

PROFILE

1. Name : Dr. S. MARIS SHINIA
CLARISSIA

2. Date of Birth : 21-06-1987

3. Address:

Office:

PG & Research Department of Commerce (SF-WOMEN),
JAMAL MOHAMED COLLEGE (AUTONOMOUS),
Trichy -20

4. Designation : Assistant Professor

5. Educational Qualification :

S.No	Qualification	Board/University	Year of passing	Subject	Class
1.	B.Com	Bharathidasan University Holy Cross College (Autonomous), Tiruchirappalli	2004 to 2007	Commerce	First Cla
2.	M.Com	Bharathidasan University St. Joseph College (Autonomous), Tiruchirappalli	2007 to 2009	Commerce	First Cla Distinction
3.	M.Phil	Bharathidasan University Holy Cross College (Autonomous), Tiruchirappalli	2009 to 2010	Commerce	First Cla Distinction
4.	Ph.D	Bharathidasan University St. Joseph College (Autonomous), Tiruchirappalli	2011 to 2016	Commerce	Commend

6. Experience: UG – 10 years & 11 months

PG – 10 years & 11 months

S.No	Designation	Institution	Period		Total Per
			From	To	
1	HRD Co-ordinator & Assistant Professor	Holy Cross College, Tiruchirappalli	1.10.2010	31.12.2015	5 year 2month
2	Assistant Professor of Commerce	Jamal Mohamed College, Tiruchirappalli	1.7.2017	Till date	4 years month

7. Areas of Specialization : Human Resources, Marketing, Career Development,
Personality Development, Finance.

8. Languages Known : TAMIL, ENGLISH

9. Subjects Taught:

Under Graduate : Cost Accounting, Principals of Accountancy, E -Commerce, Banking Law & Practices, Human Resource Management, Business Economics, Marketing, Environment Studies,

Value Education, Soft Skills Development, Business Law, Career Guidance, Business Accounting , Company Law,

Business Communication, Business Environment, Modern Marketing, Personnel Management, Human

Resource Management, Auditing, Financial Services, Business Organization, Business Management, Commercial Correspondence, Management Accounting, Advanced Accounting, Legal Aspects of Business, Introduction to competitive examinations, Corporate Accounting, Tourism and Travel Management.

Post Graduate : Labour Welfare, Industrial Relations, Human Resource Management, Indirect Taxes, Human Resource Management, Corporate Governance, Customer Relationship Management, Export Management, Goods and Services Tax, Organisational Behaviour, Advanced Corporate Accounting .

10. Details of Paper Published / Presented:

Publication: ISSN with Impact Factor / ISSN / IBN

Publication	2014-15	2015-16	2017-18	2018-19	2019-20	2020-21	Total
Impact Factor	--	--	3.017		6.5	6.2	
ISSN	--	--	--	1	2	1	4
ISBN	1	2	1	--	--		4
Total	1	2	1	--	2	1	8

DETAILS OF PUBLICATIONS

1. S. Maris Shinia Clarissia (2014) "Celebrity Endorsement and Brand Personality – An Indian Perspective" Journal of Education In Twenty First Century, APH Publishing Corporation, Vol.1, issue (1), Jan- Dec 2014, PP(20-25), ISSN No: 2394 - 7845.
2. S. Maris Shinia Clarissia (2015) "A Study on the Role of Celebrity Endorsers in Endorsing a Product Line," Journal of Exclusive Management Science (A Monthly International Journal), Archers & Elevators Publishing House Vol.4, issue (9), Sep, 2015, PP(7-13), ISSN No: 2277-5684.
3. S. Maris Shinia Clarissia (2015) " Celebrity Endorsement And Brand Personality- An

Indian Perspective," Multi- Dimensional Approaches in Inter Disciplinary Relevance ,UGC Sponsored National Conference organized by Women Study Centre,APH Publishing Corporation, Vol.1, issue (1), Jan- Dec 2014, PP(20-25), ISSN No: 2394 - 7845.

4. S. Maris Shinia Clarissia (2017) "A Study on the Role of Celebrity Endorsers and the Impact Created by them in Marketing of Products and Services among college going women students" Shanlax International Journal of Commerce' (A Peer- reviewed- Refereed Scholarly Quarterly Journal with Impact Factor), Vol.5, Special Issue (2), Sep, 2017, PP(7-13), ISSN No: 2320-4168.
5. Dr. S. Maris Shinia Clarissia (2018) "A Study on the Continuing Rapid Developments and Strategic Intelligence Adopted by Communication Media Industry in India" International Journal of Management and Social Sciences (IJMSS), Volume 8(1.2) September 2018, p-ISSN 2249 – 0191::e-ISSN 2349 – 9761 of SPEAK FOUNDATION.
6. Dr. S. Maris Shinia Clarissia (2019) "A Study On Ansoff Matrix Technique: As A Growth Strategy And An Adaptive Learning Technique Adopted In The Leading Brand Of Products" A Journal of Composition Theory(JCT), Issue 9, Volume 12 (Sep 2019)..
7. Dr. S. Maris Shinia Clarissia (2019) "Study On The Impact Created By Customer Relationship Services Provided By Social Media Marketers In Tiruchirappalli District" . The International Journal of Analytical and Experimental Modal Analysis, Vol 11, Issue 9, Sep-2019.
8. Dr. S. Maris Shinia Clarissia (2021) " A Study on the effectiveness of Coupon codes as a promotion strategy adopted by various online shopping sites in India" Sambodhi Journal, Vol 44, No.1(VI) Jan-March 2021.

DETAILS OF PUBLICATIONS

No. of Publications: 04

Son	TITLE OF THE PROGRAMME	PLACE	TITLE OF THE PAPER	DATE
1	International Conference On "Cross Cultural Management"	Holy Cross College, (Autonomous) Tiruchirappalli	Cross Cultural Training	Oct.6&7, 2009
2	National Level Seminar on "Investra 2009"	Sastra University, (Autonomous) Tiruchirappalli	Investment Strategies in the Financial Markets	Oct. 21, 2009

3	Natinal Conference on “Modern Dyanamics In ECommerce”	St. Joseph College (Autonomous), Tiruchirappalli.	A Study on the Effects of Product Endorsements by celebrities on Consumers.	March 7, 2014
4	National Conference on “Issues and Challenges of Service Sector in India”	Holy Cross College, (Autonomous) Tiruchirappalli	Trade Related Services & IT enabled Services.	Jan. 7, 2015
5	National Conference on “Multi-Dimensional Approaches- InterDisciplinary Relevance”	Holy Cross College, (Autonomous) Tiruchirappalli	Celebrity Endorsement and Brand Personality	Feb. 6, 2015
6	International Seminar on “Green Management”	St. Joseph College (Autonomous), Tiruchirappalli.	Green Consumerism	Feb.12&13, 2015
7	Strategic Growth of Business in New India- Prospects & Challenges	Jamal Mohamed College (Autonomous), Tiruchirappalli.	A Study on the Role of Celebrity Endorsers and the Impact Created by them in Marketing of Products and Services among college going women students	Sept 23, 2017
8	Advancement In Business in Digital Era	Jamal Mohamed College (Autonomous), Tiruchirappalli.	A Study on the Continuing Rapid Developments and Strategic Intelligence Adopted by Communication Media Industry in India	Sept 20, 2018
9	Advancement In Business in Digital Era 2K19	Jamal Mohamed College (Autonomous), Tiruchirappalli.	A Study On Ansoff Matrix Technique: As A Growth Strategy And An Adaptive Learning Technique Adopted In The Leading Brand Of Products	Sep 25, 2019

10	Advancement In Business in Digital Era 2K19	Jamal Mohamed College (Autonomous), Tiruchirappalli.	A Study On The Impact Created By Customer Relationship Services Provided By Social Media Marketers In Tiruchirappalli District	Sep 25, 2019
11	Advancement In Business in Digital Era 2K21	Jamal Mohamed College (Autonomous), Tiruchirappalli.	A Study on the effectiveness of Coupon codes as a promotion strategy adopted by various online shopping sites in India	Feb 17, 2021

11. DETAILS OF THE WORKSHOPS AND FDP's ATTENDED

1. Participated in three-day NLP - Based Faculty Empowerment Programme organized by Internal Quality Assurance Cell at Jamal Mohamed College(Autonomous), Trichy-20 on 17, 19 &20 June 2017.
2. Participated in a one day National Level FDP on “Motivating the Motivators” organized by PG & Research Department of Commerce, Bon Secours College for Women, Thanjavur-06 on 10 Aug 2017.
3. Participated in a one day State Level Workshop on “GST- Principles & Practices” organized by Department of Business Administration,Jamal Mohamed College (Autonomous), Trichy – 20 on 11 Jan 2018.
4. Participated in a one day National Seminar on “Implementation and Management of GST in India” organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy – 20 on 25 Jan 2018.
5. Participated in the one- day Orientation programme on " Soft Skills Development" organized by the Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy - 20. On 22 Jun 2018.
6. Participated in the one- day Workshop on ' Improving Teaching Practices- A Strategic Approach' organized by the Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy – 20 On 23 Jun 2018.

- 7.** Participated in the Two- day UGC CPE Sponsored Workshop on “Professional Development for Academic Leadership in Curriculum Design” organized by the Curriculum Development Cell, Jamal Mohamed College (Autonomous), Trichy - 20, On 18 and 19 Jan 2019.
- 8.** Participated in the one- day Faculty Enrichment Workshop on' Publication Ethics and Plagiarism' organized by the Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy - 20. On 14 Jun 2019 .
- 9.** Participated in the one- day Faculty Enrichment Workshop on' Ownership Culture' organized by the Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy - 20.On 14 Jun 2019.
- 10.** Participated in the 5 days on Online Faculty Development Programme On “Evolution Of Teaching Learning Process – Post Covid 19” organized by Bharath Institute of Higher Education and Research (BIHER), Chennai On 11- 15 May 2020.
- 11.** Participated in the One Day Webinar on “ How to make the most out of Lockdown” Organized by Mangalayatan University, Aligarh & JMS Advisory Services Pvt Ltd, Ahmedabad On 18 May 2020.
- 12.** Participated in the One Day National Webinar titled “Understanding and Decoding Fake news" organized by Department of Mass Communication, St. Francis College for Women, Begumpet On 19 May 2020.
- 13.** Participated in the One Day National Level Workshop on “Export Procedures and Promotion – NWEF” held on 21st Feb 2020, Organized by Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy.
- 14.** Participated in the three days online Research Methodology Workshop from 12th to 14th April 2020, organized by REST society for Research International (RSRI), Krishnagiri.
- 15.** Participated in the “COVID-19 Pandemic Awareness E-Art Competition Conducted by Vinayaga Missions College of Pharmacy, VMRF-DU, Salem from 29th April to 1st May 2020.
- 16.** Participated in the Online Curriculum Workshop on introducing BBA/MBA curriculum conducted by Department of Commerce and Financial Studies, Bharathidasan University, Trichy, on 15th Dec 2020.

- 17.** Participated in a Webinar on “Banco Life- Career Opportunities in Banking Sector” on 15th Dec 2020, Organised by Soundarya Institute of Management and Science in Association with IQAC, Soundarya Nagar, Bengaluru.
- 18.** Participated in a Online Curriculum workshop on “introducing BBA/MBA Rural Management Curriculum” held on 15th Dec 2020, Organised by Department of Commerce and Financial Studies, Bharathidasan University, Trichy.
- 19.** Participated in an International Webinar on “Anti-Caste Politics and Environmental justice- Chapter 4” held on 19th Dec 2020, Organised by Seshadripuram Evening Degree College of Engineering, Mylavaram, Andhra Pradesh.
- 20.** Participated in a 4-day Online workshop on “Covid-19- Resurgence of Entrepreneurship and Start-ups at Indian glance” from 25th May to 28th May 2020, Organised by Lakireddy Balireddy College, In Association with ARPC, Bengaluru, Karnataka.
- 21.** Participated in a One day National Webinar on “Strategy for managing personal finance including Mutual Funds and NPS” held on 5th Jan 2021, Organised by Maulana Azad national Urdu University, School of Commerce and Business Management, in Collaboration with AMPI, Gachibowli, Hyderabad.
- 22.** Participated in a National Webinar on “Footsteps towards commercialisation of Research work” on 29th Jan 2021, Organised by Research Cell, Dr. Ambekar College, Dheekshabhoomi, Nagpur in Association with Intellectual Coolie LLP (IP Firm).
- 23.** Participated in a 4-day Faculty Development Programme on “Pedagogical Innovations and Experimentation in Enhancing Learning Effectiveness for GEN Alpha” from 4th Feb to 7th Feb 2021, Organised by Department of BBA (CA) & BBA Logistics, Hindustan College of Arts and Science, Coimbatore.
- 24.** Participated in a One day International Conference in Virtual Mode on “Indian Economy Strengths and Weaknesses” on 17th March 2021, Organised by PG department of Commerce, Aiman College of Arts and Science for Women , Trichy-21.
- 25.** Participated in a One week Faculty Development Programme on “Research Methodology” from 26th April to 1st May 2021, Organized by Amar Seva Mandal’s Kamla Nehru Mahavidyalaya, Nagpur.

- 26.** Participated in a Faculty Development Programme on “Research Funding Agencies” on
29th May 2020, Organised by Research Forum in Collaboration with IQAC, St. Anne’s. Degree College for women, Halasuru, Bengaluru.
- 27.** Participated in the Six Days National Level Faculty Enrichment Programme on “Multi Dimensional Approaches to Research in Social Science” held on 16st Jun 2021 to 22nd Jun 2021, Organized by PG Department of Commerce. KSR College of Arts and Science for Women, KSR Kalvi Nagar, Tiruchengode, Namakkal (DT), Tamilnadu.
- 28.** Participated in a 5-day Online Faculty Enrichment Programme on 21-06-2021 to 25-06-2021, Organised by Internal Quality Assurance Cell (IQAC), Jamal Mohamed College (Autonomous), Trichy.
- 29.** Participated in the One Day Faculty Enrichment Programme on “Art of writing in Indexed Journal Publications” held on 28st Jul 2021, Organized by Department of Library Administration in Association with the Internal Quality Assurance Cell (IQAC) , Jamal Mohamed College (Autonomous), Trichy.
- 30.** Participated in a Webinar on “Personal Finance Literacy (Learn to manage your personal income) organized by the PG Department of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 18-08-2021.
- 31.** Participated in a Webinar on “Information & Cyber Security organized by the PG Department of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 23-08-2021.

Presentation/ Participation: International / National / State / Regional - Seminar /Conferences.

YEAR	PRESENTED IN SEMINAR / CONFERENCE				PARTICIPATED IN SEMINAR / CONFERENCE			
	I C	N C	S / R	TOTAL	I C	N C	S / R	TOTAL
2014-15	01	--	--	01	01	--	--	01
2015-16	--	01	--	01	--	01	--	01
2016-17	--	--	01	01	--	--	01	01
2017-18	--	01	--	01	01	01	--	02
2018-19	01	--	--	01	01	--	--	01

2019-20	--	01	--	01	01	01	--	02
2020-21	01	--	--	01	01	03	--	04
2021-22					02	04	05	11

12. ACADEMIC & PROFESSIONAL ACHIEVEMENTS:

- 1) Won the College First “Gold Medal” in M.Com in St. Joseph's College, Trichy.
- 2) Acted as a Women Students Secretary in St. Joseph’s College, Trichy.
- 3) Held a position as a HRD coordinator & 2 months for 5 years in Holy Cross College, Trichy.
- 4) Held a position as a Career Guidance Counsellor for 5 years & 2 months in Holy Cross College, Trichy.
- 5) Held a position as a Placement Officer for 5 years & 2 months in Holy Cross College, Trichy.
- 6) Acted as a Resource Person for the Students Empowerment programme organized by the Department of Social Work, Holy Cross College, Trichy.
- 7) Acting as an effective Soft-skill trainer for 4 years in PG & Research Department of Commerce, Jamal Mohamed College, Trichy.
- 8) Acted as an Organizing Secretary for the One Day National Conference On
“Advancement in Business in the Digital Era”, organized by PG Department of Commerce (SF), Jamal Mohamed College, Trichy on 23-09-2019.
- 9) Completed an Online NPTEL course organized by SWAYAM on “ Developing soft skills and personality” with a Silver medal.
- 10) Holding a position as a Placement Officer in PG & Research Department of Commerce (SFWomen), Jamal Mohamed College, Trichy.
- 11) Running a separate YouTube Channel “Learn & Shine” which is an exclusive Educational forum.
- 12) Organized the event “Best Manager” for the two consecutive years 2019 & 20 in an Intercollegiate meet “COMFEMME”.
- 13) Completed an Online Course on “Futuristic Accounting Techniques” organized by Indian Accounting Research Association(IARA).
- 14) Completed an Online Course in “Essence of Research Methodology” organizes by PG Department of Commerce, Jamal Mohamed College, Trichy.
- 15) Acted as a resource person by giving a guest lecture on the topic “ How to Ace an interview?” in BMS College for women, Basavangudi, Bangalore on 30-05-2020.
- 16) Gave a guest lecture on “ Career Opportunities Available for Commerce graduates” organised by placement cell, Jamal Mohamed College on 15-03-2021.

- 17) Gave a guest lecture on the Placement Orientation Training Programme on the topic. “ Grab Your Opportunities” organised by Placement cell in Association with Communication Training Centre, Jamal Mohamed College on 31-01-2023.
- 18) Was Honored as a Chief Guest for the Kindergarten Graduation Day conducted by Shrine Vailankanni Matriculation Higher Secondary School, Renga Nagar, KK Nagar, Trichy-21 on 31-03-2023.

13. LIST OF E-CONTENT's PREPARED:

1. E-Content on the topic Factoring Vs Forfeiting in Financial Services.
2. E-Content on the topic Liquidation of Companies in Corporate Accounting.
3. E-Content on the topic Acing an Interview in Soft Skills Development.
4. E-Content on the topic Sales Promotion Tools and Techniques in Marketing.
5. E-Content on the topic Factors Affecting Promotion in Marketing.
6. E-Content on the topic Models of Advertising in Marketing.
7. E-Content on the topic Composition Levy Scheme in Goods and Services Tax.
8. E-Content on the topic Reverse Charge Mechanism in Goods and Services Tax.
9. E-Content on the topic Grab Your Opportunities in Soft Skills Development.
10. E-Content on the topic Tips to Maximize Your Abilities in Soft Skills Development.

DECLARATION

I hereby declared that all the above information is true to the best of my knowledge and belief.

Place: Trichy-20

Yours Faithfully

Date:
CLARISSIA)

(Dr. S.MARIS SHINIA