

RESUME



Name: Dr.P.STELLA

Designation: Assistant Professor & Head

Department: Department of Business Administration

Address Dr.P.STELLA ,Assistant Professor & Head,

Department of Business Administration,

St.Xavier's College (Autonomous)

Palayamkottai-627 002

PERSONAL DETAILS

Date of Birth : 03.05.1985

Qualification : **MBA., M. Phil., Ph.D.,SET**

Designation : **Assistant Professor & Head**

Department : **Department of Business Administration**

Community : BC (NADAR)

Religion : CHRISTIAN

Nationality : INDIAN

Mobile : 94866 93866

Email ID

: stellajenefa@gmail.com

ACADEMIC QUALIFICATIONS				
Degree	Specialization	College	University	Year of Passing
Ph.D. (Business Administration)	Business Administration	M.S University	M.S University, Tirunelveli.	2019
M.Phil. (Business Administration)	Business Administration	Vinayaka Missions University	Vinayaka Missions University, Salem.	2009
M.B.A (HR & MKG)	Human Resource Management & Marketing	Anna University	FX Engineering College, Tirunelveli	2007
B.Sc. (Computer Science)	Computer Science	M.S University	Sarah Tucker College, Tirunelveli.	2005
H.Sc		State Board	C.C.M Higher Secondary School, Idaiyangudi.	2002
S.S.L.C		State Board	C.C.M Higher Secondary School,	2000

			Idaiyangudi.	
Others	SET		Mother Teresa Women's Uni versity	2017
S.S.L.C				
*VIDWAN ID	100585			
*ORCID ID	0000-0002-4371-747X			
*SCOPUS ID	-			
*RESEARCHER ID/ PUBLONS ID	GOP-3301-2022			
GOOGLE SCHOLAR LINK	https://scholar.google.com/schhp?hl=en			

TEACHING EXPERIENCE	
Date of Appointment	18.06.2018
Date of Retirement	
Teaching Experience	UG 4 years
	PG 12 years
	M.Phil.
Research	Guided M Phil: Guided Ph D: Guiding Ph Scholar: 03

COURSES/CLASSES	NAME OF THE	DURATION	
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TAUGHT	INSTITUTIONS	From	To	Years
MBA	ICFAI NATIONAL COLLEGE, HYDRABAD	06.07.200 7	30.07.200 8	1 Year
MBA	INFANT JESUS COLLEGE OF ENGINEERING, VALLANADU	07.07.200 8	31.12.201 1	3 Years 6 Month s
MBA	FRANCIS XAVIER ENGINEERING COLLEGE, TIRUNELVELI	07.07.201 2	30.05.201 8	5 Years 11 Month s
BBA	St.Xavier's College, Palayamkottai	18.06.201 8	TILL NOW	

BOOK CHAPTERS ()			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No
1	Impact of Globalization on the Growth of Consumerism in India	International Edited Book on Consumer Protection & Globalization	ISBN 978 - 8190667-19-7 236
2	Current Trends in Organizational Behaviour	Emerging Trends in Management	ISBN 978-81-8371-348-1 156
3	Challenges and Oppourtunities in	Emerging Green Technologies	ISBN 978-81-920465-4-9

	Green Business		130
4	Impact of Globalization on Indian Consumers	Progression of Global Strategies in Indian Business	ISBN 978-93-81992-73-9 153
5	Building Entrepreneurship on the Foundation of Values	Entrepreneurship & Socio Economic Development	ISBN 978-81-928901-0-4 59
6	Skills - "The symbol of Sanctity"	Skill Development in Management Education	ISBN 978-81-928901-1-1 78
7	Pros and Corns of FDI in Retail Sector	The Impact of FDI on Mobile Phone Service Providers In India	ISBN 978-81-929047-3-3 42
8	Challenges and Issues of Women Entrepreneurs in Tirunelveli Region	Perspectives on Entrepreneurial Resurgence & Innovations	ISBN 978-81-9259-745-4 285
9	Indian Companies Implementing Sustainable Strategies in their Business Activities- A conceptual Study with Reference to ITC and Pure living	Sustainable Marketing Strategies	ISBN 978-93-86638-50-2 242
10	The impact of ICT on special educated during covid-19 pandemic Lockdown (Chapter 2)	COVID-19 Pandemic: Impact and strategies for recovery in Business Sectors	ISBN No: 978-93-81537-17-6
11	Women's	ANORA: Aeon of	ISBN : 978-93-

	Empowerment is Essential to Sustainable Development	New Organized Research and Academics	91941-94-9
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PUBLICATIONS: SCOPUS INDEXED JOURNALS (O) WEB OF SCIENCE (O)

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1	A study on Consumer Satisfaction and Brand Loyalty towards Mobile Phone Services of BSNL in Tirunelveli District, TamilNadu	TSM Business Review, International Journal of Management	ISSN :2348-3784,6,2,09 2018 December
2	A study on Consumer Satisfaction and Brand Loyalty towards Mobile Phone Services of BSNL in Tirunelveli District, TamilNadu	ROOTS, International Journal of Multidisciplinary Researches	ISSN :2349-8684,1,4,87 2018 & January
3	TQM Practices of Mobile Network Operators in	Xavierian Journal of Marketing	ISSN :2278-6562,11,11,10 2017 & January

	India		
4	A study on Consumer's Satisfaction and Brand Loyalty towards Mobile Phone Services of BSNL in Tirunelveli District, TamilNadu	B Digest, International Journal of Commerce & Management	ISSN :0975-2617,4,8,229 2017 & March
5	A study on Customer Relationship Management of BSNL in Tirunelveli District	B Digest, International Journal of Commerce & Management	ISSN :0975-2617,4,9,126 2017 & September
6	Tripple Bottom Line for Sustainability	Xavierian Journal of Marketing	ISSN :2278-6562,12,12,18 2017 & July
7	A conceptual Study on the Impact of Indian Mobile Phone Users on E Business	Xavierian Journal of Marketing	ISSN :2278-6562,9,9,94 2016 & June
8	Case Study on ITC	TSM Business Review, International Journal of Management	ISSN :2348-3784,1,3,81 TSM Business Review, International Journal of Management
9	The HR Scorecard	TSM Business Review, International Journal of Management	ISSN :2348-3784,1,2,97 2014 & June

10	The Competency of Teachers Using Information and Communication Technology in a Higher Secondary Schools in Tirunelveli District, Tamil Nadu	Journal of Xi'an Shiyou University,	ISSN : 1673-064X, 17 I 01, 5.6, 74-87
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PUBLICATIONS: UGC LISTED JOURNALS ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1	Availability and Utilization of Information and Communication Technologies in Teaching By Special Education Teachers	Journal Name: <i>Studies in Indian Place Names, UGC Care</i>	ISSN: 2394-3114 Impact Factor-5.4&Pg.No:4057-4057
2	The Role of Triarchic Abilities In Developing Teacher Competency Among Faculties In Tirunelveli District, Tamilnadu	Journal of the Oriental Institute M.S. University of Baroda	ISSN: 0030-5324, Vol. 71, Issue. 01, No. 06,Pg.No:72-77

3	Awareness of social media marketing on buying behavior of apparels among working women in Madurai city	KALA The journal of Indian art history congress	ISSN-09757945 Vol No.26 Issue No.2(XXV) 2020-2021 Impact Factor - 6.125
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WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP PAPER PRESENTED: National (1) International (2)

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	SPSS	SSN School of Management	22,23/01/2010
2	Globalization and Consumer Protection	Kalasalingam University	29/01/2010
3	Emerging Trends in Management	Infant Jesus College of Engineering	3/9/2010
4	The Rising of BRIC Economies	PET Engineering College	24/11/2010
5	Research Methodology	Xavier Institute of Business Administration	15/02/2013
6	Creativity and Innovation	Manonmaniam Sundaranar University / Department of MBA	26/03/2013
7	Entrepreneurship and Socio Economic Development	Xavier Institute of Business Administration	13/02/2014
8	Pros and Corns of FDI in Retail Sector	Rani Anna Government College for Women	25/07/2014
9	Teaching BY casestudy Methods	Xavier Institute of Business Administration	26/08/2014
1	Skill Development in Management	Xavier Institute of Business	20/11/2014

	Education	Administration	
1	Sustainable Development on Indias Urban Future	Francis Xavier Engineering College	5/2/2015
1	Urbanization	Francis Xavier Engineering College	18/02/2016
1	E-Business:A transformative Tool for Market	St.Xaviers College/ Research Department of Commerce	29/01/2018
1	Entrepreneurial Resurgence and Innovations	Alagappa University	19/08/2016
1	Contemporary HRM Practices for excellence in Business Performance	St.Xaviers College/ Research Department of Commerce	8/2/2017
1	Digital India - Prospects & Challenges	Xavier Institute of Business Administration	8/2/2017
1	Data Analysis for Research	Francis Xavier Engineering College	16/02/2017
1	Emerging Trends in Business Models and Techniques	St.Johns College/Department of Commerce	3/3/2017
1	Triple Bottom Line for Sustainability	St.Xaviers College/ Research Department of Commerce	27/07/2017
2	Trends prevailing in CRM Practices	St.Xaviers College/ Department of Commerce	16/09/2017
2	Sustainable Marketing Strategies	Manonmaniam Sundaranar University / Department of MBA	14/12/2017
2	Innovative and Emerging	Womens Christian College / Commerce	5/1/2018

	Strategies		
2	Intellectual Property Rights	Tamilnadu State Council for Science and Technology	31/01/2018 & 01/02/2018
2	Green Marketing and Sustainable Success	Xavier Institute of Business Administration	24/02/2018
2	Advertising in Digital Era	Wavoo Wajeetha Women's College Kayalpatnam	06/09/2018
2	Victimology And Criminal Justice: Global Perspective	MSU and Edinboro University of Pennsylvania	08,09,10/09/2018
27	International Conference on Global Economic Shift: Modus Operandi for Sustenance and Enhancement of Business in India,.	St.Xavier's College, Palayamkottai	March 30 2020
28	The Role of Triarchic Abilities In Developing Teacher Competency Among Faculties In Tirunelveli District, Tamilnadu	Bishop Heber, Trichy	22 & 23 March 2022
29	Professional Competence of Modern Teachers in Higher Education.	St.Joseph's College, Trichy	14 & 15 February 2022

Date: 04.08.2022

Name:

Dr.P.Stella