

Mrs.JEEVITHA E

Assistant Professor,
Department of Management Studies,
Bishop Heber College,
Tiruchirappalli - 17.

E-mail : jeevitha.raakesh@gmail.com

Phone : 9443351968

Web:

Qualification

Degree	Branch	Institution / University	Year of Passing
M Phil	Management Studies	Bishop Heber College	2017
MBA	Finance & Operations	College Of Engineering/Anna University	2008
B.E	Electronic and communication	Saranathan College/Anna University	2005

Ph.D. Details

Title of Thesis	Area of Specialization	Research Centre	Year of Award
Underinsurance of Life Insurance Policyholders in Tiruchirappalli District	Insurance Marketing	Bishop Heber College	
Research Supervisor Dr. Michael David Premkumar			

Cleared NET / SET :	Details	Year of Passing
NET		2013

Cleared NET / SET :	Details	Year of Passing
SET	04160116	2012

Cleared NET / SET :	Details	Year of Passing
NET		2013

Work Experience

Name of Institution	Address of Institution	Designation	From	To
ICICI Bank Ltd		Assistant Manager	25/08/2008	02/09/2012
ICICI BANK Ltd	Srirangam Branch	Assistant Manager - I	25-08-2008	02-09-2013

Teaching / Research Experience**U.G. :** 5 yrs**P.G. :** 4 yrs**M.Phil.****Ph.D.****Field Experience**

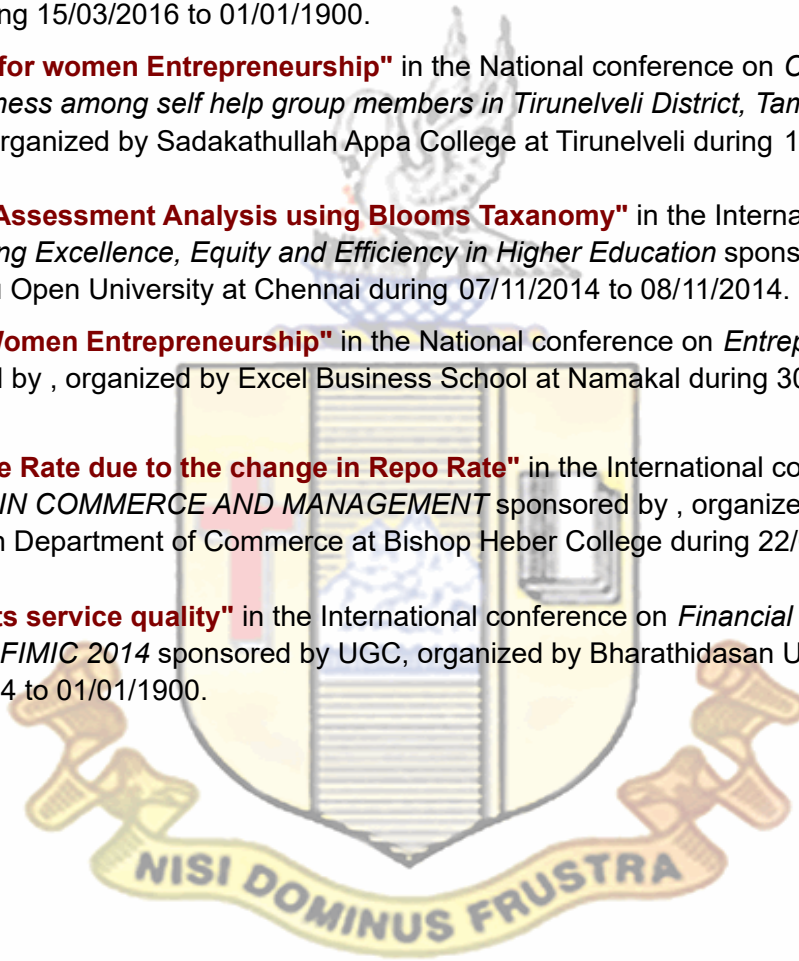
Type	Name of the Sector	Designation	From	To
Industry	ICICI Bank	Deputy Branch Manager	8/25/2008	9/2/2013

Table of Contents

1.	Conferences / workshops / Seminars Attended	10
2.	Research Papers Presented	8
3.	Publication in Journals	7
4.	Publication in Books	0
5.	Books Published / Edited	1
6.	Conferences / Workshops / Seminars Organised	0
7.	Research Projects	0
8.	Resource Person	1
9.	Consultancy	0
10.	Awards Recieved	0
11.	Patent	0
12.	Extension Activities Undertaken	0
13.	Professional Membership	0
14.	M.Phil. / Ph.D. Produced	0 / 0

1. College level Workshop on **"A Two Day Workshop on E-Resources"** sponsored by PG & Research Department of Library and Information Sciences, Bishop Heber College, organized by PG & Research Department of Library and Information Sciences, Bishop Heber College, at Trichy during 26/03/2021 to 27/03/2021.
2. International level Workshop on **"Day long International Workshop on the pathway to successful Research Agenda"** sponsored by Department of Commerce and Management Studies organized by Bharathidasan University at Trichy during 14/11/2018 to 14/11/2018.
3. College level Workshop on **"One day Workshop on Examinations and Evaluation Reforms"** sponsored by Internal Quality Assurance Cell organized by Bishop Heber College at Trichy during 10/03/2018 to 10/03/2018.
4. National level Workshop on **"5 day national level training programme on Thesis Writing"** sponsored by Centre for Technical and academic writing organized by Bharathidasan University at Trichy during 30/10/2017 to 03/11/2017.
5. College level Workshop on **"Curriculum Design and Evaluation Techniques"** sponsored by DBT organized by Bishop Heber College at Trichy during 21/11/2016 to 22/11/2016.
6. College level Workshop on **"Workshop on R Programming"** sponsored by IQAC, Bishop Heber College organized by IQAC, Bishop Heber College at Trichy during 02/04/2016 to 02/04/2016.
7. College level Workshop on **"Optimizing Research Tools and Techniques"** sponsored by PG and Research Department of Library and Information Science organized by PG and Research Department of Library and Information Science at Bishop Heber College, Trichy during 22/08/2015 to 01/01/2016.
8. College level Refresher on **"Capacity Building Programme"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 06/08/2015 to 01/01/2016.
9. National level Workshop on **"Emerging Trends in Business Research"** sponsored by Department of Commerce and Financial Studies, Bharathidasan University organized by Department of Commerce and Financial Studies, Bharathidasan University at Trichy during 18/04/2015 to 01/01/2016.
10. International level Conference on **"Applied Research in Commerce and Management"** sponsored by Post Graduate and Research Department of Commerce organized by Post Graduate and Research Department of Commerce at Bishop Heber College, Trichy during 22/01/2014 to 22/01/2014.

1. **"A Study of Life Insurance Schemes of Indian Government"** in the International conference on *Advancement in Business in the Digital Era 2021* sponsored by , organized by Jamal Mohamed College at Trichy during 17/02/2021 to 17/02/2021.
2. **"A Study on Wholesalers Perception about Abirami Vanaspathi Industries"** in the International conference on *Creating Management Noema* sponsored by , organized by Department of Management Studies at Bishop Heber College, Trichy during 09/03/2018 to 01/01/1900.
3. **"An analysis on reasons for low life insurance penetration in India"** in the National conference on *Online marketing of services in the globalisation era* sponsored by , organized by Sourasthra College at madurai during 15/03/2016 to 01/01/1900.
4. **"Financial Assistance for women Entrepreneurship"** in the National conference on *Creating Entrepreneurship awarness among self help group members in Tirunelveli District, Tamilnadu* sponsored by ICSSR, organized by Sadakathullah Appa College at Tirunelveli during 18/02/2015 to 01/01/1900.
5. **"Universities Student Assessment Analysis using Blooms Taxanomy"** in the International conference on *Enhancing Excellence, Equity and Efficiency in Higher Education* sponsored by , organized by Tamilnadu Open University at Chennai during 07/11/2014 to 08/11/2014.
6. **"Factors Facilitating Women Entrepreneurship"** in the National conference on *Entrepreneurial Competency* sponsored by , organized by Excel Business School at Namakal during 30/01/2014 to 01/01/1900.
7. **"Impact on Banks Base Rate due to the change in Repo Rate"** in the International conference on *APPLIED RESEARCH IN COMMERCE AND MANAGEMENT* sponsored by , organized by Post Graduate and Research Department of Commerce at Bishop Heber College during 22/01/2014 to 22/01/2014.
8. **"Bancassurance and its service quality"** in the International conference on *Financial Markets: Issues and Challenges FIMIC 2014* sponsored by UGC, organized by Bharathidasan University at Trichy during 04/01/2014 to 01/01/1900.



1. **"A STUDY ON LIFE INSURANCE SCHEMES OF INDIAN GOVERNMENT"** published in WESLEYAN JOURNAL OF RESEARCH (PEER REVIEW) Vol. 14, Issue No. 1 (III), March 2021 ISSN : 0975-1386.
Impact factor , Scopus Index No, h - index 0, Citation index 0
2. **"Variability in online tools for calculating life cover of life insurance policies in India"** published in Kala Sarovar (PEER REVIEW) Vol. 23, Issue No. 7, December 2020 ISSN : 0975-4520.
3. **"Mortality Protection Gap"** published in of Life Insurance policyholders in India (PEER REVIEW) Vol. 25, Issue No. 8, December 2020 ISSN : 0975-7945.
4. **"Challenges faced by Life Insurance Policyholders in India with reference to Marketing Mix adopted by the Life Insurance Companies"** published in Journal of the Gujarat Research Society (PEER REVIEW) Vol. 21, Issue No. 16s, December 2019 ISSN : 0374-8588.
5. **"An Analysis on Various Approaches used for determining the life insurance cover for Policyholders in Life Insurance Industry in India"** published in International Journal of Management Studies (PEER REVIEW) Vol. IV, Issue No. I, January 2019 ISSN : 2249-0302.
6. **"Agents perception on low life insurance penetration in India with reference to Trichy District of Tamilnadu"** published in International Journal of Entrepreneurship and Business Environment Perspectives (PEER REVIEW) Vol. 7, Issue No. 2, July 2018 ISSN : 2279-0918.
Impact factor , Scopus Index , h - index 6, Citation index
7. **"A Comparative Study on Interest Rates of Chit funds and Personal Loans"** published in GE International Journal of Management Research (E-JOURNAL) Vol. 4, Issue No. 4, April 2016 ISSN : 2321-1709.

Books Published / Edited

- 1

- * Dr. Michael David Premkumar . **Investment Management**. Trichy : Department of Management Studies, Bishop Heber College , August 2018.

TRAINING PROGRAMME

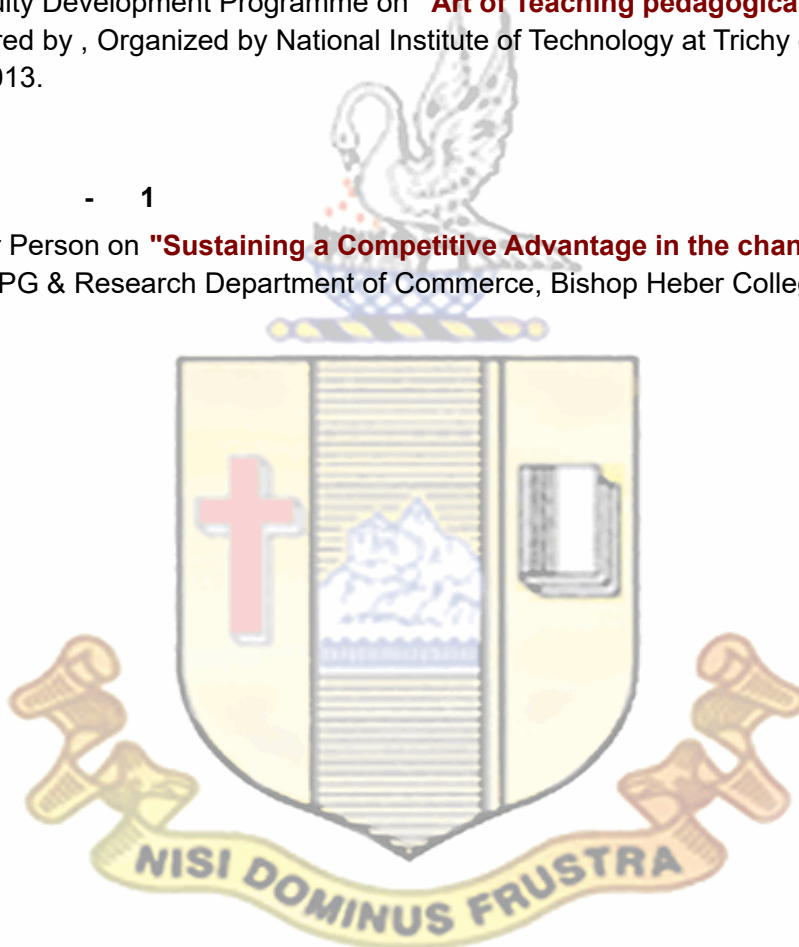
- 4

- # COLLEGE level Faculty Development Programme on **"Case Study methods of Teaching"**
Sponsored by , Organized by PG & Research Department of Managment Studies, Bishop Heber College at Trichy during 17/11/2017 - 18/11/2017.
- # STATE level Faculty Development Programme on **"Structural Equation Modeling using AMOS"**
Sponsored by , Organized by Eswari Engineering College at Chennai during 11/05/2017 - 01/01/1900.
- # NATIONAL level Faculty Development Programme on **"Art of Teaching pedagogical tools and techniques"** Sponsored by , Organized by Velammal Engineering college at Chennai during 04/08/2016 - 05/08/2016.
- # NATIONAL level Faculty Development Programme on **"Art of Teaching pedagogical tools and techniques"** Sponsored by , Organized by National Institute of Technology at Trichy during 18/11/2013 - 22/11/2013.

RESOURCE PERSON

- 1

1. International level Chair Person on **"Sustaining a Competitive Advantage in the changing business scenario"** at PG & Research Department of Commerce, Bishop Heber College, Trichy, 12/09/2018.



Signature of Staff
(JEEVITHA E)