

Faculty Profile

Name: Dr. D. Sheeba

Designation: Assistant Professor

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Brief Profile:

Dr. Sheeba D is a research-driven academician with over 15 years of experience in teaching, research, entrepreneurship, and academic administration. She holds a Ph.D. in Management from VIT Vellore and specializes in Agripreneurship, Women Entrepreneurship, Financial Management, Behavioral Finance, and AI-driven financial systems. She has published extensively in Scopus, WoS, and ABDC-indexed journals, with research aligned to the Sustainable Development Goals, and possesses expertise in SPSS, SmartPLS, R, and VOS Viewer.

Academic Qualification:

Qualification	Degree	Institution/University
Ph.D.,	Management	Vellore Institute of Technology Vellore
PG	Master of Business Administration	Saranathan College of Engineering, Anna University Chennai
UG	Bachelor of Business Administration	Cauvery College for Women, Bharathidasan University Trichy

Functional Area (s):

- Finance and
- Marketing

Skills/Certifications:

- R programming and VOS Viewer for Qualitative studies,
- Jmp Pro for Business Analytics,
- SPSS, Smart PLS

Professional Experience:

- Academic (yrs): 7 years 6 months
- Industry (yrs): 2 years 10 months
- Research (yrs): 5 years

Research & Teaching Interests:

- Technology adoption
- Fintech
- Behavioural Finance
- Agripreneurship
- Gender studies.

Publications (APA style):

- Sheeba, D., & Christopher, B. P. (2022). Bibliometric analysis of agripreneurship using VOS viewer, Scopus, and Web of Science databases. *International Journal of Business and Administration Research Review*, 9(1), 22–30.
- Chelliah, S. D., & Bagavan Raj, P. C. (2023). Empowering women agripreneurs through precision agriculture technology adoption: An integrative review of literature. *Future of Food: Journal on Food, Agriculture & Society*, 11(4). (Scopus Q3) <https://doi.org/10.17170/kobra-202307218409>
- Sheeba, D., & Christopher, B. P. (2024). A five-decade journey of women dynamics in global agriculture. *International Research Journal of Multidisciplinary Scope*, 5(3), 51–69. <https://doi.org/10.47857/irjms.2024.v05i03.01059> (Scopus Q4)
- Sheeba, D., & Christopher, B. P. (2024). Exploring female agripreneurship: Insights from grey literature using the TCCM framework. *International Journal of Experimental Research and Review*, 42, 133–317. (Scopus Q4) <https://doi.org/10.52756/ijerr.2024.v42.012>
- Sheeba, D., Christopher, B. P., & Ganesh Kumar, C. (2025). Significant relevance of social media impact on women's agripreneurship: Evidence from D'Organica: A qualitative case study approach. *Finance India*, 39(4). (Scopus 4 and ABDC C indexed).

- Chelliah, D., & Christopher, B. P. (2025). Agripreneurial intents among South Indian youth: The role of entrepreneurial orientation, mediated by agribusiness attitude. *Journal of Agribusiness in Developing and Emerging Economies*, 1–21. (ABDC C; Q1).

Paper Presentations in Conferences:

1. Conference Proceedings (Index) (Max recent 10): Paper presented entitled on “Significant relevance of social media impact on women agripreneurship: Evidence from D’ Organica”. On 20th and 21st May 2023 at 7th Indian Institute of Finance Research Conference and Award summit 2023, by IIF Business School - AKTU, Greater Noida, UP, INDIA
2. Paper presented on “Bibliometrics analysis for Agripreneurship using VOS-Viewer and Word cloud from Scopus, and Web of Science database” in two days National seminar sponsored by ICSSR, New Delhi on 14th and 15th February 2022, Organized by PG and Research Department of Commerce, St. Joseph’s College, (Autonomous), Tiruchirappalli.

FDPS/MDP/Workshops attended:

- Participated and Completed in AICTE Training and ATAL Academy FDP on Applications of R, Python & Bibliometric Tools in Research with Systematic Literature Review at MCC BOYD TANDON SCHOOL OF BUSINESS from 27/10/2025 to 01/11/2025.
- Participated and completed in AICTE Training and ATAL Academy FDP on Greening the Future, Advancing Agricultural Economy and Sustainability through Technology and /innovation at DAYANADA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE from 10/11/2025 to 15/11/2025
- Participated in One week FDP on Microsoft Power BI Data Analyst Associate Conducted by ICT on 08th December 2025- 12th December at Hallmark Business School.
- Participated a three week “Women Entrepreneurship Development Programme “Sponsored by Department of Science and Technology, Ministry of Science and Technology, Government of India New Delhi, Organized by Vellore Institute of technology Business School, VIT from 3rd July 2023 to 21st July 2023
- Participated on 5 days Indian Council of Social Science ICSSR sponsored webinar on Agricultural marketing and Agribusiness, Innovation, Reforms & Digitalization Strategies

from Kaamadhenu Arts and Science College, Erode, Tamil Nadu during 14.06.2021 to 18.06.2021

- Participated in 2 days National Level Workshop on “Research Methodology in Social Science” sponsored by Indian Council of Social Science ICSSR, Southern Regional Centre (SRC) Hyderabad, organized by St. Joseph College. Tiruchirappalli on 27th and 28th February 2020.

Book Chapters:

- Aranganathan, P, Chrstina Sheela, S, Manikandan, S, Sheeba, D and Sivarethinamohan, R. (2026). "Chapter 26 The Future of Entertainment: Smart VR/AR Experiences Powered by Reinforcement Learning". *Reinforcement Learning: Autonomous Systems, Ethical AI, Robotics*, edited by Madan Mohan Tito Ayyalasomayajula and R. Sivarethinamohan, De Gruyter, pp. 635-658. <https://doi.org/10.1515/9783111633909-026> (Scopus).

Patents/Projects:

- A System and Method for Providing Investment Essentials to Youngsters and Beginners Using Artificial Intelligence (202541034135).