

Name	Dr. G. Maria Delicia Helina
Qualification	M.Com.,M.Phil.,Ph.D.,
Designation	Assistant Professor
Year of Joining	18.07.2022
Specialization	Banking, Finance
Email id	delicia2002@gmail.com



Seminars/Workshops/FDP

Date	Paper Presented/ Participated	Topic/ Title of the Paper	Organized by	Workshop/ Seminar /FDP/Webinar/Conferences	Type
25.07.2024	Participated	Professional Growth and Wealth Management	Department of Commerce SSC, St. Mary's College (Autonomous), Thoothukudi	Conference	International
27.03.2024	Participated	Innovation And Intellectual Property Rights For Multidisciplinary Research	Nazareth Margoschis College Nazareth - - 628617 (Affiliated To Manonmaniam Sundaranar University, Tirunelveli) Department Of Commerce(Aided)	Conference	International
13.03.2024	Participated	Embracing Ambition: Empowering women to Dream Big in Business	Department of Commerce (SSC) St. Mary's College(Autonomous), Thoothukudi	Conference	International
13.03.2024	Participated	Plagiarism: Ways and Means to Curb the Menace in AI World	Library Committee of St. Mary's College (Autonomous), Thoothukudi	Webinar	Institutional

5.02.2024- 7.02.2024	Participated	Leadership Skill for Teachers	ICT Academy- Sathakadhulla Appa College	3 days FDP	National
20.01.2024	Participated	Navigating Consultancy, Filing Patent & Designing Research Article :Insights and Stratagies	IQAC & The Marian Research Forum St. Mary's College(Autonomo us), Thoothukudi	Seminar	National
11.12.2023	Participated	"Avoiding Predatory Publishing: Guidelines for Choosing Quality Journals in the Digital Age	The Marian Research Forum, St.Mary's College (Autonomous), Thoothukudi	Online Workshop	National
15.10.2023	Paper Presented	Exploring Millets: A Comprehensi ve survey on Consumption Patterns,Econ omic Impact and Awareness Levels.	Global Research conference (Paper Presentation Marathon) CHOLAN BOOK OF RECORDS & RESEARCH EXCELLENCE AWARD	Conference	International
07.09.2023	Participated	"Chat GPT and other Artificial Intelligence(AI) Tools for Classroom Teaching and Research"	Library Committee and Institution's Innovation Council, St.Mary's College(Autonomo us), Thoothukudi on 07th September 2023.	Workshop	Institutional
1.09.2023	Participated	Intellectual Property Rights in Academic Institutions(Hy brid mode)	Patrician College of Arts & Science In collaboration with Patent Information Center (Govt. of Tamil nadu) Chennai & TIFAC	Workshop	National

10-03-2023	Paper Presented/ Participated	A Study Of Saving And Investment Pattern Of Salaried Class People With Special Reference To Thoothukudi	Arunachala College of Engineering for Women National Conference Proceedings "Multidisciplinary Research and Innovation NCMRI 2023". ISBN:978-9394428-52-2 pp. 259	Conference	National
03-04-2023	Participated	Cognizance and Repercussion of Social Media Marketing in Current Scenario	Department of Commerce (SSC) St. Mary's College(Autonomous), Thoothukudi	Seminar	National
06-02-2023 to 13-02-2023	Participated	E-Content: Design& Application	Department of Management,Kristu Jayanti College(Autonomous),Bengaluru	7 days	National FDP
16-09-2022	Participated	Digitalization for Smart Future	St. Mary's College(Autonomous),Thoothukudi	Seminar	National
19-03-2022 to 02-03-2022	Participated	'Free Online Tools for Easy, Effective and Impactful Research'	The Central Library, MV Muthiah Government Arts College for Women, Dindigul, Tamil Nadu	Webinar	ICSSR, New Delhi sponsored Two Days online National
25-05-2022	Participated	Financing Sustainable Development and the Potential Role of South Cooperation.	Sona College of Arts and Science, Salem	Webinar	National
28-02-2022	Participated	"Analysis of Union Budget 2022-23"	Department of Economics, Universal School of Administration, Bengaluru	1 day	National Level Faculty Development Program
08-11-2021 to 12-11-2021	Participated	Soft Skills for Capacity Building	St.Joseph Academy Soft skill, St.Joseph's College (Autonomous) Thiruchirapalli	5 days	Online International FDP
18-02-2021	Participated	'Intellectual Property Rights –	UGC Scheme STRIDE Component –	Webinar	National

		Concepts and Creation	IV.O.Chidambaram College, Thoothukudi		
28-12-2020	Participated	'Current Trends in Commerce Education'	The IQAC & Department of Commerce, V.O. Chidambaram College, Thoothukudi, In association with E Box Colleges, Coimbatore	Online Webinar	National
26-06-2020	Participated	"Post Covid Scenario in Education Sector: Challenges and Opportunities"	Don Bosco College of Arts and Science, Keelara, Thoothukudi	Webinar	National
15-06-2020 to 17-06-2020	Participated	Research Capacity Building under UGC STRIDE'	V.O.Chidambaram College, Tuticorin	3 days	FDP
08-06-2020	Participated	'Implementation of Covid 19 on financial sector'	V.P Institute of Management Studies and Research, Sangli	Webinar	International
07-05-2020	Participated	"Cyber Crime during Corona Virus era; it's prevention and protection"	Mithibal College of Arts, SVKM, Mumbai.	Webinar	National
14-05-2020	Participated	Career Opportunities in Investment and Banking Operations & ITCS .	CISI-UK as part of the Indian & Global Finance Symposium 2020	Webinar	National
13-05-2020	Participated	'Current Scenario of E-Commerce Business'	Rathinam College of Arts and Science, Coimbatore .	Webinar	National
04-05-2020	Participated	Post Covid-19 Job opportunities and entrepreneurial possibilities – Indian and Global Scenario an analysis.	EDC Cell of Francis Xavier College, Tirunelveli, Tamilnadu	Webinar	National
03-05-2020	Participated	"Cyber Security During Covid-19"	Smt.Kamaladevi Gauridutt Mittal College	Webinar	National

25-04-2020	Participated	“Fine Tuning Research Planning using Elsevier Tools; Science Direct, Scopus and Mendely”	K.J.Somaiya College of Science and Commerce(Autonomous), Mumbai in collaboration with Elsevier	Online Workshop	National
22-04-2020 to 28-04-2020	Participated	Programme on entrepreneurship; research, critical thinking and innovations	Indian Academic Researchers Association, Tiruchirappalli in association with EDC, Acharya Institute of Graduate Studies, Bangalore	One week	online faculty development
18-04-2020 to 20-04-2020	Participated	Research Methodology workshop	REST Society for Research International (RSRI), Krishnagiri, Tamilnadu.	Three days online workshop	National
12-04-2020 to 14-04-2020	Participated	‘Research Methodology workshop’	REST Society for Research International (RSRI), Krishnagiri, Tamilnadu	Three days online workshop	National
20-04-2020 to 21-04-2020	Participated	Self Development’	Department of Business Administration on Sri Sharadha Niketan College of Science for Women, Karur.	Two days online’ workshop	National
22-04-2020 to 28-04-2020	Participated	Programme on entrepreneurship; research, critical thinking and innovations	Indian Academic Researchers Association, Tiruchirappalli in association with EDC, Acharya Institute of Graduate Studies, Bangalore	One week	online faculty development
13-05-2020 to 19-05-2020	Participated	‘Innovative Teaching and Learning Practices’(Framework, Methodology, Course outcomes and Assessment Settings) .	Center for Research Consultancy and Publications, VIMS B-School, Coimbatore	One week	Faculty Development Programme
15-06-2020 to 17-06-2020	Participated	Research Capacity Building	V.O.Chidambaram College, Tuticorin	3 days	UGC STRIDE’ scheme FDP

14-05-2020	Participated	‘Covid -19 Impact on Education’	IIIER International youth society	1	Online Faculty Development Programme
23-02-2019	Participated	E-Content Development	Holy Cross Home Science College	1	Faculty Development Programme
23-03-2019	Participated	UGC-NTANET/SET Preparatory Programme	Research and development committee and library in Holy Cross Home Science College	Workshop	Institutional
16-10-2018	Participated	“Impact of GST Implementation”	Kamaraj College, Thoothukudi	Workshop	State
01-03-2018	Participated	Innovations and Modern Practices in Global Business Management	St.John’s College,Tirunelveli.	Conference	International
21-09-2017 to 22-09-2017	Participated	Emerging Trends in Global Accounting, Finance and Taxation	Kristu Jayanti College, Bengaluru	Conference	International
19-08-2016	Paper Presented/Participated	"MicroFinance Instrument for Women's Empowerment / Micro Finance and Entrepreneurship	V.O.C College, Thoothukudi	Seminar	National
11-01-2016 to 12-01-2016	Participated	“Trend of MicroFinance in the Indian Context”	St. Mary’s College, Thoothukudi	Seminar	National
19-02-2015	Participated	Data Analysis for Business Research “DABUR 2015”	SCAD College of Engineering and Technology, Nagercoil	Workshop	National
29-01-2015 to 30-01-2015	Participated	Innovation in Student – Centered Teaching– Learning Process in 21st Century	St.Xavier’s College Palayamkottai	Seminar	National
19-09-2014 to 20-09-2014	Participated	Retail Marketing in India –	Urumu DhanaLakshmi College, Trichy	Seminar	National

		Problems and Prospects			
29-01-2013	Participated/ Presented	Micro Finance MIFI2013	Holy Cross Home Science College, Thoothukudi	Seminar	National
30-03-2012 to 31-03-2012	Paper Presented/ Participated	Quality Enhancement in Teaching Learning Process	Holy Cross Home Science College, Thoothukudi	Seminar	National
09-02-2012 to 10-02-2012	Paper Presented/ Participated	Multi Level Interventions for Financial Inclusion	St.Xavier's College, Palayamkottai	Seminar	National
02-02-2012	Participated	CRM in Banking and Insurance Sector	Govindammal Adinar College for Women, Tiruchendur	Seminar	State

PARTICIPATION IN QUIZ

25-05-2020	Participated	Sree Ayappa College for Women, Nagercoil	Online Assessment
19-06-2020	Participated	Rajeswari Vedhachalam Government Arts College, Chengalpattu	Online Quiz
15-06-2020	Participated	The Madurai Diraviyam Thayumanavar Hindu College, Tirunelveli	Online Quiz
05-02-2020	Participated	The Standard Fire Works Rajaratnam College for Women (Autonomous), Sivakasi	National Level Online Quiz
29-05-2020	Participated	Sri Parasakthi College for Women, Courtallam, Tenkasi	National Level E-Quiz
19-05-2020	Participated	S.S Duraisamy Nadar Mariammal College Kovilpatti	Online Assessment

Papers Published in Journals

Paper Title	Author (s)	Journal	Year	Volume	Issue (ISSN)	Page. n o
A Study of customer Perception Towards durable loan on Bajaj Finance with special reference to Thoothukudi.	G.Maria Delicia Helina ¹ Dr.V. Sornaganesh ²	Dogo Rangsang Research Journal UGC Care Group I Journal .	November 2020	Impact Factor: 7.12 Vol-10 Issue 11 No. 02	ISSN: 2347-7188	pp. 142 - 149

Customers Attitude towards NBFCs Complementary Role to Bank in Lending Practices	G.Maria Delicia Helina ¹ Dr.V. Sornaganesh 2	The International Journal of Analytical and Experimental Modal analysis	November 2020	UGC – CARE Approved Group II Journal An ISO :70212008 Certified journal Vol XII Issue XI	ISSN No:0886 9367.	pp 6946 99.
Start-Up – A Case Study of Fast Track Cabs’	G.Maria Delicia Helina ¹ Dr.V. Sornaganesh 2	International Conference on “Intellectual Property And Entrepreneurshi’ Our Heritage Journal	January 2020	Multidisciplinary UGC Care listed journal.	ISSN 0474-9030	pp. 813
An analysis of the attitude of investors towards financial assets in Thoothukudi	Dr.V. Sornaganesh 1, G.Maria Delicia Helina ²	International Conference on “Recent Trends in MultiDisciplinary Research’ on the topic “Paper Id. ICRTMDR_102 23 V.O.C College Thoothukudi International Journal of Recent Research Aspects	19TH & 20TH April 2018	Special Issue: Conscientious Computing Technologies	ISSN:23 49 - 7688	Pp. 569-576
Consumer Perception Towards Loan Scheme Of Shriram Finance.	G.Maria Delicia Helina ¹ Dr.V. Sornaganesh 2	IJETIR- International Journal of Emerging Technology and Innovative Research Journal of Emerging Technology and Innovative Research,.	April 2019	Vol 6, Issue 4	UGC Approved ISSN,23 49 -5162	Pp 388-396

A study on Green Marketing Practices in Thoothukudi	G.Maria Delicia Helina ² R.Tiffany ¹	Two days National Conference on Sustainable Green Business sponsored by ICSSR Shanlax International Journal of Management	March2018	Vol 5, Special Issue 3	UGC approved journal No.44278, ISSN 2321-4643	Pg No. 41-47.
Customer's Perception towards Muthoot Finance Ltd –A Study in Thoothukudi	G.Maria Delicia Helina ¹	International Journal of Informative & Futuristic Research	Nov 2017	Vol 5- Issue 3,	Impact Factor 4.781 ISSN:2347-1697	Pp 8858-8871
An Overview of Goods and Services Tax in India	G.Maria Delicia Helina ¹	International Journal of Multidisciplinary Research	February 2017	Vol 3 – Issue 2,	impact factor 0.811 , ISSN: 2349 - 8684	pp 2934.
"Micro Finance Instrument for Women's Empowerment"	G.Maria Delicia Helina ¹ Roweena P.Rayen ² Priscilla.C ³	International Journal of Informative & Futuristic Research	Sep 2016	vol 4 - Issue 1	Impact Factor 5.08,ISSN, 23471697 ,	pp 5005-5011
"Green Marketing Challenges and Opportunities"	G.Maria Delicia Helina ¹ J.Angel Beulah Graceline ²	Journal of Exclusive Management Science	February 2015	Special Issue	Impact Factor 2.78 , Print:ISSN 2320866X online:ISSN 2277-5684 , ,	PP 8490.

Papers Published in Journal indexed in Scopus

Paper Title	Author (s)	Journal	Year	Volume	Issue (ISSN)	Page.no
Rural And Urban Customer Satisfaction Towards The Services Of NBFCS In Thoothukudi District	G.Maria Delicia Helina	Journal of Xi'an Shiyu University, Natural Science Edition	January 2023	The Journal indexed in Scopus & UGC – CARE Approved Group II Journal VOLUME 19 ISSUE 01	ISSN: 1673064X	pp.10091023

Papers Published in Books/Proceedings

Paper Title	Author (s)	Name of the Book	Year	Volume	Issue (ISBN)	Page. no
A Study Of Saving And Investment Pattern Of Salaried Class People With Special Reference To Thoothukudi	G.Maria Delicia Helina	National Conference Proceedings "Multidisciplinary Research and Innovation - NCMRI 2023 ".	2023		ISBN:978-93-94428-52-2	pp.259
Problems and Prospects of EDI in Indian Retail Sector	G.Maria Delicia Helina	Proceedings of National Seminar on Retail Marketing in India : Problems and Prospects	2014			
"Financial Inclusion in Rural India: The Role of Micro Finance as a Tool"	G.Maria Delicia Helina	Proceedings of National Seminar on Micro Finance	2013	-	-	PP 100110.
"Role of Banks in inclusive growth of India through FDI"	G.Maria Delicia Helina ¹	Multi Level Interventions for Financial Inclusion St.Xavier's College, Palayamkottai on 9.2.2012 – 10.2.12	2012	-	-	
"Quality Enhancement In Education Through Information Communication Technologies (ICT)"	G.Maria Delicia Helina ¹	Proceedings of National Seminar on Quality Enhancement in Teaching Learning Process	2012	-	-	PP 90-97.

Online Course

Duration	Title	Organized by
25.12.2019	Customer Relationship Management .	Swayam Online Certificate Course Indian Institute of Management Bangalore

SPECIAL ISSUE EDITOR

Author (s)	Name of the Book	Year	Volume	Issue (ISBN)
G.Maria Delicia Helina ¹	Special Issue Editor 1 & 2 , Roots International Journal of Multidisciplinary Researches. A Peer Reviewed Referred & Quarterly Journal with Impact Factor	February 2017	Vol:3 Impact Factor 0.811	ISSN: 2349-8684

BOOK / CHAPTER PUBLISHED

Author (s)	Name of the Book/Chapter	Publications	Year	Volume	Issue (ISBN)	Page.no
G.MariaDelicia Helina ¹ Dr.V. Sornaganesh ²	Principles of Management	Charulatha Publications	Edition 2019	-	ISBN:978-81943152-85	Text Book
G.MariaDelicia Helina ¹ Dr.V. Sornaganesh ²	Marketing	Charulatha Publications	Edition 2019	-	ISBN:978-81943152-78	Text Book
Dr.G.Maria Delicia Helina	Business Transformation Through Information Technology And Management ‘Logistics Problems Of Micro, Small And Medium Enterprises In Selected Business Unit – A Special Reference To Thoothukudi’	Publisher: Min E Kavi (E-Development And Digital Publishing)	Edition 2022		ISBN: 9789391274-306	Pp 164

AS RESORCE PERSONS

Role	Title	Event	Organized by	Year
REVIEW BOARD MEMBER	Expert Panel Member	Shodh Pravartan Research Grant Project Review and Selection process	Centre for Research Kristu Jayanti College, Autonomous, Bengaluru	2023 – 2024
MODERATOR		CHOLAN BOOK OF RECORDS & RESEARCH EXCELLENCE AWARD	Global Research conference (Paper Presentation Marathon)	15 th October 2023

AWARD RECEIVED

Research Excellence Award for Global Research conference (Paper Presentation Marathon) CHOLAN BOOK OF RECORDS & RESEARCH EXCELLENCE AWARD organized on 15th October 2023.

MEMBERSHIP IN PROFESSIONAL SOCIETIES

Professional member of Cape Forum-You Trust, Reg. Under Indian Trust Act 1882 A Forum for the Personal Appraisal in Education and Research.Mem.no.GRC/P/2023

COURSE COMPLETED

Centre	Course	Year
CDAC- Gist PACE A Scientific Society of Ministry of Information Technology Government of India	Advanced Diploma in Computer Application	2001-2002
TEPL Tally Education	Tally Essential Level 2	28.11.2022