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Dr. R. MARIE SHEILA

PERSONAL DETAILS:

Permanent Address : Plot No.276, Kavi Bharathi Nagar,
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EDUCATIONAL QUALIFICATION:

M.Com., MPhil., MBA., M.Ed., MBA(HRM)., PGDCA., PGDFM., Ph.D.,

S. NO.	DEGREE	SUBJECT / MAIN	NAME OF THE COLLEGE / UNIVERSITY
1.	BCOM	COMMERCE	HOLY CROSS COLLEGE / BHARATHIDASAN UNIVERSITY
2.	MCOM	COMMERCE	URUMU DHANALAKSHMI COLLEGE / BHARATHIDASANUNIVERSITY
3.	M.Phil	COMMERCE	St. JOSEPH'S COLLEGE/ BHARATHIDASAN UNIVERSITY
4.	Ph.D	COMMERCE	St. JOSEPH'S COLLEGE/ BHARATHIDASAN UNIVERSITY
5	MBA	MARKETING & SYSTEMS	VNAYAKA MISSIONS UNIVERSITY
6.	MBA	HRM	ALAGAPPA UNIVERSITY
7.	B.Ed	COMMERCE	JENNEY'S COLLEGE OF EDUCATION / TAMILNADU TEACHERS EDUCATION UNIVERSITY
8.	M.Ed	EDUCATION	St. XAVIER'S COLLEGE / TAMILNADU TEACHERS EDUCATION UNIVERSITY
9.	PGDCA	COMPUTER APPLICATIONS	URUMU DHANALAKSHMI COLLEGE/ BHARATHIDASAN UNIVERSITY
10.	PGDFM	FINANCIAL MANAGEMENT	ANNAMALAI UNIVERSITY

SEMINARS/CONFERENCES ATTENDED:

- ❖ National symposium on the impact of Globalisation on HR: Promises and Challenges- St.Joseph's College (Autonomous) - Trichy-620 002.
- ❖ UGC Workshop on Application of the SPSS in Social Science Research: A Hands onExperience- St. Joseph's College (Autonomous) - Trichy-620 002.
- ❖ National seminar on Making India an Economic Giant – Nadar Mahajana

Sangam.S .Vellaichamy Nadar College, Nagamalai, Madurai-625 019.

- ❖ Regional Seminar on Role of Commerce Graduates in the Economic Upliftment of India -The Std. Fireworks Rajaratnam College for Women, Sivakasi-626 123.
- ❖ National Seminar on Global Competitiveness in Business: Trends and Traits – Papers presented on Pharmaceuticals – Bid for a Global Role.
- ❖ Papers presented on International Conference at Adaikalamatha Institute of Management Studies / Vallam on Globalisation in Education.
- ❖ Papers presented in National Seminar at Urumu Dhanalakshmi College, Trichy.
- ❖ Papers presented in Competency Education Through E –Learning Solutions in National Seminar at Jenney’s College Of Education.Trichy.
- ❖ Papers presented in Human Rights Education in Tamil University.Thanjavur.
- ❖ AICTE Sponsored Faculty Development Programme On Taxonomic Approaches to Pedagogy and Research(TATPAR) at Oxford Engineering College
- ❖ Papers presented on International Conference at Vivekananda Institute of Management Studies / Tiruchencode on Employee Engagement and papers published in International Magazines.
- ❖ Papers presented on International Conference at Vivekananda Institute of Management Studies / Tiruchencode on Employer Branding and papers published in International Magazines.
- ❖ Workshop on E-Content Development and presented a e-content at Holy Cross College
- ❖ Workshop on E-Content Development And Presented A E-Content Development Holy Cross College
- ❖ Papers presented in International Seminar at Holy Cross College, Trichy on Entrepreneurship in Family Business and published in International Magazine.
- ❖ Twice Papers presented in National Conference titled “An Inquiry into the Recruitment Practices of Multispecialty Hospitals in Tiruchirappalli at MAM B-School.
- ❖ Five-day National level FDP on Applications of AI Tools in Education and Research from 16.11.2023 to 20.11.2023
- ❖ One Week National level Online Faculty Development Program on Outcome Based Education and Essential AI Tools for Teachers, organised by the Internal Quality Assurance Cell (IQAC) of Ramakrishna Mission Vivekananda Centenary College (Autonomous), Rahara, Kolkata in association with The Department of Mathematics, Chaudhary Charan Singh University, Meerut and Co-hosted by ipsr solutions limited from 14 December 2023 to 20 December 2023 and has successfully secured an **A grade**
- ❖ One Week National Level Online Faculty Development Program on Outcome Based

Education and Essential AI Tools for Teachers, organised by the Internal Quality Assurance Cell (IQAC) of St. Thomas College, Palai in association with The Kerala State Higher Education Council (KSHEC) from 10 January 2024 to 16 January 2024 and has successfully secured an **A grade**

- ❖ National level Virtual Five days' faculty development Programme on Digital Marketing conducted by Department of Commerce with Computer Applications, Holy Cross College from 22.01.2024 to 26.01.2024
- ❖ National Level Five Day –Online Faculty Development Programme on AI Tools for Smart Teaching and blended learning conducted by PG and Research Department Of Commerce, Department of Commerce BPO, Department of Commerce BFSI, Holy Cross College from 22.01.2024 to 27.01.2024
- ❖ International Online Faculty Development Program on 'Data Visualization and Analytics' with Excel, Power BI, Tableau and Generative AI' organized by the PG Department of Computer Applications and IQAC of Marian College Kuttikkanam (Autonomous) in association with IPSR solutions limited and Valin - UK, USA and Canada from 05 July 2024 to 11 July 2024 and has successfully completed the assessment and secured an **A grade**.

PAPERS PUBLISHED/PRESENTED:

- 1) A STUDY ON THE EFFECTIVENESS OF THE RECRUITMENT PRACTICES IN MULTI- SPECIALITY HOSPITAL IN TIRUCHIRAPPALLI CITY in International Journal of Advanced Research in Management and Social Sciences (ISSN: 2278-6236), Volume 7, Issue 6, June 2018,Pg.15-33. Impact Factor: 6.943.
- 2) A STUDY ON THE ATTITUDE OF THE EMPLOYEES TOWARDS THE RECRUITMENT PRACTICES IN MULTI-SPECIALITY HOSPITAL IN TIRUCHIRAPPALLI CITY in Paripex - Indian Journal Of Research,Volume-7 ,Issue-6 , June-2018 (ISSN : 2250-1991),Pg. 7-12, | IF : 6.761 | IC Value : 86.18.
- 3) PERCEPTION OF THE EMPLOYEES ABOUT THE RECRUITMENT PRACTICES IN THE PRIVATE MULTI-SPECIALITY HOSPITAL IN TIRUCHIRAPPALLI CITY in International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN:2349-5162, Vol.5, Issue 8, page no.109-115, August-2018, Impact Factor: 5.87.
- 4) A STUDY ON RECRUITMENT PRACTICES OF MEDICAL EMPLOYEES IN TIRUCHIRAPPALLI CITY in Journal of Emerging Technologies and Innovative Research Volume 5 Issue 10. eISSN: 2349-5162 ,Pg. 166 -170, October 2018, Impact Factor: 5.87.
- 5) Presented Paper titled "E-COMMERCE FRAUD PREVENTION: THE ROLE OF AI AND MACHINE LEARNING" in International Conference on "Role of Artificial Intelligence in E-Commerce" on 29th August 2024

6) Presented Paper titled “A STUDY ON USES OF ARTIFICIAL INTELLIGENCE (AI) IN SWIGGY FOOD DELIVERY APP” in International Conference on “Role of Artificial Intelligence in E-Commerce” on 29th August 2024

BOOKS PUBLISHED:

- ❖ ORGANISATIONAL BEHAVIOUR
- ❖ HUMAN RESOURCE MANAGEMENT
- ❖ STRATEGIC MANAGEMENT
- ❖ MARKETING MANAGEMENT
- ❖ PRINCIPLES OF MANAGEMENT

PATENT RECEIVED:

- ❖ Received Indian Patent for “System for Assessing the Influence of Playing Gaming On Academic Performance and Psychological Well”.
- ❖ Received UK Patent for “Real-Time Supply Chain Management Device”.

PROFESSIONAL MEMBERSHIP:

- ❖ District Director in International Human Rights Federation

LIFE MEMBERSHIP RECEIVED:

- ❖ Lifetime Member in Education Research and Development Association (ERDA)
- ❖ Dignitary Fellow Member in International Organisation for Academic and Scientific Development – FMIOASD
- ❖ Fellow Member in International Institute of Organized Research, India. –FI2OR

AWARDS RECEIVED:

- ❖ Received Cash Award for Book Publication in 101st College Day, Holy Cross College, Trichy
- ❖ Received Leadership Iconic Award – Human Rights International Federation(HRIF)

Presented Paper titled E-Commerce Fraud Prevention: The Role of AI and Machine Learning” in International Conference on “Role of Artificial Intelligence in E-Commerce” on 29th August 2024

VISITING FACULTY AT:

- Alagappa University.
- The Tamil Nadu Open University.
- The Madras University.
- Pondicherry University

RESOURCE PERSON/ GUEST SPEAKERS AND TRAINERS FOR:

- The Government School Teachers
- Educational Psychology Counsellors
- MBA students in various universities –Stress Management, Human Resource Management
- Resource Person for Aiman Arts and Science College –Stress Management
- Resource Person for Srimad Andavan Arts and Science College –Stress Management

- Resource Person for Christuraj College-Stress Management
- Resource Person for Holy Cross College (Shift II) - Stress Management
- Resource Person for SFS College ,Bangalore – Refresh Ur Brain
- Chief Guest for National Seminar in SFS College Bangalore
- Resource Person for Morning Star Home Science College – Angamaly – Release UR Stress & Refresh UR Brain
- Resource Person for Morning Star Home Science College – Angamaly – Capacity Building & Skill Enhancement Program
- Resource Person for Parul University,Gujarat on Confidence Building
- Resource Person for Parul University,Gujarat on Handling Social Stress ,Breathe for Yourself
- Resource Person for International Conference, " Campus to Corporate- The Pathway to Professional Success" conducted by Department of Commerce and Internal Quality Assurance Cell, Morning Star Home Science College, Angamaly.

E-LESSONS DEVELOPED:

- Services Marketing
- Stress Management
- Principles of Management
- E-Learning

ADDITIONAL RESPONSIBILITY:

- Coordinator for the Disaster Management Club
- Coordinator for the Consumer Club Trichy
- President of Commerce Association
- EXNORA Secretary
- Fine Arts President
- Conducted Seminars / Commerce Meetings / Workshops / Conferences/Inter collegiate Competitions in National and State Levels
- Rap porter for Paper Presentation
- Sports Co-ordinator
- Board member for Dove, Holy Cross College
- Core Committee Member for Dove(Department of Value Education)
- Internal Exam Committee Co-ordinator
- IQAC Co-ordinator in MIET Arts & Science College
- Association Co-ordinator for Commerce Department

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