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Department of Commerce
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Qualification: M.Com, MPhil, Ph.D, MBA, B.Ed, MA, NET, SET
Area of Specialization: Finance, Marketing, Human Resource Management

QUALIFICATION

Ph.D (Commerce), Kerala university, 2020
M. Phil. (Marketing), Annamalai University, 2007
B.Ed (Commerce), Kerala University, Kerala,2008
M.Com (Commerce), Kerala University 2006
MBA (Finance), MK University, Maduarai,2012
MA (Economics), MK University, Madurai, 2014
SET
NET

RESEARCH INTERESTS

- Banking
- Marketing
- Human resource management

Awards, Grants and Fellowships

- Commandant's Gold medalist and the winner of Director General Baton in the PRCN course 2022.
- State Award for best NSS Programme Officer 2017-18.
- Best NSS Programme Officer of the University 2017-18.
- Best NSS Programme Officer of the University 2016-17.
- Best NSS Programme Officer of the University 2015-16.
- Special award for best Programme officer in the University 2014-15.

Projects under taken

- Completed minor research project on RURAL EMPOWERMENT-ROLE OF KERALA GRAMIN BANK,2016

PUBLICATIONS

- a) **Co- Authored Book in Tourism Trends and strategies** Trends and Issues in MICE tourism, Sonaly Publications, NewDelhi, 2011, ISBN: 978-81-8411-370-9
- b) Co- Authored Book Microfinance and financial inclusion Role of KSFE Ltd. Financial Empowerment in Rural Areas, Soanaly Publications, New Delhi, 2014, ISBN No. 978-81-8411-497-3
- c) Edited book on Recent Trends in corporate Governance Forensic Accounting and Corporate Governance, , ISBN No. 978-93-5254-018-1
- d) Paper contributed in Book “ Tourism Trends And Opportunities”,Sonali Publications, New Delhi ISBN NO: 978-81-8411-370-9
- e) Paper contributed in the book “Financial Information and Strategies”, Scitech Publication (India) Pvt ltd,Chennai ISBN No: 978-81-8371-389-4.

PAPERS IN CONFERENCE PROCEEDINGS

- The rise of Mompreneurs in India – problems and prospects Focus on socio-economic background of women entrepreneurs in minority community, ISBN:978-93-5254-018-1

SEMINAR AND CONFERENCE PRESENTATIONS

National

- Presented a paper on GST- opportunities and Challenges in the National seminar on GST, organised by Dept. of commerce, Govt. college Attingal on 3rd – 5th November 2016.
- Presented a paper on Rise of Mompreneurs in India- Problems and prospects in the ICSSR sponsored seminar on Focus on Socio Economic background of women entrepreneurs in Minority Community, organized by Dept of Commerce, S.D College, Alappuzha on 8th and 9th December 2016.
- Presented a paper on goods and services tax – it’s impact on Indian economy in the 39th all India accounting conference and international seminar on accounting education and research, department of commerce, Bangalore University. on December 16-17 ,2016
- Presented a paper on Work life balance: A study among female college teachers in kottayam in the national conference on research and innovation in commerce and

management studies, organised by Institute of Management Development and Research held at CMD, Trivandrum on 19th August 2017.

- Presented a paper on Green business opportunities and challenges in the National conference on commerce, management and social sciences organised by the post Graduate Department of Commerce, Maharaja's College, Ernakulum on 26th August 2017.
- Co-ordinated a one day national seminar on institute – industry interface for excellence in business education organised by Indian Accounting Association, Alappuzha branch in association with department of commerce, SD College, Alappuzha on 21st October 2017.
- Participated a two day national seminar on Dual GST- A tax reform or business reform organised by the department of commerce, Govt. College, Ambalappuzha on 22nd and 23rd November 2017.
- Presented a paper on Rise of Mompreneurs in India- Problems and prospects in the ICSSR sponsored seminar on Focus on Socio Economic background of women entrepreneurs in Minority Community, organized by Dept of commerce , S.D College, Alappuzha on 8th and 9th December 2016.
- Presented a paper on Green Business: Challenges and Opportunities in UGC Sponsered National Seminar on Innovative management strategies for emerging business paradigms Organised by PG Dept of Commerce SVR NSS College, Vazhoor on 17th and 18th September 2015
- Presented a paper on Forensic Accounting and Corporate Governance UGC Sponsored National Seminar on Recent Trends in Corporate Governance organised by P.G Dept of Commerce and Research Centre , S.D College, Alappuzha on 10th and 11th September 2015
- Presented a paper on Foreign Institutional Investment In Indian Capital Market in National Seminar on Recent Trends in Capiatl Market and Derivatives organised by PG Dept of Commerce NSS Hindu College, Changanassery on 30th and 1st October 2015.
- Presented a paper on Organised Retailing in India- Opportunities and Challenges in UGC Sponsored National seminar on Challenges and prospects in finance and financial services organised by P.G Dept of Commerce and Research Centre, S.D College, Alappuzha, on 25th and 26th September 2014.

International

- Presented a paper on goods and services tax – it's impact on indian economy in the 39th all india accounting conference and international seminar on accounting education and research, department of commerce, Bangalore University. on December 16-17 ,2016.
- Presented a paper on Cloud computing in Accounting: Opportunities and Challenges in 40th All India Accounting Conference and International Seminar on Accounting Education and Research organised by university college of commerce and management studies, mohonlal sukhania university, Udaipur in association with janardan Rai Nagar

Vidyapeeth University and Indian Accounting Association, Udaipur Branch on November 18-19,2017.

NON ACADEMIC RESPONSIBILITIES

1. Associate NCC Officer of NCC Naval wing of SD College, Alappuzha since 2020.
2. Former NSS Programme Officer of SD College, Alappuzha from 2013to 2018.
3. Discipline Committee Co-ordinator,

MEMBERSHIP IN PROFESSIONAL BODIES

1. Executive Member of Indian Accounting Association(National level) and Secretary of IAA Alappuzha branch.
2. Member of Indian Commerce Association
3. Member of Indian Academic Research Association