

# PROFILE

**J.Felicita**

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**Office Address**

St. Joseph's Institute of Management,  
St. Joseph's College, Trichy.

**Educational Qualifications**

**M. Com. ,M.Phil., Ph.D.,M.B.A**

**Area of Expertise**

FINANCE

**Academic Experience**

24Years Teaching Experience

**Research Experience**

20 Years Experience

**Reseaarch Guidance**

**PG : 102**

**M.Phil. : 11**

**Ph.D :6**

## **Academic Qualifications**

Ph.D (Commerce) : Bharathidasan University  
M.Phil. (Commerce) : Madurai Kamaraj University  
M.B.A Annamalai University.  
M.Com. : Madurai Kamaraj University.  
B.Com. : Madurai Kamaraj University.

## I. Programmes Organised

- ❖ Organised a **National Conference** on “*Mobile Commerce- The Wheel of Economic Growth*” as **Organising Secretary** of the Seminar at the Department of Management of Studies, St. Joseph’s College, Tiruchirappalli, on 4<sup>th</sup> & 5<sup>th</sup> Feb,2011.

## II. Short Term Courses Attended

- Underwent a Faculty Training Workshop in Financial Markets organized by NSE, Bombay on 7<sup>th</sup> & 8<sup>th</sup> November, 2008
- Underwent a training workshop in excel sheet in Financial Management organised by PSG Institute of Management 8<sup>th</sup> July 2015.

## III. Publications

.Dr J.Felicita , Dr. J.Michael Sammanasu Dr. Gomathi 2015, “**Accounting for Decision Makers**”.ISBN:978-81-920622-6-6.

### ArticlePublications

1. Felicita.J (2009) The impact of M-Commerce in Global Perspectives – A SWOT Analysis. Recent Advances in Electronics, Hardware, Wireless and Optical Communications, Cambridge, UK, WSEAS Press (76-80) ISBN 978-960-474-053-6. ISSN: 1790-5117.
2. Felicita J. (2010) *Issues in Indian Power Sector’ Retell - an Interdisciplinary Research Journal*, December, Vol.11No.2 92-96. (ISSN0973-404X)
3. Dr.J.Felicita.,Runu Tantuway,"The effect of information and technological innovation in business performance",International business management,International, ISSN:2229-712X 11437-11440;November2012.
4. Dr.J.Felicita.,J.Gnana Jayanthi,"Mobile Commerce:The Next Driver Of Market Growth", Prabandhan:Indian Journal Of Management, National, ISSN 0975-2854 23-31; April 2012.
5. Felicita J.(2012) Financial Transactions Over Wired and Wireless Networks: Technical Perspective, Emerging Trends in Science Engineering and Tecnology, (759-765) DOI 10.1007/978-81-322-1007-8-72,Springer India 2012.
6. Dr.J.Felicita.,E.Dhowbika Begum,,"Economic Impact of Self Help Group in financial inclusion", Journal of Exclusive Management,Impact Factor 5.76, International, ISSN 2277-56841-10,August2014.
7. .Dr.J.Felicita,Smitha Andrews," Impact of Digital Marketing on the prices of the Products", International Journal of Exclusive Management ,Impact Factor 5.76, International, ISSN 2249-8672133-139,February2015.

8. Dr.J.Felicita.,E. Dhowbika Begum., " Role of Digital Marketing in banking sector in the context of Financial Inclusion", International Journal of Exclusive Management,Impact Factor 5.76, International,ISSN:2249-8672147-153,February2015.
9. Dr.J.Felicita,F.Manoj Britto,Sharon" Science of Digital Marketing :A survey on factors influencing on line shopping, Usage among facebook users in Tiruchirappalli District", International Journal of Exclusive Management,Impact Factor 5.76, International, ISSN 2249-8672 168-177, February 2015.
10. Dr.J.Felicita,F.Manoj Britto., Confirmatory Factor Analysis: Key Factors Influencing Online Shopping Website Among Facebook Users In Tiruchirappalli District ,International Journal of Conceptions on Management and Social Sciences. Vol.3,Issue 4, ISSN:2357 -2787,October 2015.
11. Dr.J.Felicita.,Nemoria Fernando., Banking the Unbanked –The Role of Banking sector in Financial Inclusion., International Journal of conceptions on Management and Social Sciences., Vol 4, Issue 1, ISSN:2357 -2787, January 2016.

### **Papers Presented in Seminars / Conference**

#### ***a)National***

1. Felicita.J. '**International Networking Of Human Resource Industry and Technology** Held on Jan 10 – 12, 2001 at Holy Cross College (Autonomous). Trichy.
2. Felicita.J. **Marketing Strategies in the New Millennium: Challenges and Perspectives** held on 1<sup>st</sup> and 2<sup>nd</sup> September, 2004. at Jamal Mohammed College. Trichy
3. Felicita.J. W.T.O Agreements, Prospects and Challenges held on 23<sup>rd</sup> and 24<sup>th</sup> February 2001 at St.Joseph's College (Autonomous). Trichy.
4. . Felicita.J. India Calls World – **A Road Map to Success** held on September 27<sup>th</sup> and 28<sup>th</sup> 2004. at Adaikalamadha College, Tanjore.

#### ***b)International***

2. Felicita. J (2009) – ***The impact of M-Commerce in Global Perspectives – A SWOT Analysis.*** Recent Advances in Electronics, Hardware, Wireless and Optical Communications, Cambridge, UK.

### ***IV) Credentials in Teaching Career***

- Research Advisor for Ph.D scholars in Management,St.Josephs Institute of Management, St.Josephs College Trichy.
- Membership in Professional Societies: A member of world scientific Engineering and

Academic Society (WSEAS) from Feb 2008 onwards.

- Member of Doctoral Committee Bharathidasan University Trichy.
- Presented a paper in Cambridge University UK in an International Conference held on 20<sup>th</sup> – 25<sup>th</sup> February 2009