

Name: Dr. L.JANOVA MARY

Gender: Female

Department: PG & Research Department of Commerce

Educational Qualification: MCOM with SLET., MBA with NET., Ph.D

Professional summary



- ❖ 22 years of teaching experience in the department of commerce, Holy Cross College (Autonomous), Tiruchirappalli.
 - One year of teaching experience in Fatima College (Autonomous) Madurai.
 - 7 months of teaching experience in Providence College for Women, Connoor (Leave Vacancy)
 - 6 months of teaching experience in Nirmala College (Autonomous) Coimbatore, (Leave Vacancy).
- ❖ Successfully completed **Innovation Ambassador** Training conducted by **Ministry of Education's Innovation** Cell & AICTE, New Delhi and mentoring 200 student entrepreneurs got registered under udayam registration, Ministry of Micro, Small and medium Enterprises, Government of India during 2022
- ❖ Received Youth ExNoRa 25th Year Special Award 2021 “**Gem of Students’ ExNoRa Staff Advisor**”
- ❖ Received “**Environ Crusader Award 2019**” from Youth Exnora International
- ❖ **Best paper award** received for the research paper titled “Talent Management is the need of the hour in India”
- ❖ **Invited resource person** to the two days **National Conference** on “Role of Rural Marketing in Economic Development – Women entrepreneur’s Perspective” organized by Bon Secours College For Women On 20th & 21st February 2014
- ❖ **Invited resource person** to the **International National Conference** on “Next Generation of Mobile Services, Applications and Technologies” organized by Department of Computer Science & Information Technology, Bon Secure College for Women, Thanjavur on 13th and 14th February 2013.
- ❖ **Invited resource person** to the **Workshop on UGC- NET Examination** organized by Holy Cross College (Autonomous), Tiruchirappalli.

- ❖ **Invited resource person** to the **Workshop** on “SCRAP” organized by the Department of Commerce, Bon Secours College for Women, Thanjavur.
- ❖ **Resource person for M.Com, M.B.A Courses at Tamil Nadu Open University** – Annamalai study Centre, since 2002 to 2010.
- ❖ **Resource person for M.Com, M.B.A Courses at Alagappa University** – Annamalai study Centre, since 2002 to 2010.
- ❖ **Life Member** of Indian Academic Researchers Association (Membership Number is M2021)
- ❖ **Life Member** of Regional Association for women Studies (RAWS)
- ❖ **Edited a Book** titled “*Proceedings of the National Conference on Recent Trends in Indian Services*”. – ISBN No. 978-89-922545-0-0
- ❖ **Organized 2day National Conference** on “*Recent Trends in Indian Services Marketing*” on 8th and 9th March, 2012 as **Coordinator** at Holy Cross College (Autonomous), Tiruchirappalli.
- ❖ **Organized one day workshop on “Basics of Research”** on 30th March as **Coordinator** at Holy Cross College (Autonomous), Tiruchirappalli.
- ❖ **Organized more than 20 national and international seminar** and conference by the department of commerce acting as an organizing committee member.
- ❖ Fifteen **papers published** in international, national and seminar proceedings.
- ❖ **Participated and presented papers** in more than fifty seminars in international, national and state level.
- ❖ **Chairman of UG Valuation** at Theivanai Ammal College for Women, Villupuram.
- ❖ **Chief Examiner** for UG Commerce at Bharathidasan University.
- ❖ **Question paper setter** for UG and PG for the department of Commerce, and department of Business Administration to various autonomous colleges in Tamil Nadu.
- ❖ **Staff Coordinator of Students’ Exnora**, Holy Cross College (Autonomous) Tiruchirappalli from 2002 to till date.
 - Organized in-campus programs and competitions for the college and school students.
 - Organized village level awareness programs and rallies in alliance with Youth Exnora International Wing.
 - Organized awareness programs and competition for college and school children in and around Tiruchirappalli on Global Warming.

- Organized visits to create awareness on Global Warming in the adopted villages.
- ❖ Serving as an **Innovation Ambassador and IIC in charge of the Department** organized calendar activities of MHRD acted as a resource person and mentoring around 300 Units to register in MSME.(From 2019 to till date)
- ❖ Serving as **Core Committee Member of E-content** and developed three e-lesson in the subject Business Law under the title of Types of Contract and in the subject Business environment under the title Introduction to business environment and Types of Business environment. .(From 2019 to till date)
- ❖ Served as **Staff coordinator SWAYAM Online** Course for the Department of Commerce (From 2021 to till date)
- ❖ Served as **Staff Coordinator** for the Department of Commerce(2010-2011),
- ❖ Served as Sports Secretary for the Department of Commerce during 2015-16, 2016-17.
- ❖ Department Association Secretary for the Department of Commerce (2011-12).
- ❖ Internal Exam Committee Member for the Department of Commerce (2015-16, 2018 to 2021-22).
- ❖ UGC STRIDE – Component I Member (2020-21)
- ❖ Completed Swayam online Course titled “*Academic Writing*” on month of May 2024
- ❖ Servicing as **Reviewer** of Journals (4) –
 - International Journal of Agricultural Marketing,
 - International Journal of Agricultural Education and Extension,
 - Journal of Agricultural Economics and rural Development,
 - World Research Journal of Agricultural Sciences.

Technical Skills

- ❖ Hand on Training in SPSS and AMOS
- ❖ Training in Ms Office
- ❖ Type writing – English (SG) and Tamil (LG)

Academic Details

Course	Subject	Institution	University	Year of Passing
B.Com	Commerce	Holy Cross College, Trichirappalli.	Bharathidasan University	1994

M.Com	Commerce	Holy Cross College, Trichirappalli.	Bharathidasan University	1996
M.B.A	Business Administration	-	VMRF University	2007
PhD	Commerce	-	Bharathidasan University	2019
SLET	Commerce	-	-	1997
NET	Management	-	-	2008

Publications:

1. **Dr. L.Janova Mary, and Dr. Kavitha (2021) “Phytochemical profiling and antioxidant activity of tuber extracts of *Cyperus rotundus* L” International Journal of Botany Studies, ISSN: 2455-541X, Volume 6, Issue 6, 2021, Page No. 460-465**
2. **Dr. L.Janova Mary and Dr. Subathra (2021) “Role of Banks in the Growth of Women Owned Small Business in India” KALA: Journal of Indian Art History Congress with ISSN: 0975-7945, Vol-27, no.1(IX) 2021, Impact factor 6.125, UGC Group 1 Journal**
3. **Dr. L. Janova Mary(2020) “Role of Media in Diffusion of Agricultural Technologies among the Farmers in Thanjavur District, Tamil Nadu” Studies in Indian Place Names with ISSN no. 2394-3114, Vol:40 issue: 48 March, 2020, Impact factor:6.3, indexed, peer reviewed and listed in UGC Care journal.**
4. **Dr. L. Janova Mary (2020) “An inquest of “Financial inclusion -Reach for the unreached” with special reference to Indian Banking Services” Sambodhi with ISSN: 2249-6661, Vol-43 No-04(XXIX) October-December UGC Care journal.**
5. **L.Janova Mary and Arockia Punitha (2017) “Attitude of customers towards digitalized business process in Tiruchirappalli”. Asia Pacific Journal of Research - ISSN 2320 5504, Volume: 6, September 2017 Pages 144-150, Impact Factor 5.**
6. **Arockia Punitha and L.Janova Mary (2017) Impact of Digitalisation on Bank Employees Asia Pacific Journal of Research - ISSN 2320 5504, Volume: 6, September 2017 Pages 144-150, Impact Factor 5.**

7. **L.Janova Mary & Dr. S.M.Pushparani (2014)** “KAA’ Model to understand media consumption and adoption of agricultural innovation – A study”
International journal of Applied Management Research – ISSN 0974 8709,
Volume: 6 June Jan-June 2014.
8. **L.Janova Mary & Dr. S.M.Pushparani (2014)**, “Financial Inclusion – Banking For Unreached an overview” **Thavan International Journal of Research in Economics and Banking**, ISSN 2277 1476 Volume -04, Issue No. 09, Pages 267-269.
9. **L.Janova Mary & Dr. S.M.Pushparani (2014)** “ICTM- Model in agricultural financial Service to meet the needs of Farmers in India” *International journal of Applied Management Research* – ISSN 0974 8709, Volume: 6 Jan-June 2014. **Pages 244.**
10. **F. Josephine Lenta & L. Janova Mary (2013)**, “Problems of Indian Agricultural sector and remedies to overcome. *International journal of Applied Management Research* – ISSN 0974 8709, Volume: 6 September 2013 **Pages 140-143.**
11. **L. Janova Mary & Sr. C. Amali Pushpam (2013)**, “Diseases of longevity have negative Impact on Indian Economy”, *International journal of Applied Management Research* – ISSN 0974 8709, Volume: 5 January 2013. **Pages 55.**
12. **L. Janova Mary & Dr. S.M.Pushparani (2013)** “Rural Health Hazards due to Cement Industries in India” *International journal of Applied Management Research* – ISSN 0974 8709, Volume: 5 January 2013. **Pages 76.**
13. **L. Janova Mary & Dr. S.M.Pushparani (2012)** “The Role and Impact of Agri-Portal Kisoks on the Farm Economy in Tamil Nadu” *International journal of Applied Management Research* – ISSN 0974 8709, Volume: 4 January 2012. **Pages 174.**
14. **L. Janova Mary & Dr. S.M.Pushparani (2012)** “Innovation in Agricultural

Services Marketing Management in India – Applying 5S for 7Ps” **Proceedings of the National Seminar on Innovations in Management ISBN No.978-93-8050**

Page 34.

15. L.Janova Mary & Dr. S.M. Pushparani (2012) “A study on Women entrepreneurship as a tool to empower the rural women with special reference to Thanjavur District in Tamil Nadu” **International Challenges of Global Entrepreneurship in the 21st Century, Page 244-248.**

16. Dr.S.M. Pushparani and L.Janova Mary(2011),“Talent Management is need of the Hour in India” **Proceedings of the National Seminar on Human Resource Management Practices for 21st Century. ISBN No.93-81361-45-2 Page 44.**

Details of Conference/Seminar/Workshop/ Training Programme attended - Academic & General:					
S. NO.	THEME	PLACE	INTERNATIONAL/ NATIONAL / STATE LEVEL	YEAR	RESOURCE PERSON / PAPER PRESENTATION / PARTICIPATION
1.	Enlivening the Art of Patenting- A junior Level workshop on Intellectual Property Rights (IPR)	Holy Cross College, (Autonomous), Tiruchirappalli-2	Junior Level workshop	2020	Participated
2.	The Role of Media and Culture on Indian Family System in the Process of Nation Building	Holy Cross College, (Autonomous), Tiruchirappalli-2	IMPRESS-ICSSR Sponsored National Seminar	2019	Paper Presented “Role of Media in Diffusion of Agricultural Technologies among the Farmers in Thanjavur District Tamil Nadu”

3.	MOOCs for Blended Teaching & Learning	Loyola College (Autonomous), Chennai	National Level Faculty Development Programme	2019	Participated
4.	The Youth-The Voice of Swachhh Bharat	Holy Cross College, (Autonomous), Tiruchirappalli-2	IMPRESS-ICSSR Sponsored National Seminar	2019	Participated
5.	Comprehension and Interpretation of the New Framework of NAAC	Holy Cross College, (Autonomous), Tiruchirappalli-2	NAAC Sponsored National workshop	2019	Participated
6.	NAAC Revised Accreditation Frame Work	Bon Secours College of Education Thanjavur	workshop	2018	Resource Person
7.	Bridge Course	Bon Secours College of Education Thanjavur	workshop	2018	Resource Person
8.	Networking, Research and Innovation in Higher Education for a Sustainable Society: Challenges and Channels	Holy Cross College, (Autonomous), Tiruchirappalli-2	International Conference	2018	Paper Presented “Attitude of women Faculty Members towards Educational Apps used in Research- A Study”
9.	International Financial Reporting Standards	Bishop Heber College, Tiruchirappalli	State Level Workshop	2018	Participated
10.	Startups: The Impact on Management Education	St. Joseph’s Institute of Management, Tiruchirappalli-2	International Conference	2017	Paper Presented “Attitudes of MBA students towards Entrepreneurship”
11.	R-Stat-2K17	Bishop Heber College, Tiruchirappalli	State Level Workshop	2017	Participated
12.	Digitalization in Service Sectors- Today and Tomorrow	Sri Ramakrishna College of Arts and Science, Coimbatore	National Conference	2017	Paper Presented “Impact of Digitalization on Bank employees”
13.	Digitalization in Service Sectors- Today and Tomorrow	Sri Ramakrishna College of Arts and Science, Coimbatore	National Conference	2017	Paper Presented “Attitude of Customers towards Digitalized

					Business Process in Tiruchirppalli”
14.	Business and Management Research	Bon Secours College for Women, Thanjavur	International Conference	2017	Paper Presented “International Business”
15.	Panorama of Marketing in the digital era (PMDE_2016)	KSR College of Arts & Science for Women, Tiruchengode	International Conference	2016	Paper Presented “Marketing in the digital era”
16.	Health Economics and Management	Rajah Serfoji Government College, Thanjavur	International Conference	2015	Presented “A study on adoption of Technology by Small farmers at Thanjavur District”
17.	E-Technologies in Anthropology (ICETA 2015)	Bon Secours College for Women, Thanjavur	International Conference	2015	Resource Person
18.	Challenges and perspectives of Global Management	Bon Secours College for Women, Thanjavur	International Conference	2015	Paper Presented “Challenges in Global marketing”
19.	Health Economics and Management	Rajah Serfoji Government College, Thanjavur	International Conference	2015	Paper Presented “Human Rights and media ethics in India”
20.	Health Economics and Management	Rajah Serfoji Government College, Thanjavur	International Conference	2015	Paper Presented “E- Technology and its impact on Farmers at Thanjavur”
21.	Health Economics and Management	Rajah Serfoji Government College, Thanjavur	International Conference	2014	Paper Presented “Human enrichment practices in Indian Health care Sector”
22.	Human rights and Media Ethics	Rajah Serfoji Government College, Thanjavur	National Conference	2014	Paper Presented “The role of media to enhance farmers rights”

23.	Role of rural Marketing in Economic Development women entrepreneurs perspective	Bon Secours College for Women,	National Conference	2014	Resource Person
24.	Inclusive Banking Through Technology	EVR College, Trichy	National	2014	Paper Presented Financial Inclusion-Banking for unreached an overview”
25.	Human Rights and Business Ethics in Corporate Sectors in South Asia	Rajah Serfoji Government College, Thanjavur	National Conference	2013	Paper Presented “Business Ethics”
26.	Human Rights and Business Ethics in Corporate Sectors in South Asia	Rajah Serfoji Government College, Thanjavur	National Conference	2013	Paper Presented “Business Ethics in Cement Industries in India”
27.	Human Rights and Business Ethics in Corporate Sectors in South Asia	Rajah Serfoji Government College, Thanjavur	National Conference	2013	Paper Presented “Human Rights and Business Ethics in India”
28.	Data Analysis for Social Sciences(DASS)	Kristy Jayanti College, Bangalore	National Workshop	2013	Participated
29.	Economic Impact on Post Thane Cyclone in Bay of Bengal	Rajah Serfoji Government College, Thanjavur	National Conference	2013	Paper Presented “Problems of Indian Agricultural sector and Remedies to overcome”
30.	Recent Trends in Indian Services Marketing	Holy Cross College, (Autonomous), Tiruchirappalli-2	National Conference	2012	Paper Presented “Recent Trends in Indian Marketing Services”
31.	Emerging Issues on Service Sectors	AVVM Sri Pushpam College, Thanjavur	National Seminar	2012	Paper Presented Agricultural Services Marketing- The untapped potentials of Indian Services Marketing

32.	Economic Impact on Post Thane Cyclone in Bay of Bengal	Rajah Serfoji Government College, Thanjavur	National Seminar	2012	Paper Presented “Economic Impact of Post Thane Cyclone on Farmers Livelihood in Tamil Nadu”
33.	International Challenges of Global Entrepreneurship in the 21 st century	Bon Secours College for Women,	International Conference	2012	Paper Presented “ A study on Women Entrepreneurship as a tool to empower the rural women with special reference to Thanjavur District Tamil Nadu”
34.	International Challenges of Global Entrepreneurship in the 21 st century	Bon Secours College for Women,	International Conference	2012	Paper Presented “ Challenges of Women entrepreneurs in Tamil Nadu”
35.	Health Economics and Management	Rajah Serfoji Government College, Thanjavur	International Conference	2012	Paper Presented “Diseases of Longevity Have negative Impact on Indian Economy”
36.	Innovations in Management	Bharath College of Science and Management, Thanjavur	National Seminar	2012	Paper Presented “Innovation in Agricultural Services Marketing Management in India applying 5S for 7P’s”
37.	Child Women Protection and Issues	Government of Tamil Nadu, Tiuchirappalli	Trainers of Trainer Workshop	2012	participated
38.	“E-Publishing in the Present Era of Consortium	Holy Cross College, (Autonomous), Tiruchirappalli-2	National Conference	2011	Participated
39.	“The Noble Values of Mother Claudine Echernier”	Holy Cross College, (Autonomous), Tiruchirappalli-2	National Seminar	2011	Paper Presented
40.	Advanced Data Analysis, Business	Rajah Serfoji Government	National Seminar	2011	Paper Presented “Cost Benefit

	Analytics and Economic Intelligence	College, Thanjavur			Analysis of SRI in Tiruchirappalli District”
41.	Human Resource Management Practices For 21 st Century	Periyar Maniammai University, Vallam	National Conference	2011.	Paper Presented “ Talent Management is Need of the Hour in India”
42.	Emerging Trends in Management Studies	SASTRA University, Thanjavur	Faculty Development Programme	2009	Participated
43.	Inclusive Growth	Holy Cross College, (Autonomous), Tiruchirappalli-2	National Conference	2009	Paper Presented “Rural Retailing is an Inclusive growth approach in Indian Retail Market”
44.	Inclusive Growth	Holy Cross College, (Autonomous), Tiruchirappalli-2	National Conference	2009	Paper Presented “Inclusive Growth- A successful strategy in Indian Telecommunication Sector”
45.	Cross Cultural Management	Holy Cross College, (Autonomous), Tiruchirappalli-2	International Conference	2009	Paper Presented “Cross Cultural Impact On Service Quality in Indian Financial Services Market”
46.	Corporate Social Responsibility in the Globalised Scenario	Holy Cross College, (Autonomous), Tiruchirappalli-2	International Conference	2009	Paper Presented “Rural Health Hazards due to Cement Industries and CSR with special reference to Dalmia Cement (Bharath) Ltd”
47.	Recent Trends in Capital Markets and Financial Innovations	Bharathidasan University	International Seminar	2009	Paper Presented “Problems and Prospective of Mutual Funds in India”
48.	Retail Trade- Issues and Challenges,	National College, Tiruchirappalli-2	State Level Seminar	2008.	Participated
49.	Nano Technology and Consumer Products	Centre for Research and Development	National Seminar	2007	Participated

		PRGI, Thanjavur			
50.	Global Business and Policy Modelling	Adaikala Matha Institute of Management, Vallam	International Conference	2006	Paper Presented “Challenges faced in communication in Advertising through Television”
51.	The Effects of Consumer Culture	Holy Cross College, (Autonomous), Tiruchirappalli	National Seminar	2006	Paper Presented “Customer and Customer relationship in Service Firms”
52.	Global Competitiveness in Business: Trends and Traits	P.R Institute of Management, Vallam	National Seminar	2005	Paper Presented “Impact of LPG in Education”
53.	Core Competencies For Effective Human Resource Intervention	St.Joseph’s College Tiruchirappalli	State Level Seminar	2004.	Participated
54.	Problems and Prospects of Rural Entrepreneurship	Urumu Dhanalaksmi College Tiruchirappalli	State Level Seminar	2004.	Participated
55.	Marketing Strategies in the new Millennium: Challenges and Perspectives	Jamal Mohamed College. Tiruchirappalli	State Level Seminar	2004.	Participated
56.	Sustainable Development and Management of Natural Resources	Holy Cross College, (Autonomous), Tiruchirappalli-2	International Conference	2003.	Participated

Personal Profile

Nationality and Religion : Indian, Roman Catholic

Marital Status : Married

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Languages Known : Tamil (RWS), English (RWS)