4. 2249-894X	A study on milk marketing environment in Tuticorin District of Tamilnadu.	Yes	1

13. Book / Chapter Publications:

Sl. No.	Title of the book	Name of the publisher and the year of publication	ISBN No.
1	Customer Relationship Management	Scientific International Publishing House	978-93-5625-074-1
2	Role of Digital technology in Education	ESN Publications	9789395196390
3	Online Assessment Tools	Krishna Publication House, Gujarat	9788194738831
4	Women empowerment – Issues and Challenges in India	Mayas Publications	9789389507829
5	Problems encountered by Women entrepreneurs	Mayas Publications	9789389507829
6	Rejuvenation of Emerging Economics through Rural skill Development	Manonmaniam Sundaranar university, Tirunelveli	978-93-89507-28-7
7	Global Marketing Scenario	B club & 2013	978-81925-27-50-5
8	Co- Operative Sector: Issues and Challenges	UMI BOOK BANK	978-81-932178-3-2

14. Membership in the academic bodies of the University /other institutions:

Served as Chief Examiner of M.S University paper valuation, external project examiner, Theory paper Evaluator and Question Setter of various Autonomous Colleges.

15. **Details of academic awards :** NSS Programme Officer from 2009-2018
RECEIVED CERTIFICATE OF APPRECIATION (three) received from Tuticorin Dist Collector for Best performer

16. Seminars/Workshops/Enrichment programmes organized

Sl.No.	Date	Name of the programme	Level (National/State /University/college	Role
1	07.02.2020	An Awareness Programme on CA/CMA	College	Organizing committee member
2	20.02.2020	Personality Development	College	Organizing committee member
3	01.10.2021	Share Markets	College	Organizing committee member
4	12.11.2021	Training on Aptitude Skills for Competitive Exams	College	Organizing committee member
5	21.03.2022	Business Ethics	College	Organizing Secretary
6	19.10.2022	Career Opportunities in Financial Sector	College	Organizing Secretary
7	25.02.2023	Believe in Yourself	College	Organizing Secretary
8	19.07.2023	Boosting Leadership Skills	College	Organizing Secretary
9	08.09.2023	Empowering Women Through ICT- A step ahead to learn and earn	College	Organizing Secretary
10	16.10.2023	Logistics Job Awareness Programme	College	Organizing Secretary
11	23.01.2024	ChatGPT for Academics	College	Organizing

				committee member
12	05.02.2024	Cyber Security: How safe are you?	College	Organizing committee member
13	19.07.2024	From Dreams to reality : crafting your career path	College	Organizing committee member
14	12.09.2024	A career with endless opportunities: An awareness programme on company secretary	College	Organizing committee member
15	01.10.2024	Role of AI in service sectors	College	Organizing committee member
16	01.10.2024	Competitions : Commerce Expo Business Plan	College	Organizing committee member
17	03.10.2020	Live Webinor on Covid -19 Shuts the door – Technology opens the window	College	Organizing committee member
18	25.09.2023 and 26.09.2023	Two day workshop on scope of work under GST and IT	College	Organizing committee member
19	26.09.2019	Emerging Horizons of HR in Commerce and Business Management	International	Organizing committee member
20	21.06.2020 to 26.06.2020	E-Quiz on Banking and Finance	College	Organizing committee member
21	15.07.2020 to 19.07.2020	International Level E-Quiz on Research and Statistics	International	Organizing committee member
22	27.07.2020 to 31.07.2020	National Level E-Quiz on Modern Marketing	National	Organizing committee member
23	06.02.2021 to 10.02.201	National Level E-Quiz on Commerce	National	Organizing committee member
24	21.04.2022 to 25.04.2022	E-Quiz on Commerce -2022	college	Organizing committee

				member
25	22.02.2024 to 03.03.2024	Online Quiz for + 2 Commerce Students	college	Organizing committee member