

RESUME



Name: Dr. A. Martina Franciska
Designation: Assistant Professor
Department: Commerce (Shift II)
Address: 75/9, Kamaraj nagar, Chidambarapuram,
Kalakkadu-627501

PERSONAL DETAILS

Date of Birth : 10/12/1987
Qualification : M. Com., M.Phil., NET., Ph.D.
Designation : Assistant Professor
Department : Commerce (Shift II)
Community : MBC
Religion : Christian
Nationality : Indian
Mobile : 6383403636
Email ID : drmartinafranciska@gmail.com

ACADEMIC QUALIFICATIONS

| Degree | Specialization | College | University | Year of Passing |
|---------------|-----------------------|--|-----------------------------------|------------------------|
| Ph.D | Commerce | Holy Cross College (Autonomous), Nagercoil | Manonmaniam Sundaranar University | 2022 |
| NET | Commerce | - | - | 2011 |
| M.Phil | Commerce | S. T. Hindu College, Nagercoil | Manonmaniam Sundaranar University | 2012 |
| M.Com | Commerce | Holy Cross College (Autonomous), Nagercoil | Manonmaniam Sundaranar University | 2010 |
| B.Com | Commerce | Holy Cross College (Autonomous), Nagercoil | Manonmaniam Sundaranar University | 2008 |

ACADEMIC IDENTITY

| | |
|----------------------------|---|
| *VIDWAN ID | 395720 |
| *ORCID ID | 0000-0001-6046-6898 |
| *SCOPUS ID | |
| *RESEARCHER ID/ PUBLONS ID | |
| GOOGLE SCHOLAR LINK | https://scholar.google.com/citations?pli=1&authuser=1&user=z0rkoDIAAAAJ |

TEACHING EXPERIENCE

| | |
|----------------------------|---|
| Date of Appointment | 13/06/2011 |
| Date of Retirement | 10/12/2047 |
| Teaching Experience | UG - 8 years 8 months |
| | PG - 6 months |
| | M.Phil. – Nil |
| Research | Guided M Phil: - Nil Guided Ph D: - Nil Guiding Ph Scholar: - Nil |

| COURSES/CLASSES TAUGHT | NAME OF THE INSTITUTIONS | DURATION | | Years |
|------------------------|--|-----------------------------|--------------------------------|------------------------------|
| | | From | To | |
| B.Com (Shift II) | St. Xavier's College (Autonomous), Palayamkottai | 19 th June 2023 | Till date | - |
| B.Com CS | SRM Institute of Science and Technology, Ramapuram | 15 th Sept. 2022 | 31 st March 2023 | 6 Months and 15 days |
| B.Com | Christopher Arts and Science College, Nanguneri | 13 th June 2019 | 12 th Sept. 2022 | 3 Years and 3 Months |
| M.Com and B. Com | Holy Cross College (Autonomous), Nagercoil | 16 th June 2017 | 30 th November 2017 | 5 Months and 15 days |
| B.Com CS | St. Xavier's College (Autonomous), Palayamkottai | 17 th June 2016 | 30 th April 2017 | 10 Months and 5 days |
| B.Com PA | Nirmala College for Women (Coimbatore) | 18 th June 2012 | 30 th April 2016 | 3 Years 8 Months and 13 days |
| B.Com CA | St. John's College of Arts and Science, Kanya Kumari | 13 th June 2011 | 31 st October 2011 | 4 months and 18 days |

AWARDS RECEIVED

| | |
|----|--|
| 1. | University Rank holder in B.Com (6th Rank) |
| 2. | University Rank holder in M. Phil (3rd Rank) |
| 3. | |
| 4. | |
| 5. | |

ADMINISTRATIVE EXPERIENCE

| S. No | DESIGNATION | INSTITUTIONS | YEAR |
|-------|-------------|--------------|------|
| | Nil | | |
| | | | |
| | | | |
| | | | |

MEMBERSHIP

| S. No | Designation | Particulars |
|-------|-------------|-------------|
| 1. | Nil | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE (5)

| S. No | Name of the Training | Name of the Sponsoring Agency | Place and Date |
|-------|--|---|--|
| 1 | Life Skills and Soft Skills for our students | IQAC, St. Xavier's College | St. Xavier's College, Palayamkottai. 22 nd and 23 rd Nov. 2016 |
| 2 | International Faculty Professional Development program | Department of Commerce, SRM IST, Ramapuram | Online, 10 th October 2022 to 17 th October 2022 |
| 3 | Looking forward for enlightened Higher Education | Department of Commerce CA, Hindusthan College of Arts and Science, Coimbatore | Online, 15 th Feb.2023 to 21 st Feb. 2023 |
| 4 | Faculty Induction Programme | Higher Education Commission, Jesuit Madurai Province | Sacred Heart College, Kodaikanal. 9 th to 11 th June 2023 |
| 5 | Orientation Programme for Teachers | IQAC, St. Xavier's College | St. Xavier's College, Palayamkottai. 16 th and 17 th June 2023 |

DETAILS OF RESEARCH WORK

| Research Stages | Title of the Thesis | University where the work was carried out |
|-----------------|---|---|
| Completed | Digital Payments- A study on Awareness, Perception and Preference among the users in Tirunelveli District | Manonmaniam Sundaranar University |
| | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |

| AREAS OF RESEARCH | |
|--------------------------|--|
| Finance | |
| | |
| Marketing | |
| | |
| | |

| RESEARCH PROJECTS CARRIED OUT | | | |
|--------------------------------------|-------------------------------------|--|-----------------|
| S. No | Title of the Project (Minor) | Name of the Funding Agency & Amount | Duration |
| | Nil | | |
| | | | |
| | | | |
| | | | |
| | | | |

| PUBLICATIONS | | | | |
|----------------------|-----------------------------|--|---|-------------------|
| BOOKS | BOOK CHAPTERS | SCOPUS | WEB OF SCIENCE | UGC LISTED |
| | | | | |
| OTHER INDEXED | AS A RESOURCE PERSON | PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS | WEBINARS, SEMINARS, WORKSHOPS ATTENDED | |
| | | | | |

| PUBLICATIONS: BOOKS (1) | | | |
|--------------------------------|---|--|-------------|
| S. No | Title of the Book | Publication | Year |
| 1. | Digital Payments System in India' ISSN : 979- 8888833506 | HJ Unpinned Penning Publication House, Nagercoil. | 2022 |
| | | | |
| | | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

BOOK CHAPTERS ()

| S. No | Title of the Paper | Name of the Book | ISSN No., Pg.No |
|-------|--------------------|------------------|-----------------|
| | Nil | | |
| | | | |
| | | | |
| | | | |

PUBLICATIONS: SCOPUS INDEXED JOURNALS (2) WEB OF SCIENCE (NIL)

| S. No | Title of the Paper | Name of the Journal | ISSN No., Volume, Issue, Impact factor & Pg. No |
|-------|--|---|--|
| 1. | The role of mediator variable in digital payments: a structural equation model analysis' | International journal of Electronic Finance | Final Proof reading completed and yet to be published. ISSN: 1746-0077 |
| 2. | 'Current Scenario of E-Payment in India', | GIS-Business | Vol.15, issue 5, pp. 192-203, ISSN: 1430-3663. |
| | | | |
| | | | |
| | | | |
| | | | |

PUBLICATIONS: UGC LISTED JOURNALS (3)

| S. No | Title of the Paper | Name of the Journal | ISSN No., Volume, Issue, Impact factor & Pg. No |
|-------|--|--|---|
| 1. | 'Digital payments: A study on Usage Pattern and Satisfaction among the Users in Tirunelveli District | Shodhasamhita: Journal of Fundamental and Comparative Research | Vol. VIII, Issue 2, Pp. 105-114, ISSN: 2277-7067 |
| 2. | Awareness and Perception towards Digital Payments | ANVESAK | Vol. 51, issue 1(XVIII), pp. 22-29, ISSN: 0378-4568 |
| 3. | An overview on Digital Payments' | International Journal of Research | Vol..4, issue 13, pp.2101-2111, ISSN:2348-6848. |
| | | | |
| | | | |
| | | | |

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

PUBLICATIONS: OTHER INDEXED JOURNALS (3)

| S. No | Title of the Paper | Name of the Journal | ISSN No., Volume, Issue, Impact factor &Pg.No |
|-------|---|---|---|
| 1. | 'Journey from Barter system to Digital payment system | Crossian Resonance | vol.12, issue 1, pp. 19-24,.ISSN No. 0976-5417. |
| 2. | "Advances in Promotional elements used for online marketing | Journal of Intercontinental Research Consortium | vol.3, issue 3, pp.40 - 47, ISSN:2347-1670(Print), 2321-0346 (Online), I.F.0-882. |
| 3. | Impact of Mobile Banking' | Journal of Intercontinental Research Consortium | vol.4, issue 5, pp. 38-43, ISSN: 2321-0354(Online), 2347-1654(Print), I.F. 1.552. |
| | | | |
| | | | |
| | | | |
| | | | |

AS A RESOURCE PERSON (2)

| S. No | Name of the Event | Name of the Sponsoring Agency | Place and Date |
|-------|---------------------------------------|--|--|
| 1. | Commerce Association | St. Teresa Arts and Science College forWomen, Karungal | for St. Teresa Arts and Science College forWomen, Karungal, 05/10/2021 |
| 2. | Dr. S. Stella Bai's Endowment Lecture | Endowment Fund, Holy Cross College (Autonomous), Nagercoil | Holy Cross College (Autonomous), Nagercoil 27/01/2023 |
| | | | |
| | | | |
| | | | |
| | | | |

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP PAPER PRESENTED: National (2) International (1)

| S. No | Name of the Event | Name of the Sponsoring Agency | Place and Date |
|-------|---|-------------------------------|---|
| 1. | Emerging trends on Tourism and Hospitality Business: Transition and Transformation of Tourism in Crisis | - | Desh Bhagat University, Punjab 25/06/2021 |

| | | | |
|----|--|------------|--|
| 2. | International Conference on Commerce, Management and Leadership - A Global Perspective | - | Pasumpon Muthuramalinga Thevar College, Malaneelithanallur 06/03/2019 |
| 3. | Role of Special Economic Zone - Opportunities and Challenges, | UGC funded | S.T.Hindu College, Nagercoi 25/03/2011 |
| | | | |
| | | | |

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP ATTENDED:

| S. No | Name of the Event | Name of the Sponsoring Agency | Place and Date |
|-------|--|---|---|
| 1. | Psychology of Students | IQAC, St. Xavier's College | St. Xavier's College, Palayamkottai 30 th September 2016 |
| 2. | A Journey ahead with Small Scale Industries and Entrepreneurship Development | Department of Commerce, St. Xavier's College | St. Xavier's College, Palayamkottai 17 th December 2016 |
| 3. | Digital marketing | Department of Commerce, Holy Cross College | Holy Cross College, Nagercoil 1 st March 2019 |
| 4. | Digital marketing and Monetization for Millennials | Department of Commerce, Holy Cross College | Holy Cross College, Nagercoil 22 nd April 2022 |
| 5. | Workshop on aspects of Higher Education | IQAC, St. Xavier's College | St. Xavier's College, Palayamkottai 15 th June 2023 |
| | | | |

COUNTRIES VISITED

| | | | |
|--|-----|--|--|
| | Nil | | |
| | | | |
| | | | |
| | | | |

**EXTRA-CURRICULAR ACTIVITIES/ CO-CURRICULAR ACTIVITIES
ATTENDED(NCC/NSS/YRC/SPORTS/LITERARY AND CULTURAL ACTIVITIES)**

Doctoral Committee (DC) member of a Research Scholar of Commerce.

Organised **webinar, Symposium and Placement training** (Online and Offline).

Date: 24/06/2023

Name: Dr. A. Martina Franciska