

## STAFF PROFILE



1) Name: Dr. J. T. SHARMILA

2) Designation: Associate Professor

3) Department: Commerce

4) Qualifications:

Academic: M.com., M.Phil., Ph.D

Additional: PGDCA

5) Experience (in years):18 Teaching: 13(Regular) 5 (SF) Research: 13

6) Area of Specialization: Finance and Tax

7) Contact:E-mail: sharmila\_shareetha@yahoo.co.in Mobile Number: 9865876510

8) Grants Received (Conference/Workshop/Seminar/any other):

Event Title	Agency	Fund Received	Date
NIL			

9) Project Completed:

Project Title	Agency	Fund Received	Duration
NIL			

10) Project ongoing :

Project Title	Agency	Fund Received	Duration
NIL			

11) Research Guidance:

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	2	3
M. Phil.	8	NIL

12) Research Publications:

	International	National
Total Number of Publications	9	11

List of International Publications:

S. No	NAM E OF THE GUID E	NAME OF THE DEPAR TMENT	NAM E OF THE AUT HOR /	TITLE OF PAPER	NAME OF THE JOURNA L	NAME OF THE PUBLIS HER	VOULM E NO	PA GE No.	YEAR OF PUBLIC ATION
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			CO-AUTHOR						
1	Dr. J. T. Sharma	Commerce	Dr. J. T. Sharma	Emerging trends in talent retention strategy with special reference to IT industry	Research Explorer <b>International Journal</b>		ISSN : 2250 – 1940	38	Feb-14
2	Dr. J. T. Sharma	Commerce	Dr. J. T. Sharma	Why Green Marketing ?	EPRA <b>International Journal</b>		ISSN : 2321 – 6247	63	June-May 2014-15
3	Dr. J. T. Sharma	Commerce	Dr. J. T. Sharma	First world treatment at Third World Costs – A study	<b>International Journal of Business Intelligence and Innovations</b>	Glow plus Publisher	ISSN 2348 - 4705	107	Mar-15
4	Dr. J. T. Sharma	Commerce	Dr. J. T. Sharma	Export Opportunities for MSMEs in India	<b>International Conference on Emerging Trends in Entrepreneurship Development</b> , organised by Vivekananda College	Shanlax Publications	ISBN NO: 978-9387871-79-3	89	12-Sep
5	Dr. J. T. Sharma	Commerce	Dr. J. T. Sharma	E-Commerce M-Commerce U-Commerce (Past Present Future) - A study	<b>International Conference</b> organised by Sourashtra College	Shanlax International Journal of Commerce	Vol. 5 ISSN:No: 2320-4168 with Impact Factor 2.5	54	2017 February
6	Dr. J. T. Sharma	Commerce	Dr. J. T. Sharma	Make in India - Mission and Vision	<b>BODHI International Journal of Research in Humanities, Arts and Science</b>	Centre for Resource, Research & Publication Services	Vol:2 Spl Issue:15 E-ISSN:2456:5571, IMPACT FACTOR 2.135	58	2018-April

						(CRRP S)			
7	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	A STUDY ON CUSTOMER-BASED BRAND EQUITY AND CUSTOMER LOYALTY IN BANKING SECTORS	Wesleyan Journal of Research (An International Research Journal)	ER Publications	ISSN: 0975-1386	5	Vol No.14 No.1(X XII)
8	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	STARTUP INDIA SCHEME FOR ENTREPRENEURS-OUTCOMES	The International Journal of Analytical and Experimental Modal analysis	Shanlax Publications	ISSN NO: 0886-9367	58	Vol XI, Issue VIII, August-2019
9	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	IPR: A TOOL FOR ECONOMIC DEVELOPMENT WITH SPECIAL REFERENCE TO PHARMACEUTICAL INDUSTRY	Kanpur Philosophers: International Journal of humanities, Law and Social Sciences	Kanpur Publications	ISSN 2348-8301	12 3	Vol. IX, Issue 1, No.11 : 2022

List of National Publications:

S.No.	NAM E OF THE GUID E	NA ME OF TH E DEPAR TMENT	NAME OF THE AUTHOR / CO-AUTHOR	TITLE OF PAPER	NAME OF THE JOURNAL	NAME OF THE PUBLIS HER	VOUL ME NO	PA GE No.	YEAR OF PUBLI CATIO N
1	Dr. J. T. Sharmila	Co mmerce	Dr. P. Ramachent rayar and Dr. J. T. Sharmila	Liquidity risk management in banks	Business Plus	Sri Kaliswari College	ISSN 0975 – 9336	51	Jan-12
2	Dr. J. T. Sharmila	Co mmerce	Dr. P. Ramachent rayar and Dr. J. T. Sharmila	E-Governance at the Prime Co-operative Bank Ltd	Role of Information and Communicati on Technology on the growth	Sri Kaliswari College	ISBN No: 978-93-5258-485-7	10 8	2016 March

					of service industries - Sponsored by ICSSR, Sri Kaliswari College, Sivakasi				
3	Dr. J. T. Sharmila	Commerce	Dr. P. Ramachent rayar and Dr. J. T. Sharmila	Human Resource Management in Banks	New Dimensions of Management in the Globalized Era – Madurai Kamaraj University	Shanlax Publications	ISBN No: 978-93-85977-05-3	34 7	2016 March
4	Dr. J. T. Sharmila	Commerce	Dr. P. Ramachent rayar and Dr. J. T. Sharmila	E-Governance at the Prime Co-operative Bank Ltd	Role of Information and Communication Technology on the growth of service industries - Sponsored by ICSSR, Sri Kaliswari College, Sivakasi	Sri Kaliswari College	ISBN No: 978-93-5258-485-7	10 8	2016 March
5	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	A STUDY ON BRAND EQUITY AND BRAND STRATEGIES FOR INDIAN BANKING SECTORS	Journal of The Maharaja Sayajirao University of Baroda	Paramount Publishing House New Delhi	ISSN : 0025-0422	16 7	Vol No.55 No. in 5(VI)
6	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	IMPACT OF E-BANKING SERVICE SYSTEM AND TECHNOLOGY	INDIAN ACADEMIC RESEARCHERS ASSOCIATION	IARA Publishers	ISBN: 978-81-94855-2-1-7	15 2	30/01/2021
7	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	THE CUSTOMER RETENTION STRATEGIES IN BANKING INDUSTRY	Eduindex Journal	Shanlax Publications	ISSN No.23 94-3114	49	Vol.40 Issue : 12 Month Feb 2020
8	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	EFFECT OF FIXED ASSETS OF CORPORATES IN INDIA	Rabindra Bharati Journal of Philosophy	Rabindra Bharati University	ISSN : 0973-0087	1	Vol.: XXIII, No:30, 2022
9	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BABY FOOD	Rabindra Bharati Journal of Philosophy	Rabindra Bharati University	ISSN : 0973-0087	46	Vol.: XXIII, No:30, 2022

				PRODUCTS WITH SPECIAL REFERENCE TO MADURAI DISTRICT					
10	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	A STUDY ON CURRENT TRENDS IN INTERNET MARKETING AND CONSUMER BEHAVIORS	Rabindra Bharati Journal of Philosophy	Rabindra Bharati University	ISSN : 0973-0087	58	Vol.: XXIII, No:30, 2022
11	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	Kaizen - A Japanese Business Philosophy	Research Journal of SRNMC	SRNM college	ISSN : 2395-7085	14 6	Vol.1, March 2023

13) Chapters in Books:

NIL

14) Other Publications (Proceedings):

09

S. No.	NAM E OF THE GUID E	NAME OF THE DEPAR TMENT	NAME OF THE AUTHOR / CO-AUTHOR	TITLE OF PAPER	NAME OF THE JOURNAL	NAME OF THE PUBLIS HER	VOU LME NO	PA GE No.	YEAR OF PUBLIC ATION
1	Dr. J. T. Sharmila	Commerce	Dr. P. Ramachandrarayar and Dr. J. T. Sharmila	Risk Management in Banking Sector	Proceeding of Conference organised by Holy Cross College	Holy Cross College	ISBN No: 978-81-922545-7-9	47	Apr-15
2	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	Globalisation Challenges in Higher Education	Proceeding of National Seminar organised by MTNCollege	Shanlax Publications	ISBN : 978-93-80686-11-0	43 5	Aug-14
3	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	Success of Women Entrepreneurs (An overview with reference to Madurai)	Proceeding of International Seminar conducted by Sri Meenakshi Govt Arts College for Women		ISBN No: 978-81-7735-850-6	65	Feb-16
4	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	Online Marketing of Services in the	Proceeding of National Seminar, Sourashtra College	Shanlax Publications	ISBN No: 978-81-92945	31 8	16-Mar

				Globalisation Era- The Other Side of Online Transactions			8-4-2		
5	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	U Commerce : Opportunities & Challenges, Data Warehousing and CRM in Banking	Proceeding of International Conference conducted by Padmavani Arts & Science College for Women	Shanla x Publications	ISBN No: 978-93-85977-59-6	52	16-Sep
6	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	Future Banking Industry - A Bird's Eye View	Proceeding of National Conference organised by MTNCollege	Chithiram Publications	ISBN No: 978-81-933988-7-3	107	1-Aug
7	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	Zed- An Overview	Proceeding of National Seminar organised by Viveknanda College	Forschung Publications	ISBN No: 978-93-87865-01-3	43	2016 March
8	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila and P. Iswaryalakshmi	Untapped Rural Entrepreneurs	Proceeding of National Seminar organised by Viveknanda College	Shanla x Publications	ISBN No: 978-93-87102-45-3	73	2018- January
9	Dr. J. T. Sharmila	Commerce	Dr. J. T. Sharmila	Cash to Cashless transaction	Proceeding of National Seminar organised by Viveknanda College	Shanla x Publications	ISBN No: 978-93-88398-27-5	19	2019- January

15) Books Published:

NIL

16) Presentation in Seminar / Conference:

International: 05

National: 12

17) Participation in Conference: NIL

- 18) Participation in Seminar: 20 (Online)
- 19) Participation in Workshop: 10 (Off line)
- 20) Participation in Orientation Programme/ Induction Programme/ Short term Courses: 5
- 21) Participation in Faculty Development Programme: 12
- 22) Conference/ Seminar/ Workshop Organized: NIL
- 23) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop: 4
- 24) Other Co-curricular / Administrative Responsibilities:
- 25) Member in Board of Studies: One (SOURASHTRA COLLEGE)
- 26) Editorial/ Review Board Member: NIL
- 27) Membership in Professional Bodies: NIL
- 28) Awards received: NIL
- 29) Consultancy: NIL
- 30) Patents: NIL
- 31) Any other information: NIL

\* Note : Please provide the total Numbers and details for each metrics