

BIODATA



Name RANJINI RAMACHANDRAN K

Designation Assistant Professor

Department Commerce & Management Studies

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Academic Qualification M.Com, M.Phil, NET

Experience:

- Teaching 7 years
- Research 0

Area of Interest/ specialisation Finance/Marketing Management

Area of Research Marketing

Major/Minor Research Projects Nil

Responsibilities Undertaken (Official) Co-operative society executive director, Open course co-ordinator, PTA executive member, Ant ragging committee member, scholarship nodal committee member, Legal Literacy club member, class tutor, external examiner for autonomous colleges

Seminars Organised/ Invited Lectures Nil

Publications in Journals (Numbers) (Title with page No, Journal, ISSN/ISBN No whether peer reviewed no. of co-authors)

No	Title	Journal	ISSN/ISBN	Peer reviewed	No.of co-authors
1	Article on "A Study on the Stress management among employees of Manjilas Group of Companies"	International Journal of Scientific Engineering and Applied Science Volume I Issue 8 Page 193-201	ISSN: 2395-3470	Peer reviewed	1
2	Article on "Brand consciousness in children and its impact in family buying behaviour"	Research Scholar Volume ii No.iii	ISSN 2249- 6696	Peer reviewed	0
3	Article on "Reverse Mortgage in India and its popularity among people with special reference to Thrissur district	Research Scholar Volume ii No.iv-A	ISSN 2249- 6696	Peer reviewed	0

4	Article on “Entrepreneurship among Women: A case study of Guruvayur Municipal area	Mirror Vol ii No ii- A	ISSN 2249- 8117	Peer reviewed	0
5	Article on “Women Buying Behaviour in Online Shopping with special reference to Thrissur District	Global Research Review Vol iv No ii	ISSN 2250- 2521	Peer reviewed	0
6	Article on “Job Satisfaction among Higher Secondary School Teachers with special reference to Thrissur District	Global Research Review Vol iv No iii	ISSN 2250- 2521	Peer reviewed	0
7	Article on “Investment Habits of Middle-Class working Women with special reference to Thrissur District	Research Lines Vol vii No iii	ISSN 0975 – 8941	Peer reviewed	0
8	Article on “Green banking Initiatives in India- An overview”	FINNOVA, seminar proceeding, two-day national seminar on “Green banking” organized by Commerce and Management Studies, NSS College, Nemmara		Nil	0

Paper Presentations (Number) – 12

Seminars Attended : International(No) - 2

National : 16

State level : 0

Books Published (Title with page No, book title, editor and publisher ISSN/ISBN no. whether peer reviewed no. of co-authors) – nil

Articles Published in Magazines (Title with page No editor and publisher ISSN/ISBN no. whether peer reviewed no. of co-authors) - 8

Membership in Professional Bodies- Member of Board Studies in Commerce, St. Thomas’ College,
Autonomous, Thrissur

Honours and Awards : M.Com Ist Rank Calicut University 2010