



**St. Joseph's College of Commerce
(Autonomous)**

Affiliated to Bengaluru City University
Accredited with A++ Grade by NAAC (4th Cycle) | College with Potential for Excellence(CPE)
Ranked 65th in NIRF 2023 by MHRD
#163, Brigade Road, Bengaluru - 560025, Karnataka.

CURRICULUM VITAE

Name: Dr A.M.Sheela

Designation: Associate Professor

Gender: Female

Email-ID (Official): sheela@sjcc.edu.in

Education: MA Ph.D

Areas of specialisation: economics, marketing , banking, international business, managerial economics, research methodology

Research Interest:social and economic related

Teaching Interest: economics, marketing , banking, international business, managerial economics, research methodology

Work Experience with previous employer:

a) Teaching Experience :

Designation	Teaching Experience from - to	Total Years of Experience
Associate professor	01-6-2004 till date	19

Administrative Roles (i.e. VP, IQAC, TQM, HOD, Class Mentor, Co-ordinators, NSS Programme Officer and others):

Position Held	Years of Experience	Nature of responsibilities
Class Mentor	14	Mentor role
Research centro Asst Director	3	Editor for research journal conduct of seminar National level
IQAC Coridinator	2	All functions of the IQAC office

Academic Roles (Editorial Board Member, Member - Board of Studies, Examiners, External Examiner or Advisory Board in other Colleges, Peer Reviewer):

Position Held	Years of Experience	Nature of responsibilities
Editorial Board Member	3	Editor of Inst journal peer review and student bi annual journal
Member, Board of studies, member Board of examiner	16	Member, Gems school

Research Projects (year wise latest to old):

Title of the project	Name of Funding Agency	Duration of Project	Sanctioned Project Grants	Status of Project (on-going/ completed)
Employment opportunities and its impact on the livelihood response in Raichur district	BJES	2 years	75000	completed
A Socio economic study of distressed migrants of North Karnataka in the unorganized sector in Bangalore	BJES	1.5yrs	25000	completed
Socio Economic Implications Of Seasonal Migration on the livelihoods of	BJES	2	6000	completed

Agricultural labourers in Bijapur District				
, Identifying Growth Drivers of a Village Economy in the Dry tract of Karnataka: A Social Accounting Matrix Approach,	ICSSR ,NEW DELHI	2	750000	completed
Socio Economic Appraisal of the Devadasi System -A study with special reference to Vijayapur and Bagalkot Districts of Karnataka	BJES	1.5	80000	completed
Climate Change and its impact on the Livelihoods in the Eastern Dry Zone of Karnataka	UGC Government of india	1	120000	completed
Child health and Educational status among the Urban poor- A study in Bangalore Slums	BJES	1.5	77000	completed
Impact of Organized Retailing on the unorganized retailers in Bangalore city''	Planning commission	2	105000	completed
Impact of Global Recession on the Urban Poor- a study of Bangalore city	UGC Government of india	1.5	250000	completed

Guideship Recognition M.Phil / Ph.D programmes:

Research Scholar's Name	Name of the University	Discipline and Area of Specialization	Title of the Thesis
MS Indumathi	Bharithyar	Human resource management	Work life balance
Ms Veenu	Bharithyar	marketing	marketing

Publications (year wise latest to old):

a. Books

Title of the Book	Publisher's Name	Year of Publication	ISBN No.
Hotel economics	New age publication	2003	nil

b. Journal Articles

Title	Authors	Year of Publication	Details of the Journal
Consumption pattern of Working Women in Bangalore city	Dr sheela	2009	National seminar compendium
An empirical investigation into the relationship between the U.S economy and the economies of selected countries	Dr sheela	2010	Southern Economist
Changing consumer preferences-its effect on organized and unorganized food retailing in Bangalore city	Dr Sheela	2011	International Journal of Business Management and science Vol I Issue 4
Impact of organized food retailing on traditional food retailers-a study in Bangalore City	Dr Sheela	2012	Asian Journal of Research in Social Sciences and Humanities Vol II, Issue11
Growth and Changing Directions of Indian Textile Exports in aftermath of the WTO	Dr Sheela	2012	International Research Journal of Social Science and management ISSN2251-1571
Impact of Social Economic factor on Child Development among Urban Poor - a study in Bangalore, India	Dr Sheela	2013	European Scientific Journal Issn 1857-7881 Vol 9, No23, August 2013
Higher Education System in India: An analysis of the GER	Dr Sheela	2013	Seminar compendium
Climatic shock and coping mechanisms of a Rural economy- Case of two villages in semi arid region of Karnataka	Dr Sheela	2018	International Journal of Scientific and Research Publications ISSN 2250-3153
Dynamics of Field Crops in Karnataka: Implications of Climate Change, (1970-71 to 2010-15)	Dr Sheela	2018	Research Journal science of Social Science and Management

Impact of Cultural beliefs on Women Empowerment- Study on the Devadasis in North Karnataka,	Dr Sheela	2018	Global research Academy, UK, London
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