

RESUME



Name: Dr. G. Bright Jowerts

Designation: Assistant Professor in B.Com. CS

Department: B.Com. Corporate Secretaryship

Address: 2/346, West Street

Puthukkadai Kattadam, Maruthakulam - 627151

PERSONAL DETAILS

Date of Birth : 27-05-1990

Qualification : M.Com., M.Phil., PGDCAB., PhD., SET.,

Designation : Assistant Professor

Department : B.Com. Corporate Secretaryship

Community : RC Christian

Religion : Christian

Nationality : Indian

Mobile : +91 9944094618

Email ID : jowerts.bright@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
PhD	Commerce	St. Xavier's College, (Autonomous) Palayamkottai, Tirunelveli	Manonmaniam Sundaranar University	2018, February
M. Phil	Marketing, Corporate Accounting	St. Xavier's College, (Autonomous) Palayamkottai, Tirunelveli	Manonmaniam Sundaranar University	2013
M. Com	Marketing, Corporate Accounting	St. Xavier's College, (Autonomous) Palayamkottai, Tirunelveli	Manonmaniam Sundaranar University	2012
B. Com	Marketing, Corporate Accounting	St. Xavier's College, (Autonomous) Palayamkottai, Tirunelveli	Manonmaniam Sundaranar University	2010

ACADEMIC IDENTITY

*VIDWAN ID	101074 https://vidwan.inflibnet.ac.in/profile/101074
*ORCID ID	0000-0002-9558-9756 https://orcid.org/0000-0002-9558-9756
*SCOPUS ID	
*RESEARCHER ID/ PUBLONS ID	ACS-9017-2022
GOOGLE SCHOLAR LINK	https://scholar.google.com/citations?hl=en&user=MuWwiuMAAAAJ

TEACHING EXPERIENCE

Date of Appointment	20-06-2013
Date of Retirement	27-05-2050
Teaching Experience	UG - 10

COURSES/CLAS SES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
B.Com.	St. Xavier's College (Autonomous), Palayamkottai	20-06-2013	Till	9 years above

AWARDS RECEIVED

1.	College level award for being incharge for STAND most times – an outreach programme of St. Xavier’s College (Autonomous), palayamkottai
2.	100 % attendance award at college level during the academic year 2016-17

ADMINISTRATIVE EXPERIENCE

S. No	DESIGNATION	INSTITUTIONS	YEAR

MEMBERSHIP

S. No	Designation	Particulars
1.		
2.		
3.		
4.		
5.		

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE ()

S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1	4-Week Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education”	Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching	<ul style="list-style-type: none"> Teaching Learning Centre, Ramanujan College, University of Delhi 20th June to 19th July, 2022
2	One week virtual Faculty Development Programme	Association of Indian Management Schools STC Connecting Life and Learning	<ul style="list-style-type: none"> Sree Saraswathi Thyagaraja College, Palani, TamilNadu 11th July to 16th July, 2022

DETAILS OF RESEARCH WORK

Research Stages	Title of the Thesis	University where the work was carried out
Doctorate Degree - PhD	A Comparative Study on Service Quality Perception and Preference of Customers about Public and Private Sector Banks in Tirunelveli District	Mononmaniam Sundaranar University, Tirunelveli

AREAS OF RESEARCH

Research area for PhD Level - Banking

Thrust area of Research in overall academic level

- Marketing
- Banking
- Entrepreneurship

RESEARCH PROJECTS CARRIED OUT

S. No	Title of the Project (Minor)	Name of the Funding Agency & Amount	Duration

PUBLICATIONS

BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
OTHER INDEXED	AS A RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	

PUBLICATIONS: BOOKS ()

S. No	Title of the Book	Publication	Year
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BOOK CHAPTERS ()

S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No

PUBLICATIONS: SCOPUS INDEXED JOURNALS (3)

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1	A Survey on the Entrepreneurial Aspiration among the Women from Rural Areas from Tirunelveli District	Journal of Xi'an Shiyou University, Natural Science Edition	ISSN: 1673-064X Volume 17, Issue 8 Impact Factor : 5.6 Page no. 243-351
2	Impact of Digital Marketing on Consumer Purchase Decision in Tirunelveli District	Journal of Xi'an Shiyou University, Natural Science Edition	ISSN: 1673-064X Volume 17, Issue 8 Impact Factor : 5.6 Page no. 150-157
3	Socio – economic Empowerment of Rural Women through Mahatma Gandhi National Rural Employment Guarantee Act (mgnrega) Scheme in Tharuvai Panchayat	Journal of Xidian University	ISSN: 1001-2400 Volume 15, Issue 8, 2021 Impact Factor : 5.4 Page no. 628-639

PUBLICATIONS: UGC LISTED JOURNALS (3)

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1	A Comparative Study on	Studies in Indian Place	ISSN no. 2394-3114

	Customers Preference on Public and Private Sector Banks in Tirunelveli District	Names	Volume 40 Issue 18 Date : February, 2020 Impact factor:6.1 Page No: 269-274
2	An Empirical Study on Service Quality Gap of Public and Private Sector Banks in Tirunelveli District	Studies in Indian Place Names	ISSN no. 2394-3114 Volume 40 Issue 60 Date : March, 2020 Impact factor:6.30 Page No: 5289-5296
3	Prospects of E-Commerce in India	Studies in Indian Place Names	ISSN no. 2394-3114 Volume 40 Issue 50 Date : March, 2020 Impact factor:6.3 Page No: 363-368

PUBLICATIONS: OTHER INDEXED JOURNALS (12)			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor &Pg.No
1	The Trend of Systematic and Unsystematic risks in public and Private sector Banks in india	International Research Journal of Commerce	ISSN 2320-9461 March, 2017
2	Impact of Demonetisation of the Raising Trends of E-Commerce in India – Prospects and Challenges	Proceedings on International Conference on Emerging Trends in Business Models and Techniques	March 2017 ISSN 0975-2617
3	Green Banking – Benefits and Risks in India	Issues and Challenges of Service Sector in India	January, 2015 ISBN 978-81-922545-4-8
4	Multicultural Marketing in healthcare services	Emerging Issues in Healthcare Marketing	February, 2015 ISBN 978-93-84734-084
5	A comparative study on crime rates, NPA and Liquidity Trend due to myopia in public and private sector banks in India	Innovative Banking Services – A Transformative tool for Business, Finance and Customer Service	December, 2016 ISBN 978-93-84734-398
6	Problems faced by women in unorganised sector in Tirunelveli District	Xaverian Journal of Marketing	Jan – June. 2013 ISSN 2278-6562
7	Green Marketing	Green Management – prospectus and Challenges	February, 2013 ISBN-978-81-923975-7-3
8	A study on problems faced by Micro, Small and Medium	Emerging Opportunities and challenges in	October, 2012 ISBN – 978-81-923975-0-

	Enterprises	Micro, Small and Medium Enterprises	4
9	Trends of Merger and Acquisition in India	Contemporary Business Conundrum	October, 2014 ISBN – 978 – 93 – 84734 – 04 - 6
10	Service Quality of Public and Private Sector Banks in Tirunelveli District	International of Research - Granthaalayah	May, 2017 ISSN- 2350-0530(O), ISSN- 2394-3629(P)
11	A Comparative Study on Service Quality Perception and Preference of Customers about Public and Private Sector Banks in Tirunelveli District	International of Research - Granthaalayah	December, 2016 ISSN- 2350-0530(O), ISSN- 2394-3629(P)
12	A Study on Perception of Banking Customers towards Quality of Services in Tirunelveli District	Journal for Studies in Management and Planning	February, 2017 ISSN: 2395 – 0463

AS A RESOURCE PERSON (26)

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP PAPER PRESENTED: National (8)

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	Financial Sector Reforms in India Title of the Paper Presented: Reforms in Insurance Sector	Pope's College, Sawerpuram, Tuticorin	17-10-2012
2	Green Management – Prospectus & Challenges Title of the Paper Presented: Green Marketing	PG & Research Department of Commerce, St. Xavier's College(Autonomous), Palayamkottai	21&22-02-2013
3	Financial Sector Reforms in India Title of the Paper Presented: Reforms in Insurance Sector	Department of Commerce, Pope's College, Sawerpuram, Tuticorin	17-10-2012
4	Socio-Economic and Cultural Implication of	Organized by the PG and	06&07-02-2014

	Social Networking Sites (SNS) on Youth Title of the Paper Presented: Productive use of SNS by Young Employees in Tirunelveli.	Research Department of Commerce, St. Xavier's College(Autonomous), Palayamkottai	
5	National Seminar on Emerging Trends in Indian Corporate Sector Title of the Paper: Problems and prospectus of Indian BPO Sector	Department of Corporate Secretaryship, St. Xavier's College(Autonomous), Palayamkottai	20-01-2014
6	National Conference on Leadership Styles Title of the Paper Presented: TRENDS IN MERGER AND ACQUISITION IN India.	Organized by the Department of Business Administration, Muslim Arts College, Thiruvithancode	15&16-10-2014.
7	"Issues & Challenges of Service Sector in India Title of the Paper Presented: "Green Banking-Benefits and Risks in India.	PG and Research Department of Economics, Holy Cross College and Oriental Institute of Catering Technology & Hotel Management, Madurai UGC SPONSORED National Conference	7 th January 2015
8	"Health Care Marketing" Title of the Paper Presented: Multicultural Marketing In Health Care Services.	Department of Commerce, St. Xavier's College (Autonomous) presented a paper in the National Seminar	20-02- 2015

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP ATTENDED:			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	Emerging Opportunities and challenges in Micro, Small and medium enterprises	Department of Corporate Secretaryship, St. Xavier's College(Autonomous), Palayamkottai	12-10-2012
2	Paradigm Shift in Human resources Management – The Changing Factors	Department of Business Administration, St. Xavier's College (Autonomous), Palayamkottai	05-10-2012
3	Emerging Trends in Banking Industry	Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai	11-03-2013
4	Research Methodology: Recent trends and Effective Techniques	Xaverian Institute of Management (XIBA), St. Xavier's College (Autonomous), Palayamkottai	15-02-2013

5	Applicatins of SPSS and Avoidance of Plagiarism in Research	PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai	7&8-03-2013
6	Emerging Opportunities and challenges in Micro, Small and medium enterprises	Department of Corporate Secretaryship, St. Xavier's College(Autonomous), Palayamkottai	12-10-2012
7	Green Management – Prospectus & Challenges	PG & Research Department of Commerce, St. Xavier's College(Autonomous), Palayamkottai	21&22-02-2013
8	International Conference on Competitive Business Strategies for Sustainable Development Title of the Paper: The Role of Women Entrepreneur in Sales promotional Strategies in retail textile Business in Kovilpatti, Tuticorin District	Department of Business Studies, Hidustan College of Arts and Science, Padur, Kelmbakkam, Chennai	13&14-09-12
9	National Seminar on Micro, Small and Medium enterprises in India- problems and Prospectus Title of paper: Role of Micro Finance in Empowering Women Entrepreneur in S&ME in Tiruneveli	Department of Commerce (CA), Ayya Nadar Janaki Ammal College of Arts & Science, Sivakasi	14&15-12-12
10	National level on Configuring ICT towards rural India	Department of Commerce, Virudhunagar Hindu Nadar's Senthikumara Nadar College, Virudhunagar	05-01-13
11	Faculty Workshop on Competence Building	St. Xavier's College(Autonomous), Palayamkottai	15&16-03-2013
12	Orientation Programme for Teachers	Organized by internal quality assurance cell(IQAC) at St. Xavier's College	21-01-2014
13	Workshop on application of SPSS in research	PG & research department of commerce, mannar thirumalainaickar college, madurai	07&08-02-2014
14	Orientation Programme for Teachers	Organized by internal quality assurance cell(IQAC) at St. Xavier's College	21-01-2014
15	UGC Sponsored regional Seminar on Environmental Management	St. Xavier's College(Autonomous), Palayamkottai	07-03-2014
16	Orientation Programme for teachers On "Innovative Teaching Strategies for Student –Centered Education"	organized by Internal quality Assurance Cell(IQAC) at St. Xavier's College(Autonomous), Palayamkottai	05-07-2014.
17	Orientation Programme for Teachers on "Classroom Management and Teaching Skills"	organized by Internal Quality Assurance Cell(IQAC)at St. Xavier's College(Autonomous), Palayamkottai on	21-08-2014

18	NAAC sponsored National Seminar on “Innovations in Student-Centered Teaching –Learning Process in 21 st Century”	organized by Internal Quality Assurance Cell(IQAC)at St. Xavier’s College(Autonomous), Palayamkottai on	29&30-01-2015
19	Micro and Small Enterprises in India	Department of Commerce and research Centre, SCORR Christian College (Autonomous), Nagercoil	26&27—8-14
20	Research Methodology and Application of Tools and Analysis (SPSS)	PG & Research Department of Commerce, St. Xavier’s College (Autonomous), Palayamkottai	28-03-2015

COUNTRIES VISITED

EXTRA-CURRICULAR ACTIVITIES/ CO-CURRICULAR ACTIVITIES ATTENDED(NCC/NSS/YRC/SPORTS/LITERARY AND CULTURAL ACTIVITIES)

Active NSS Volunteer in School and College

Regular blood donor

Attended and won many prizes in Tamil elocution competition

Date: 25-08-2022

Name: Dr. Bright Jowerts