



Name : Dr. I. Sheeja
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Designation : Assistant Professor
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Qualification : M.Com., MBA.,M.Phil., Ph.D., NET
Teaching Experience :12 years
PUBLICATIONS :

Book

1. **Sheeja. I.**, and Antony Thanaraj X.,(2012), “Growth and recovery performance of Lead Bank”, **Discovery publishing house Pvt.Ltd**, New Delhi.

Article Published in Journal

1. **Sheeja. I.**, and Antony Thanaraj X.,(2019) “Customer perception of E-banking services: SBI in Kanyakumari district”, **Management in Government**, New Delhi. Vol:XXXXI, No.3, pp 73-86.
2. **Sheeja. I.**, (2015) “A study on problems of women domestic workers in unorganized sector”, **Commerce Times**, November issue. (**Impact Factor: 0.818**)
3. **Sheeja. I.**, (2018) “Women workers in unorganised sector : Problems and expectations”, **International journal of basic and applied research**, Volume 8 Number 8. (**Impact Factor: 5.86**)
4. Arul Shanthi.A. **Sheeja.I.**,(2019) “Customer Perception Of Online Banking Services In Private Sector Banks” **History Research Journal**, Vol-5-Issue-6- November-December (**Impact Factor: 5.2**)

5. Arul Shanthi.A & **Sheeja.I.**, (2020) “A study on Customer satisfaction towards online banking services in Kanyakumari”, **Studies in Indian place names**, Vol-40-Issue-50-March-2020.
6. Selvarani..N, **Sheeja. I.**, (2020), “Factors influencing employees engagement in small scale industries in Kanyakumari Economy” **International Journal of Innovative research in technology**, October 2020 & 197-200
(**Impact Factor: 0.76**)
7. Aameena. M. **Sheeja.I.** (2021) “A study on online shopping behaviour of working women in Nagercoil” **Journal of the Maharaja Mayajirao Miversity of Baroda**, Vol- 53, no 3 (II).
8. Arjun. R, **Sheeja I.**, (2022) “An analysis of Relationship Marketing Strategy on Customer Loyalty in Commercial Banks”, **Journal of Positive School Psychology**, vol.6 No.5.(Scopus)

Article Published in Book:

1. **Sheeja. I.**, and Antony Thanaraj X., (2009), “A study on Consumer Behaviour towards Passenger cars in Kanyakumari District”, **International conference on Marketing in Asia Pacific Issues and Challenges**”, Macmillan Publishing India Ltd., New Delhi. pp: 289-292.
2. **Sheeja I.**, Brintha S. N., and Antony Thanaraj X.,(2010), “Customer Perception of E-Banking Services Provided by State Bank of India in kanyakumari District”, **Information Technology Enabled Management**, Scitech Publications (India) Pvt. Ltd., Chennai, pp: 82-90.
3. Brintha S.N., **Sheeja. I.** and Antony Thanaraj. X., (2011), “Problems and prospects of women workers in Brick industry” **Exploring Issues of Women in Unorganized sector**, Novel corporation, Chennai, pp: 338-345.
4. **Sheeja.I.**, (2014), “Job stress and social support among the bank employees in Kanyakumari Distrist”, **Contemporary Business Conundrum**, B-Digest Publications, Nagercoil, pp: 15-22.

PROJECT DETAILS

S.No	Title of the Project	Funding Agency	Sanctioned Order No. & Date	Total Grant	Ongoing /Completed
1.	Problems and prospects of women workers in unorganized sector	UGC	MRP-SEM/UGC-SERO&November 2014	60000	Completed
2	Market potential of Mundum Neriathum in the three Southern District of Tamilnadu	Lumia Prowess Ltd.	MRS/MN/3&01.02.2020	360000	Completed

RESEARCH SUPERVISION

Number of Scholars

a) Completed: 2

b) Ongoing: 3

AWARDS RECEIVED

- International Academic Excellence Award 2024 by DMI .St .John Baptist University Malawi, Central Africa.
- National Excellence Award by Welred Foundation in the year 2024
- Academic Excellence TamilNadu State Award 2024by Rabindra Ratna Puraskar National Committee Veyil Foundation Recognised by Government of India

Membership

Member - Editorial board of the Researchers World - Journal of Arts Science & Commerce