



Dr. R. Christina Jeya Nithila
Bsc, MBA,Mphil PhD

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**No.23, "HOSANNA",
Aroma Nagar, Jothipuram
Perumalpuram Post,
Tirunelveli-627007,
TamilNadu,
India**

Personal Information:

Date of Birth: 16-12-1975

Sex : Female

Nationality : Indian

Marital Status : Married

**Husband Name : Mr.Alwin
Martin Joseph, AGM, State
Bank of India**

**Two Daughters: 1.
A.Gladlin Jeba, II Year
MBBS, CMC Vellore**

**2. A. Wiselin Benita,
Pursuing CA**

Professional profile

- **Effective communicator with excellent planning, Organizational and negotiation strengths as well as the ability to lead , reach consensus , establish goals and attain results**
- **Extensive background of developing and implementing special programs at challenging students and needy with proven competency**
- **Brilliant 16 years occurrence in the pasture of Management studies stream**

Experience (18 Years 9 months)

Associate Professor, Xavier Institute of Business Administration (XIBA), A Jesuit B School, St.Xaviers College campus, Palayamkottai, since July2016 and Research Coordinator XIBA Centre for Research since, 2019

Assistant Professor, Francis Xavier Engineering College, Tirunelveli, from 03.01.2007 to 15.06.2016

Junior Faculty, ICFAI National College, Tuticorin, Extended institution of ICFAI University, Hyderabad. October 2005 to November 2006

Lecturer, Sri Sankara School of Management, Trichy, from 02.01.2004 to 08.12.2004

Lecturer, Rev.Jacob Memorial Christian College, Ottanchatram from 1st July 1999 to 31st May 2000

Subjects Handled

- **Marketing Management, Service Marketing, Retail Marketing, Customer Relationship Management, Strategic Management, Strategic Human Resource Management.**
- **Advertising and Sales Promotion**
- **Brand Management, Principles of Management, Public Relations Management**
- **Organizational Development**

Languages known

- Tamil
- English

Educational profile

One month Online Certificate course "Prevention of Sexual harassment at Workplace(POSH)" organized by YWCA India during 21 November to 12th December.

Five weeks online course on Marketing Analytics from University of Virginia during February 2020

PhD-Business Administration, 2018: Manonmaniam Sundaranar University.

Title: An Analysis of The Significance of Tourism in Kodaikannal-Tamilnadu,

Mphil-Management, 2008:Passed out with First class, Manonmaniam Sundaranar University, Tirunelveli

MBA- Business Administration, 1999:Passed out with 66 %

BSc – Mathematics, 1996: Passed out with 29807marks (*Second Class -58%*) from Lady Doak College (Autonomous) Madurai, Tamilnadu.

HSC, 1999: Passed out with 68.16% (*First class*) from *Fatima College* , Madurai, Tamilnadu.

SSLC, 2012-2013: Passed out with 82% (*First class*) from E.B.G MATRICULATION HIGHER SECONDRY SCHOOL, Madurai, Tamilnadu.

Articles Presented

Presented paper on "A study on Online Food Delivery Application among College Students in Tirunelveli City" in an international conference "Global Trends in Social Sciences & Information technology organized by Kaamadhenu Arts and Science College, Erode on July 15, 2022, ISBN: 978-81-957614-1-8Quing Publications, July 2022, Page 56-60

Presented Paper Titled " A Critique on Health and Academic Wellness" in the Virtual International Conference on Research Skills for Research Impetus (ICRI 2022)

conducted by School of Social Sciences and Languages (SSL) on March 2nd and 3rd 2022 at Vellore Institute of Technology, Chennai

Presented a paper on "A conceptual framework of the factors influencing Consumers' Attitude towards continuous use of mobile in the International Conference "Digital Business Era- Opportunities & Challenges" organized by VET Institute of Arts and Science (Co-education) College, Erode on April 20 & 21, 2022, ISBN: 978- 93- 72467- 92-7,Narain Publications, Page 20-27

Presented a Paper on "Impact of Individual and Work Ingredient on Work-Life Synergy of PG Assistants in CBSE Schools" in the International Virtual Conference on Industry 5.0 – Post Pandemic Transformation jointly organized by Department of Commerce (Shift II), Patrician College of Arts and Science, Chennai and Department of Commerce, St. Joseph's College of Commerce, Bengaluru on 18th August 2021.

Presented a Paper on " Young women's Christian association (YWCA) an NGO for every vulnerable woman in India" in an International Symposium on Victimology and Criminal Justice: Global Perspectives from 8th to 10th November, 2018 organized by Edinboro University of Pennsylvania, U.S.A and Department of Criminology and Criminal Justice, Manonmanium Sundaranar university, Tirunelveli.

Presented a Paper on " Green Economy, Way to sustainable Success" in an International Conference on Economic Transformation with Inclusive Growth organised by Department of Management studies, Rajalakshmi Engineering College, Chennai on 30th and 31st January 2018

Paper presented on "A study on Perception of Tourists towards the Impact of GST on Tourism" in National conference on "Corporate Race &Diversity Management Research Perspective Organised by Department of

Management studies, St. Joseph College of Engineering, Sriperumbarur, Chennai on 18th and 19th August, 2017

Paper presented on "Social Change and Development(SCAD)- Sustainability Through Mission" in "LIBA CASES 2017", LIBA, April 7th, 2017

Paper presented on "An observational study on Green banking with respect to State Bank of India" in an International conference on Managing Disaster- A strategic perspective, Fathima College, Madurai, September 29th, 30th, 2016

Paper presented on "Impact of Personal Innovativeness on Customers' Online Shopping Attitude of Cosmetic Products in Tirunelveli District, in "XBR – XIBA Business Review", XBR, 2016, Volume2, Issue 2

Paper presented on "FDI in Tourism special reference to kodaikanal", in the UGC Sponsored Two Days National Seminar on Pros and Cons of FDI in Retail Sector, 24th & 25th July 2014. ISBN NO : 978-81-929047- 3-3

Presented paper on "Gaps and Corns in Women Entrepreneurship research in India" in the National seminar on 25th and 26th Aug 2014 in Mother Theresa women's University, Kodaikanal.

Presented Paper on "Impact of Globalization on Migration- A case study on Tourism of Kanyakumari Township" in the International Conference on 16th and 17th Aug 2014 in Environmental Advisory for Sustainable Trust, Kanayakumari.

"Responsibility of entrepreneurial sector towards sustainability of Tourism- A case study of Kodaikannal." Presented paper in XIBA, national conference on Feb 12th and 13th 2014.

"Strategic Orientation on the performance of women owned service entrepreneur", Presented paper in AIMS 10th International conference- IIM Bangalore., Jan 6th to 8th 2013.

"Social responsibility of non-profit Organization-A case study of MADITSSIA." Presented paper in National seminar on "Emerging Social Perspective and parallel" at SRM

University, Feb 17th 2012, ISBN No 978-81- 90792-49-3

"Employer-Employee Relation-A tune for Organisation Success" Published in an edited volume "Organisational theory and practices, ISBN No: 978-81-87135- 58-3, Annamalai university.

"Going Beyond Green" Published in "National Journal on Consumerism", Kalasalingam Publications pp. 64-67,December 2008

National Conference "Role of consumer forum in protecting consumer rights", 2008, Article presented on "A study on Consumer attitude towards Restaurants in Tirunelveli district" Kalasalingam university.

International Conference, "Beyond Chalk and Talk", 2005, Article presented on "A Brand new Educators approach" Barathidasan University.

Articles Published

Published article on "Comparing various factors affecting Students Engagement indifferent boards of education in Tirunelveli city" in Journal of Survey in Fisheries Sciences, Volume 10, Pp 6561-6568, ISSN: 23687487, 2023 (with School culture and college & career readiness)

Published article on" A Comparative study on Students' Engagement in different boards of Education in Tirunelveli city" Biojecko (Web of Science), Volume 12, Issue 2, 2023, ISSN: 2230-5807

Published article on " A Study on consumers perception I purchasing products through digital Marketing" in Neroquantology, (SCOUPS Indexed), Anka Publishers Vol: 20, issue 13, October 22, page 3693-3971, eISSN : 1303-5150

Published article on " Impact of consumers' demographic profile on Usage of Mobile application" in International Journal of Mechanical Engineering (IJME) during December 22, Vol: 12, , ISSN-0974-5823, Kalahari Journals Publications (SCOPUS Indexed Journal)

Published article on "Lifestyle Changes among Academicians in wake of COVID-19 in Journal of Management and Entrepreneurship, Volume: 16, Issue:1 (XII), Jan - March 2022, Pp 76-79, ISSN: 2229-5348

Published article on "A Critical Assessment on Health and Academic Wellness" in Journal of Xi'an Shiyu University, Natural Science Edition, Volume: 18, Issue: 6, June 2022, Pp 562 -567, ISSN:1673-064X Impact Factor- 5.6

Published article on "Analytical Frame Of Reference on Work Life Balance" in XIBA Business Review 2022"

Published paper on "A study on Consumers' Preference towards Online Coupon Code based Promotional Activities" in Journal of Xi'an Shiyu University, Natural Science Edition, Scopus Indexed, ISSN: 1673- 064X, August 2022.

(<https://www.xisdxxsu.asia/viewarticle.php?aid=1078>)

Published a paper on "A study on Consumers' Perception in Purchasing" in Rabindra Bharati Journal Of Philosophy, ISSN: 0973- 0087, 2022, XXIII, pages 35 to 44

Published paper on "Impact of Consumers' Demographic profile on usage of Mobile Application" in Journal The Asiatic Society of Mumbai, ISSN: 0972- 0766, 2022, Vol 47, Pp 8-12

Published a Paper on "Impact of Individual and Work Ingredient on Work-Life Synergy of PG Assistants in CBSE Schools" in Journal of Xi'an Shiyu University, Natural science edition , Volume 17, Issue 11, The Journal Indexed in Scopus & an UGC –Care approved group 2 Journal with imp[act factor of 5.6

Published a Paper on "Changing Lifestyles and consumption patterns: A Scenario Analysis for India and Singapore" Published in International Journal of Research Culture Society, Special Issue -16, Jan – 2020.

Published a Paper on " Lifestyle of Women College Educators and its impact on their Career Development" Published in International Journal of Research Culture Society, Special Issue -16, Jan – 2020.

Published a Paper on "Importance and Impact of Student's Engagement in indulging Innovation among Managers and Engineers" in the Journal of Emerging Technologies and Innovative Research (JETIR), 2020, ISSN-2349-5162, Impact factor – 7.95

Published a Paper on "Digital Marketing in Banking Sector- Pros And Cons." in the Journal of Emerging Technologies and Innovative Research (JETIR), 2020, ISSN-2349-5162, Impact factor – 7.95

Published a Paper on "Automotive Leaders are Mastering Digital Transformation – A Special Case Description on Automotive Industry" in a National Conference on "Emerging Challenges in Business Management in the Digital Era" in the Journal of Applied Science and Computations-JASC, 2019 ISSN No: 1076-5131, Impact factor – 5.88

Paper presented on "A study on Perception of Tourists towards the Impact of GST on Tourism" Agust, 2017 and published in Emperor International Journal of Finance and Management Research, (Impact factor 1.4) Journal, ISSN no: 2395-5929.

"Technology and Tourism – An exciting collaboration for Global development." Published in "The IASMS Journal of Business spectrum, Vol.IV No.2, July 2011., ISSN No: 0974-8016

"CSR-A Paradigm Shift towards Environmental Concerns", Published in Readers Shelf' Strategic Management, J.V Publications pp 22-25, August 2010

Seminars/Workshops/Trainings attended

Attended two day Faculty Development Programme on Machine Learning Generative Artificial Intelligence held at

Management Development Centre, LIBA, Layola College Campus during July 7& 8 , 2023

Attended 4 weeks Faculty Development/Induction program on "Faculty in Universities/Colleges/Institutes of Higher Education" organized by TLC Ramanujan College from 20 June to 19 July 2022 and obtained Grade A+

Attended Virtual International conference on "Global trends in Social sciences and Information Technology", Organised by Kamadenu arts and Science College, Sathyamangalam, July 15th 2022

Participated in the webinar titled "Outcome Based Education & Student Centered Teaching Strategy", organized by St.Xavier's College, Palayamkottai, 2020

Participated in the webinar titled "Accelerating Education 4.O, using ICT tools - post covid paradigm, organized by St. Xavier's College, Palayamkottai", 2020

Participated in the webinar titled "Business Strategies and methods - normal, organized by Yii (CII) Tuticorin, 2020

Participated in the webinar titled "Embracing Imperfections for a better mindset" organized by Vijay Institute of Management, 2020.

Participated in the 14 days (two weeks) online refresher course (FDP) on "E-learning resources and research methodology" organized by Sri Sai Ram Engineering College, 2020.

Participated in the One-week FDP Online on "Teachers Leadership quality in Higher education" organized by Sri Sai Ram Engineering college, Chennai, 2020.

Attended ICSSR sponsored one day workshop on "Restriction of Plagiarism: A quality measure in Social science research" on 25th August, 2018, at St.Xavier's College of Education, Palayamkottai in collaboration with Society of

**Advancement of Library and Information Science(SALIS)
Tirunelveli chapter.**

Attended Three day National level workshop on Multivariate Analysis using SPSS, AMOS and Spreadsheet at SRM University, Kattankulathur, Chennai from 5th to 7th July 2017 Organised by Department of commerce, Faculty of science and Humanities,, in association with IMPACT SOCIETY

Attended a workshop on "FDP workshop on Business Analytics" at JIM, Trichyon 22 & 23 July -2016

Two day SCAD faculty development program on "Publication on research journals "organized by SCAD and Experience foundation on 28th and 29th 2015.

Workshop on "Psychology of Vision", Sue Allen and team, UK, SCAD India, 3.08.10 to.5.08.10

UGC sponsored workshop on Women Capacity Building, Holy Cross College for women, Nagercoil, 17/11/2008 to 22/11/2008

Workshop on Application of SPSS, Everonn Consultancy, February 2008

Management Competency Enhancement Training Programme, FrancisXavier Engg.College, Tirunelveli, 20th Aug 2008

State Level Seminar on Ramfications of research in commerce, Sri ParasakthiCollege and Research center, Courtallum, 19th Dec, 2008

Workshop on Data Analysis for Business Decisions, Scad Engg College, Cheranmahadevi, 19th and 20th Dec, 2007

National Level Seminar on Strategies in services, Kalasalingam University,November 17-18,2007

One month Faculty Training Program, Batch xvii, ICFAI University, Panjagutta, Hyderabad, 2006

As Resource Person

Delivered a Talk on "Power of Women Entrepreneurship" at Sri Saradha College for Women, Tirunelveli on 28 October 2022.

As a Resource Person for a seminar on Women Entrepreneurship –Change the World on 24 November 2022

As a Resource Person for the Second day of Five day International Faculty Development Program on Teaching and Research Pedagogy for Excellence in Education (20 Sept to 25 Sept 2021) on the topic "Academia and Research: A new Normal on September 21, 2021. Organised by St.Joseph College arts and science, affiliated to University of Madras, Chennai.

- **As Advisory committee member and Moderator for National Conference 2020 on Sustainable Development & Social innovation in Business on 31 January 2020 organised by Department of Business administration, Lady Doak College (Autonomous), Affiliated to MKU, Madurai.**

- **Special talk on "Women Empowerment" at MSP Velayutha Nadar Lakshmithai ammal Polytechnic College. Pavoochatram on 30.01.2019**

- **Organising Secretary for conference on "Plastic free Society-Need of the Day" organized by YWCA and Rani Anna College for women on 23rd January, 2019**

- **Special talk on :**

"Best practices in Education institutions"

i. Class Room Management

ii. Effective Questioning skills

on 20.06.2018 to Computer science department students, Francis Xavier Engineering College

- **Gave a talk on "Let us put an end to violence against women" to Information technology Department students of**

Francis Xavier Engineering College, Tirunelveli during international day for Violence women against women on 25th November 2017

- **Special talk on "Positive thinking-Self Motivation and Self-belief " to the students of Information Technology department, Francis Xavier Engineering College, Tirunelveli on 18.12.2017**
- **"Orientation on GST " was given to the members of YWCA , Palayamkottai, 2017**

Seminars/Workshops/Trainings Organised

Organising Secretary XIMART2022, The Rural Marketing fair on 13 April 2022

Organising Secretary for Five day National Level FDP on "Redesigning Business Education –Gen Z from 14 June to 18 June 2021Organised by XIBA, St.Xavier's College. Palayamkottai.

Organising Secretary, XI-BAZZAR The Marketing Pool on 19, February 2020at XIBA.

Organising Secretary for "Spectacle on Entrepreneurial ideas encouraging aspiring entrepreneurs to link with Angel investors.

Programme Organiser, Project Coordinator, Bulliten Committee Chairperson – YWCA, Palayamkottai. Organised Women Empowering Outreach programmes, Self-help Group Fair, Plastic Eradication awareness programme during the years 2017, 2018.

Organised National level, State level MDP, Seminars in XIBA, St. Xavier's College, Palayamkottai during the year 2016 and 2018

Industrial-Institute Interaction Chairperson, Francis Xavier Engineering College, Tirunelveli during the years 2013 to 2016 organised Interactive programmes for MBA students.

Membership in associations

- **Member in Board of Studies, Lady Doak College, (Autonomous), Madurai (2020-2023)**
- **Member in Board of Studies, Scott Christian College, (Autonomous), Nagercoil**
- **Member in Board of Studies, Saradha College for women, (Autonomous) Tirunelveli (2020-2023)**
- **Internal Complaint Committee (ICC) member, Manonmanium Sundaranar University.**
- **Approved Guide for PhD , Manonmanium Sundaranar University Tirunelveli and Guiding 3 part- time scholars and 1 full -time scholar**
Full time Scholar Completes her Viva on 30 March 2023.all others are in the Verge of Completion.
- **President & Member YWCA, Palayamkottai**
- **Advisory Committee, Unique Research and Consultancy Services.**

"He who considers his work beneath him will be above doing it well"

-Alexander Chase