

**NAZARETH MARGOSCHIS COLLEGE AT PILLAIYANMANAI**

**NAZARETH – 628 617.**

**STAFF PROFILE**

1. Name : Dr. Jesura Pauline D
2. Designation : Assistant Professor
3. Educational Qualification : MBA., M.Com., M.A (M& J)., SET., Ph.D.,

| Degree                 | Subject                                    | College / University                 | Specialization          | Year |
|------------------------|--------------------------------------------|--------------------------------------|-------------------------|------|
| <b>Ph.D</b>            | <b>Retail Marketing</b>                    | Manonmanium Sundaranar University    | <b>Retail Marketing</b> | 2019 |
| <b>M.A.</b>            | <b>Mass Communication &amp; Journalism</b> | Manonmanium Sundaranar University    | <b>Journalism</b>       | 2019 |
| <b>TNSET</b>           | <b>Commerce</b>                            | Mother Teresa Women's University     | <b>Commerce</b>         | 2018 |
| <b>M.Com</b>           | <b>Commerce</b>                            | Manonmanium Sundaranar University    | <b>Commerce</b>         | 2012 |
| <b>MBA</b>             | <b>Finance</b>                             | VIT University                       | <b>Finance</b>          | 2010 |
| <b>B.COM</b>           | <b>Commerce</b>                            | Manonmanium Sundaranar University    | <b>Commerce</b>         | 2008 |
| <b>12<sup>th</sup></b> | <b>Commerce</b>                            | Higher Secondary Board of Tamil Nadu | <b>Commerce</b>         | 2005 |
| <b>10<sup>th</sup></b> |                                            | Matriculation Board of Tamil Nadu    |                         | 2003 |

4. Date of Birth : 20.12.1988

5. Date of Appointment : 25.02.2019

6. Experience

Aided : 5.6 years      Un-Aided : 1.8 years

7. Residential Address : 141a, SDK Thomas Compound,  
Udangudi Road, Tisaiyanvillai, Tirunelveli Dt – 627657

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Aadhar Number : 5620 75128278

Vidwan ID Number : 194672

8. Area of Specialisation (Research) : Retail Marketing

9. **List of Conferences / Workshop/ Symposia organized**

| Sl. No. | Name                                                                   | Conferences / workshop / Symposia | Date               | Sponsor | Venue                                         |
|---------|------------------------------------------------------------------------|-----------------------------------|--------------------|---------|-----------------------------------------------|
|         | BITCOIN –“ A Paradigm of Cryptocurrency and Blockchain”                | Seminar                           | February 15, 2018  |         | TDMNS College                                 |
|         | Introduction of E-Resources and Style of Writing                       | Seminar                           | January 20, 2018   |         | TDMNS College                                 |
|         | <i>Career Guidance &amp; Employment Related Activities</i>             | Webinar                           | September 29, 2020 |         | Nazareth Margoschis College at Pillaiyanamani |
|         | <i>Art of writing resume &amp; application letter</i>                  | Seminar                           | March 10, 2021     |         | Nazareth Margoschis College at Pillaiyanamani |
|         | <i>Entrepreneurship &amp; Digital Innovation</i>                       | Seminar                           | May 23, 2022       |         | Nazareth Margoschis College at Pillaiyanamani |
|         | Opportunities and Challenges in Green Energy & Sustainable Development | International Conference          | March 24, 2023     |         | Nazareth Margoschis College at Pillaiyanamani |

| 10. List of Paper Presented in Conference |                                      |                                                                                          |                                              |                                                       |
|-------------------------------------------|--------------------------------------|------------------------------------------------------------------------------------------|----------------------------------------------|-------------------------------------------------------|
| Sl. No.                                   | Name of the Author                   | Name of the Article                                                                      | Conference Title and Sponsor                 | Venue                                                 |
| 1                                         | Jesura Pauline D                     | A Study on the Impact of Information Technology on Online Shopping of Goods and Services | Progression of Strategies in Indian Business | Nazareth Margoschis College at Pillaiyanamani         |
| 2                                         | Jesura Pauline D and Darling Selvi V | Growth of Digital Advertising in India                                                   | Facts of Digital Marketing Spree             | Alagappa Institute of Management, Alagappa University |

|    |                                             |                                                                 |                                                                                  |                                                       |
|----|---------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------------|
| 3  | Jesura Pauline D and Darling Selvi V        | Post Purchase Decision of Retail Customers                      | Current Business and Economic Conditions in India                                | Sadakathullah Appa College, Tirunelveli               |
| 4  | Jesura Pauline D and Darling Selvi V        | Risk Awareness of Online Shopping                               | Sustainable Business Practice                                                    | PSNA College of Engineering & Technology, Dindigul    |
| 5  | Jesura Pauline D and Darling Selvi V        | Customer Support in Modern Retail Format                        | Sustainable Green Business                                                       | Alagappa Institute of Management, Alagappa University |
| 6  | Jesura Pauline D and Darling Selvi V        | Impact of GST on Digital Marketing Sector                       | GST and its Application on Indian Trade                                          | Nazareth Margoschis College at Pillaiyanmanai         |
| 7  | Jesura Pauline D and Darling Selvi V        | Glimpses of Indian Online Marketing                             | Emerging Trends in Multidisciplinary Research                                    | Rani Anna Govt. College for Women, Tirunelveli        |
| 8  | Jesura Pauline D and Darling Selvi V        | Impact of Goods and Service Tax on Digital Marketing Sector     | Digital Technologies in Global Business                                          | TDMNS College                                         |
| 9  | Jesura Pauline D and Darling Selvi V        | Higher Education in the Digital Era                             | Digital Initiatives for Higher Education: Quality and Pertinence                 | Manonmaniam Sundaranar University                     |
| 10 | Jesura Pauline D and Darling Selvi V        | Positive Strides of Electronic Payment System in India          | Digitalization of Banking Operations: Outreach, Challenges and Impact on Economy | Alpha Arts and Science College, Chennai               |
| 11 | Jesura Pauline D and Darling Selvi V        | Barriers and Triggers of Green Retailing in India – An Overview | Emerging Trends in Green Entrepreneurship                                        | Manonmaniam Sundaranar University                     |
| 12 | Jegaservina Michealraj and Jesura Pauline D | A Study on Green Entrepreneurship in India                      | Emerging Trends in Green Entrepreneurship                                        | Manonmaniam Sundaranar University                     |
| 13 | Jesura Pauline D and Darling Selvi V        | Determinants of Shopping Behavior of Retail Outlets             | Perspectives of Global Human Resource                                            | St. John's College, Palayamkottai                     |
| 14 | Jesura Pauline D and Darling Selvi V        | Impact of Foreign Direct Investment in Indian Retail Sector     | An Entrepreneurship The Panacea For India's Economic Growth                      | St.Xavier's College (Autonomous), Palayamkottai       |

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|----|--------------------------------------|---------------------------------------------------|--------------------------------------------------------------------------|----------------------------------------|
| 15 | Jesura Pauline D and Darling Selvi V | Environmental Concern of Indian Shipping Industry | Maritime Logistics: Scope & Implication                                  | Pope's College, Sawyerpuram            |
| 16 | Jesura Pauline D and Darling Selvi V | Perception of Consumers towards Shopping Malls    | Innovative and Emerging Strategies in Economics, Commerce and Management | Women's Christian College, Nagercoil-1 |
| 17 | Jesura Pauline D and Darling Selvi V | Paperless Retail Markets through e-tailing        | Sustainable Marketing Strategies - Issues and Challenges                 | Manonmaniam Sundaranar University      |

#### 11. List of Papers published in proceedings: 5

- Jesura Pauline D (2021), A Study on the Impact of Information Technology on Online Shopping of Goods and Services, Ed. Dr. J. Immanuel Nallathambi and Dr. S. Gnanasumathi, Department of Commerce, Nazareth Margoschis College at Pillaiyanmanai, Nazareth, TamilNadu, pp 271-277.
- Jesura Pauline D and Darling Selvi V (2018), Barriers and Triggers of Green Retailing in India – An Overview, Ed. Dr. B. Revathy and Dr. K. Rajamannar, Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, TamilNadu, pp 288-295.
- Jegaservina Michealraj and Jesura Pauline D (2018), A Study on Green Entrepreneurship in India, Ed. Dr. B. Revathy and Dr. K. Rajamannar, Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, TamilNadu, pp 94-98.
- Jesura Pauline D and Darling Selvi V (2017), Paperless Retail Markets through e-tailing, Sustainable Marketing Strategies - Issues and Challenges, Ed. Dr. P. Ravi, Bonfring Intellectual Integrity, Coimbatore, TamilNadu, pp 226-229.
- Jesura Pauline D (2016), Human Rights and Climate Change, Proceedings of UGC Sponsored National Seminar on “Human Rights in Contemporary India”, pp 13-18.

#### 12. List of Books Published: NIL

#### 13. List of Papers published in (UGC care list) Journals

| Sl. No. | Name of the Author(s)                | Title of the Paper                                           | Name of the Journal                                          | Year | Volume No. / Issue No.     | Page No. |
|---------|--------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------|------|----------------------------|----------|
| 1       | Jesura Pauline D and Darling Selvi V | Paperless Retail Markets through e-tailing                   | Asia Pacific Journal of Research                             | 2017 | Volume 1, Special Issue VI | 59-64    |
| 2       | Jesura Pauline D and Darling Selvi V | Perception of Consumers towards Shopping Malls               | ROOTS international Journal of Multidisciplinary Researchers | 2018 | Volume 4, Special Issue 2  | #1-4     |
| 3       | Jesura Pauline D and Darling Selvi V | Customer Supporting Services in the Modern Retail Formats    | Shanlax International Journal of Management                  | 2018 | Volume 5, Special Issue 3  | 22-30    |
| 4       | Jesura Pauline D                     | A Study on Attitude of Women Customers towards Customer Care | Shanlax International Journal of Commerce                    | 2018 | Volume 6, Special Issue 3  | 61-66    |

|    |                                         |                                                                                                                     |                                                                          |      |                             |           |
|----|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|------|-----------------------------|-----------|
|    |                                         | Services Provided by Indian Bank, Palayamkottai                                                                     |                                                                          |      |                             |           |
| 5  | Jesura Pauline D and Darling Selvi V    | Customer Preferences on Retail Outlets in Chennai City                                                              | International Journal of Management, IT & Engineering                    | 2018 | Volume 8 Issue 6(1)         | 124-128   |
| 6  | Darling Selvi V and Jesura Pauline D    | Service Quality Evaluation of Modern Retails Outlets                                                                | Journal of Advanced Research in Dynamical & Control Systems              | 2018 | Volume 10, Special Issue 14 | 1910-1919 |
| 7  | Jesura Pauline D and Darling Selvi V    | Determinants of Shopping Behavior of Retail Outlets                                                                 | International Journal of Research and Analytical Reviews                 | 2018 | Special Issue               | 82-88     |
| 8  | Jesura Pauline D and Darling Selvi V    | Post Purchase Decision of Retail Customers                                                                          | Sadakath – A Research Bulletin                                           | 2019 | Volume VI, Special Issue 2  | 2347-7644 |
| 9  | Jesura Pauline D and Darling Selvi V    | Determinants of Shopping Behavior of Retail Customers                                                               | International Journal of Innovative Technology and Exploring Engineering | 2019 | Volume 8, Issue 7C          | #10-14    |
| 10 | Jesura Pauline D                        | Villagers Buying Preference towards Two-Wheelers in Tirunelveli District                                            | Studies in Indian Place Names (SIPN),                                    | 2020 | Volume 40, Issue 84         | 87-92     |
| 11 | Dr. D. Jesura Pauline and Dr. E. Sheela | A study on perception of employees towards human resource management practices of textile industries in Tirunelveli | Journal of Management & Entrepreneurship                                 | 2022 | Volume 16, No.1 (III)       | 153-159   |

14. List of invited talks : **NIL**

15. Contribution on Resource Persons : **NIL**

| Sl.No. | Name of the Programme | Venue | Date |
|--------|-----------------------|-------|------|
|        | ---                   |       |      |

16. Orientation & Refresher Programmes Attended : **2**

17. List of Ph.Ds. guided : **NIL**

18. List of Ph.Ds guiding : **NIL**

19. Minor / Major Projects completed : **NIL**

20. Minor / Major Projects ongoing : **NIL**

21. Positions held : **IPR Coordinator, UGC Coordinator, IQAC Member**

22. Radio Talks : **NIL**

23. Any other relevant information  
(Co-curricular activities)

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**NIL**

Date : 03.10.2024

**SIGNATURE**