

Name: Dr. J.JOLLY VINI SHEEBA

Email: jollyvinisheeba@gmail.com

sheebacommerce@gmail.com

Phone: 9940910383 / 8667899466



OBJECTIVE :

Enthusiasm and volunteerism towards any task both academically and non-academically has been my strength that will take me to quality teaching by having confidence in my mode of communication both in dissemination as well as unconditional listening which is the core context of teaching.

PROFESSIONAL SUMMARY :

- Capable of working as a team member with leadership, communication and interpersonal qualities.
- Highly creative and extremely hard working with a strong intuitive ability to master new technologies.
- In-depth understanding of Commerce and all other related subjects
- Passion for learning and discovering new concepts and ideas
- Excellent teaching techniques and strategies
- Organizational skills needed to run a classroom
- Available to work a variety of hours or administer online classes
- Capable of speaking to all audience levels, from students to professors.

EDUCATIONAL QUALIFICATION :

- **Ph.D. (Commerce)**, Bharathiar University, 2021
- **PGDCA.**, Bharathiar University 2016
- **B.Ed.**, Holy Angel College of Education, 2009
- **M. Phil., (Commerce).**, Prist University, 2011
- **M. Com., (Commerce).**, Annamalai University, 2009
- **B.Com., (Commerce).**, Bharathidasan University, 2002

TEACHING EXPERIENCE:

Total Academic Experience : 15 Years

- **Assistant Professor** in Department of Commerce with Computer Applications, Dr. R.V Arts and Science College, Coimbatore from June 2012 to Till dated
- **PG Assistant In Commerce**, In Holy Angel Matric Higher Secondary School In Mettupalayam from 2007 – 2010

AREA OF SPECIALIZATION:

- ❖ Principle of Management
- ❖ Executive Business Communication
- ❖ Marketing Management
- ❖ Strategic Management
- ❖ Principle of Marketing

SUBJECT SKILLS:

- ❖ Principle of Accountancy
- ❖ Brand Management
- ❖ Corporate Accounting
- ❖ Marketing
- ❖ Cyber Law
- ❖ Income Tax
- ❖ Executive Business Communication
- ❖ Auditing and Assurance
- ❖ Management Information System
- ❖ E-Commerce
- ❖ Principles of Marketing
- ❖ Principle of Management

PAPER PRESENTED IN SEMINARS / CONFERENCE :

- **J.Jolly Vini Sheeba**, “Empowering Women Through Entrepreneur” – Problem and Challenges faced by the Women Entrepreneur held on 7th August 2013 at Kongunadu Arts and Science College, Coimbatore.
- **J.Jolly Vini Sheeba**, - State Level Seminar on “Changing Scenario of Marketing” - "Multilevel Marketing” held on 21st February 2014 at Dr.R.V.Arts and Science College, Karamadai.
- **J.Jolly Vini Sheeba**, - National Level Conference on Emerging Trends in Service Sectors – “LIC Emerging Trends in Service Sectors – LIC” held on 22nd January 2015 at Maharani Arts and Science College, Tiruppur.
- **J.Jolly Vini Sheeba**, - International Seminar on “Emerging Trends and Global Indian Financial Markets” - “Role of service sector in Financial Markets” held on 6th February 2015 at Hindustan College of Arts and Science – Coimbatore.
- **J.Jolly Vini Sheeba**, - National Level Seminar on Emerging Trends and Issues in Coimbatore - “E-Market” – held on 27th September 2015 at S.N.S Rajalakshmi College of Arts and Science” - Coimbatore.
- **J.Jolly Vini Sheeba**, - International Seminars on “Emerging Trends and Challenges in Global Business” – “Future Leadership” held on 23rd September 2016 at Dr. R.V. Arts and Science College, Karamadai.
- **J.Jolly Vini Sheeba**, - National Level Conference on “Economic Empowerment of Women Through Entrepreneur” - “Women Entrepreneur” held on 16th August 2016 at Dr. N.G.P. Arts and Science College, Coimbatore.
- **J.Jolly Vini Sheeba**, - National Level Seminar on “Opportunities and Challenges in Entrepreneurship and Development-An Indian Perspective” – Social Entrepreneur” held on 10th February 2017 at Dr. R.V. Arts and Science College, Karamadai.

- **J.Jolly Vini Sheeba**, - International Level Seminar on “E-Marketing”- “E-Marketing” held on 28th August 2013 at “Kongunadu Arts and Science College”, Coimbatore.
- **J.Jolly Vini Sheeba**, - “National Level Seminar on “Business Today” - “Knowledge Management” held on 4th October 2013 at Angappa College of Arts and Science, Coimbatore.
- **J.Jolly Vini Sheeba**, - International Seminar on “ Emerging Trends in Management Practices and Business Scenario” held on 25th August 2014 at Sankara College of Arts and Science, Coimbatore.
- **J.Jolly Vini Sheeba**, - International Conference on “Consumer Buying Behavior and Brand Awareness in cause related Marketing” - “Impact of Consumer Buying Behavior through Online Shopping” held on 28th September 2017 at Sankara College of Arts and Science, Coimbatore.
- **J.Jolly Vini Sheeba**, - International Level Seminar on “Emerging Trends in Global Accounting Finance and Taxation” - Social Accounting held on 31st August 2018 at Dr. R.V.Arts and Science College, Karamadai.
- **J.Jolly Vini Sheeba**, - Participate in the One Day National Level Workshop on “Emerging Paradigms in Commerce and Management Research” held on 1st March 2019 Organized by Pioneer College of Arts and Science, Coimbatore.
- **J.Jolly Vini Sheeba**, - Participate in the Two Days Industry – Academecia Meet on “Waste Management and Social Entrepreneurship” held on 22nd and 23rd January 2020 Organized by Sri Krishna Arts and Science College, Coimbatore.
- **Dr. J.JOLLY VINI SHEEBA** , “ Digital Marketing and Research”, - “ DIGITAL INDIA : INITIATIVE TO BECOME DEVELOPED INDIA” – ICCSSR ,NEW DELHI SPONSORED Two day national level seminar organized by Ayya Nadar Janaki Ammal College Sivakasi on 22nd and 23th September -2022.
- **Dr.J.JOLLY VINI SHEEBA**, - Participate in the International Conference on “International Millet Conference on Reviving Traditional Food Products of Tamil Nadu” Organized by **Nirmala College for Women Coimbatore in Association with TANMILLET’S & TAMIL RESEARCH FOUNDATION** held on 7th and 8th January 2023.
- **Dr.J.JOLLY VINI SHEEBA**, - International Level Seminar on “Enrooting Digital Financial Services” – E-Commerce Financing” held on 29th March 2023 at Dr. R.V. Arts and Science College, Karamadai.

PARTICIPATIONS IN FACULTY DEVELOPMENT PROGRAMMES / TRAINING:

- Participated in a Faculty Development Programme held on 4th August 2012 at Dr. R.V. Arts and Science College, Karamadai on “Memory Techniques and Communication Skills”
- Participated in Faculty Development Programme held on 26th October 2012 at Dr. R.V Arts and Science College, Karamadai on “Class room Psychology”
- Participated in a Faculty Development Programme held on 18th June 2013 at Dr. R.V Arts and Science College, Karamadai on “Enrichment of Student”
- Participated in a Faculty Development Programme held on 25th January 2014 at Dr. R.V. Arts and Science College, Karamadai on “Masters Drive”
- Participated in Faculty Development Programme on “Common Error in English” –held on 02.08.2014 at Dr. R.V Arts and Science College, Karamadai
- Participated in a Faculty Development Programme held on 1th October 2014 at Dr. R.V. Arts and Science College, Karamadai on ”Teaching Methodologies”
- Participated in a Faculty Development Programme held on 18th October 2014 at Dr. R.V. Arts and Science College, Karamadai on “Teaching Excellence and Vedic Mathematics”
- Participated in a Faculty Development Programme held on 1th February 2014 at Dr. R.V. Arts and Science College, Karamadai on “Changing Scenario in Banking Service ”
- Participated in a Faculty Development Programme held on 27th December 2014 at Dr. R.V. Arts and Science College, Karamadai on “Stress Management”
- Participated in a Faculty Development Programme held on 11th July 2015 at Dr. R.V. Arts and Science College, Karamadai on “Student Psychology”
- Participated in a Faculty Development Programme held on 26th December 2015 at Dr. R.V. Arts and Science College, Karamadai on “SBI life Insurance”
- Participated in a Faculty Development Programme held on 15th November 2015 at Dr. R.V. Arts and Science College, Karamadai on “Project Proposal and Finding Agency”
- Participated in a Faculty Development Programme held on 9th February 2015 at Dr. R.V. Arts and Science College, Karamadai on “Preparing Research Proposals and Articles ”
- Participated in a Faculty Development Programme held on 2th December 2015 at Dr. R.V. Arts and Science College, Karamadai on “Insurance – Important and source”
- Participated in a Faculty Development Programme held on 4th February 2017 at Dr. R.V. Arts and Science College, Karamadai on “Silaivedikkum Srippigal”
- Participated in a Faculty Development Programme held on 8th July 2017 at Dr. R.V. Arts and Science College, Karamadai on “Let us Inspire”
- Participated in Two Days Faculty Development Programme held From 18-07-2017 to 19-02-2017 at Pioneer College of Arts and Science on “Emotional Intelligence”

- Participated in Three Days Faculty Development Programme held From 19-09-2022 to 21-02-2022 at Bharathiar University on “Innovation & Entrepreneurship Development Programme” (PMO –IEDP) EDII/IEDP/FDP 22-23. (EDII -TN) by ENTREPRENURSHIP DEVELOPMENT AND INNOVATION INSTITUTE - An autonomous society of the Government of Tamil Nadu.
- Participated in Three Days Government Training, Regarding EDII - Orientation program regarding Naan Muthalvan – Niral Thiruvizha on 6/12 /2023 – 8/12/2023

JOURNAL PUBLICATION WITH ISSN – (RESEARCH PAPER PUBLICATION) , PATENT.

- **International Journal** of Scientific Research and Management (IJSRM) (ONLINE JOURNAL) 2013ISSUE NO 2321-3418 ON Essential And Strategies of E- Marketing
- **International Journal** of Research and Analytical Reviews (IJRAR) E- ISSN 2348 -1269 ISSN 2349-5138 On A Study on Consumer Perception and Purchasing Behavior Towards Cause Related Marketing
- **International Journal** of Interdisciplinary Cycle Research (JICR) ISSN NO: 0022-1945 ON "Perception of Consumers Purchase Pattern toward Cause Marketing of FMCE Companies".
- **International Journal** of Sardar Patel Institute of Economic and Social Research (Anvesak A bi – annual Journal) ISSN No: 0378-4568 ON "Factors Influencing the Consumer for Choosing Cause Related Marketing on FMCG Product with Reference to Coimbatore City". UGC Care Group -1 vol.52 No 2 (XIII) July –December 2022.
- **International Journal** of Shodhsamhita ,ISSN No2277-7067 ON "Importance of stakeholder Engagement in Terms of Overcoming Environmental Sustainability issues for the SMES Engaged in the manufacturing and construction sector of china". UGC Care Group -1, vol.(VIII) ISSUE – 19,2021 -2022
- **International Journal** of SHODHAK – A Journal of Historical Research On “ Digital Financial Services on E-Commerce” UGC Care Group -1 vol:53, ISSN : 0302-9832 (P) With IF =7.75 Issue:02 No:06,May-August :2023
- **PATENT PUBLICATION** - Title of the Invention – Understanding the Role of Big Data in Commerce Application Management - Patent invention relates to the field of BIG DATA. Publication Date (U/S 11A) 22/12/2023 – IPI (INTELLECTUAL PROPERTY INDIA)

APPLICATION NO - 2022321080111

APPLICATION TYPE – Ordinary Application

DATE OF FILING - 24/11/2023

FIELD OF INVENTION – COMPUTER SCIENCE

- ❖ **J.Jolly vini sheeba**, “Rural Empowerment For Sustainable Development”, Women status through the history and present situation, 27th March 2013, International conference in Sree Saraswathi Thayagaraja College – Pollachi
- ❖ **J.Jolly vini sheeba**, “Emerging Trend in HR Practice in India”, Recruitment process, 10th April 2013, National Conference in SNR Sons College - Coimbatore.
- ❖ **J.Jolly vini sheeba**, “Changing Scenario of Marketing”, Multi-Level Marketing, 21th February 2014, Statal Level Seminar in Dr. R.V Arts and Science College - Karamadai
- ❖ **J.Jolly vini sheeba**, “Emerging Trends And Challenges In Global Business Environment”, “Rural Development Through Agri Entrepreneur”, 23th September 2015, International Conference in Dr .R. V. Arts and Science College - Karamadai
- ❖ **J.Jolly vini sheeba**, “Opportunities and Challenges in Entrepreship Development –An Indian Perspective”, “Future Leadership”, 10th February 2017, International Seminar in Dr. R.V Arts and Science College - Karamadai.
- ❖ **J.Jolly vini sheeba**, “Emerging Trends in Global Accounting, Finance and Taxation”, -“Social Accounting”, 31th August 2018, International Conference in Dr.R.V. Arts and Science College- Karamadai.
- ❖ **Dr. J.JOLLY VINI SHEEBA** “ Digital Marketing and Research”, - “ DIGITAL INDIA : INITIATIVE TO BECOME DEVELOPED INDIA” – ICCSSR ,NEW DELHI SPONSORED Two day national level seminar organized by Ayya Nadar Janaki Ammal College Sivakasi on 22nd and 23th September -2022.
- ❖ **Dr. JOLLY VINI SHEEBA** “ HR FOR SUSTAINABLE DEVELOPMENT” in the National Conference on Innovations & Current Trends in Research Commerce, Business, Economics & Information Technology” one day national level conference proceeding organized by faculty of commerce ,KG College of Arts and Science on 8th November 2023.

BOOK PUBLICATION / MEMBER IN THE EDITORIAL BOARD / ADJUNCT FACULTY

- **Subject Entitled - STRATEGIC MANAGEMENT – JULY 2022** ISBN NO 978-93-5577-084-4 Publication - CHARULATHA PUBLICATIONS – CHENNAI.
- Member in the Editorial Board – **INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH – IJCMR**

- Acted as an **ADJUNCT FACULTY** in **PSGR KRISHNAMMAL COLLEGE FOR WOMEN, Coimbatore**. For the Academic Year 2021 - 2022 & 2022-2023
- **Subject Entitled - FINANCIAL ACCOUNTING** – December 2023, ISBN NO 976-93-5757-624-6
Publication – SCIENTIFIC INTERNATIONAL PUBLICATION HOUSE – SIPH.

ADDITIONAL ACADEMIC DETAILS/ MEMBERSHIP

- **Completed HDSE (Higher Diploma in Software Engineering) in APTECH Computer Education with 78% in Trichy -1999.**
- **Completed Type Writing in English (Lower Level) with First Class - 1998.**
- **Completed Two NPTEL ONLINE Courses: (E-learning)**
 - **“Corporate Social Responsibility” in August to September-2018.**
 - **“Leadership” on August to September - 2019 (ELTE).**
 - **“MARKETING MANAGEMENT – II on February to April -2024.**
- **COMPLETED LEAD AUDITOR COURSE:**
Lead Auditor Course on **“Environment Management System, Green Campus Audit, Energy Audit and Hygiene Audit to Educational Institutions Sectors”**–Organized by the **NATURE SCIENCE FOUNDATION, COIMBATORE** on 26th September to 30th September-2022.
- **LIFETIME MEMBER OF EDUCATION RESEARCH AND DEVELOPMENT ASSOCIATION (ERDA)**

PROGRAMME ORGANISED : Seminar /Conference / Symposia/ Workshop

DATE	TITLE OF SEMINAR /CONFERENCE /SYMPOSIUM/ WORKSHOP	SPONSORING AGENCY
21.2.2014	CHANGING SCENARIO OF MARKETING	The Management Dr. R.V Arts and Science College, Karamadai.
23.092016	EMERGING TRENDS AND CHALLENGES IN GLOBAL BUSINESS	The Management Dr. R.V Arts and Science College, Karamadai.

10.02.2017	OPPORTUNITIES AND CHALLENGES IN ENTREPRENEURSHIP DEVELOPMENT –AN INDIAN PERSPECTIVE	The Management Dr. R.V Arts and Science College, Karamadai.
31.08.2018	EMERGING TRENDS IN GLOBAL ACCORDING, FINANCE AND TAXATION	The Management Dr. R.V Arts and Science College, Karamadai.
16.03.2022 & 17.03.2022	ADVANCED TECHNOLOGY FOR SMART PHONESEVCICE AND TROUBLE SHOOTING	Entrepreneurship Development Cell in Association with NEW TECHNOLOGY MOBILE SERVICE AND TRAINING INSTITUTE, COIMBATORE
29.03.2023	ENROOTING DIGITAL FINANCIAL SERVICES IN E-COMMERCE	The Management Dr. R.V Arts and Science College, Karamadai.
07.08.2023	NATIONAL HANDLOOM DAY	EDC – CELL Dr. R.V Arts and Science College, Karamadai
21.08.2023	WORLD ENTREPRENEURSHIP DAY	EDC –CELL Dr. R.V Arts and Science College, Karamadai
08.01.2024	VALUE ADDED COURSES (45 HOURS)	IQAC –EDC CELL in Association with BHAVYAS TAILORING INSTITUE - Mettupalayam

PARTICIPATIONS AS RESOURCE PERSONS / CHAIRPERSON / AWARDS :

- ❖ **ACTED AS THE CHAIRPERSON IN THE INTERNATIONAL CONFERENCE ON 27th MARCH 2013 HELD IN SREE SARAWATHI THYAGARAJAN COLLEGE - POLLACHI.**
- ❖ **Completed Two NPTEL ONLINE Courses: (E-learning)**
 - “CORPORATE SOCIAL RESPONSIBILITY” in August to September-2018.
 - “LEADERSHIP” on August to September - 2019 (ELTE).
 - “MARKETING MANAGEMENT – II on February to April -2024.
- ❖ **Acted as the RESOURCE PERSON in STUDENT DEVELOPMENT PROGRAM (SDP) has gave Special address on “Start up Business and Business Plan” in Dr. R.V Arts and Science College, Karamadai on 23rd September 2022.**
- ❖ **Acted as the RESOURCE PERSON in NATIONAL LEVEL WEBINAR has given special address on “DIGITAL MARKETING” in Kay Pee Yes College of Arts and Science – Kotagiri on 26rd September 2022.**
- ❖ **COMPLETED LEAD AUDITOR COURSE:**

Lead Auditor Course on “**Environment Management System, Green Campus Audit, Energy Audit and Hygiene Audit to Educational Institutions Sectors**”–Organized by the **NATURE SCIENCE FOUNDATION, COIMBATORE** on 26th September to 30th September-2022.
- ❖ **ICONIC ENTREPRENEUR AWARDS 2022 by WBN – COIMBATORE, Awarded “Remarkable Contribution in Promoting Entrepreneurship” 19th November 2022.**
- ❖ **Acted as the RESOURCE PERSON in - Good Shepherd Health Education Centre and Dispensary Karamadai has given training on “Income Generation Programmes”- WINGS. 22nd November 2022.**
- ❖ **CERTIFICATE OF AWARD – BEST EDC CELL COORDINATOR, Awarded by ResTechskills Society – Research Society for Technical Skills – GOVERNMENT OF INDIA (MSME) Registered Organization. Certificate ID – RTSS / 01 - Date 27-06- 2023.**
- ❖ **CERTIFICATE OF AWARD – Inspired Academic Excellence Award 2023, Awarded by ResTechskills Society – Research Society for Technical Skills – GOVERNMENT OF INDIA (MSME) Registered Organization. Certificate ID –R- AEA / 01 - Date 24-07- 2023.**
- ❖ **COURSERA LEARNER - Has successfully Completed an online non –Credit Project Network and offered Through Course – MARCH – 2024**

RESPONSIBILITIES HELD/ BEING HELD IN COLLEGE / DEPARTMENT

- ❖ Acting as an EDP CELL and IIC CELL Coordinator.
- ❖ Criteria – 5 Managers for NAAC Second Cycle.
- ❖ Acting as an NPTEL ONLINE Coordinator in Commerce Department.
- ❖ Acted as the Organizing Committee Members for more than 8 Seminars which was Organized by Dr. R.V. Arts and Science College.
- ❖ Member of Discipline Committee.
- ❖ Member of Admission Committee.
- ❖ Member of Sports Committee.
- ❖ Member in conducting Graduation Day Function.
- ❖ Brought many VIPs of our state to conduct various programmes
- ❖ Organized various Awareness programmes on needed area
- ❖ Organized various functions like Guest Lecture, Work shop etc.,
- ❖ Monitoring students discipline to Ensure Smooth Functioning of the Department.
- ❖ Handling grievances of the students if any.

OTHER SKILLS:

Extensive background in education utilizing advanced teaching methodologies. Ability to connect with students, respond to their needs and motivate them to do their best Proficient in using various programs like Microsoft Word, Microsoft PowerPoint, Microsoft Excel, E-learning software, etc. A speaker in any forum.

PERSONAL DETAILS:

Date of Birth	: 07.12.1980
Marital Status	: Married
Languages Known	: English, Tamil, and Malayalam
Nationality	: Indian
Nativity	: Coimbatore
Address	: J.Jolly Vini Sheeba W/o X. Lawrence 5/337- A, Teacher's Colony,Karamadai Road, Mettupalayam - 641 301. COIMBATORE

Community : BC
Caste : Roman Catholic
Strengths : Good Communication Skills
: Ability to adopt new Environment

DECLARATION:

I solemnly declare that all the above details given are true to the best of my knowledge and honesty.

Place: COIMBATORE

Date:



(J.JOLLY VINI SHEEBA)