

## BIODATA



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**Designation** : Assistant Professor  
**Department** : P.G Department of Commerce and Management Studies  
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**Academic Qualification** : M.Com., NET, M.PHIL,MBA

### Experience:

- **Teaching** : 10 years as Permanent Faculty and 10 year as guest

Year	Name of college	Experience
2000-2006	NSS COLLEGE NEMMARA	6 Years as guest faculty

- **Research** : 3 year

**Area of Interest/ specialisation** : Finance, HRM

**Area of Research** : HRM

### Responsibilities Undertaken (Official):

1. Coordinator of ED Club
2. Public Information Officer
3. Coordinator of Discipline Committee

### BOOKS/CHAPTERS

Editor of ISBN numbered Books Finn ova '15- Green Banking – An innovative tool for service quality

<b>I. Seminar/Workshops /Conference Attended</b>		
	<b>Conference/Seminar/Workshops (Title [seminar&amp; Paper] &amp; Venue)</b>	<b>Date</b>
National	1. Participated and presented a paper on “ <b>Managerial Excellence For Strategic Change</b> ” a two day seminar organised by the Department of Commerce and Management Studies, MES Kalladi College, Mannarkkad.	3 <sup>rd</sup> and 4 <sup>th</sup> December, 2013.
	2. Participated and presented a paper on Factoring and forfeiting – A descriptive Study in UGC Sponsored Two-day National Seminar	23-24 January 2014.

	on Emerging Trends in Factoring organised by PG Department of Commerce and Management studies, N.S.S College Nemmara, Palakkad	
3.	Participated and presented a paper on “A study on consumers perception towards store image and store Loyalty in Palakkad District” in UGC Sponsored Two day National Seminar on Retail Industry in India organised by PG Department of Commerce and Management Studies, N.S.S College Nemmara, Palakkad in collaboration with Kerala VyapariVyavasaiEkopanaSamithi Nemmara	6-7 February 2014
4.	Chaired a session on a National Symposium cum seminar on Fresh Insights: India and Canada	28 <sup>th</sup> and 29 <sup>th</sup> September, 2014.
5.	Participated and presented a paper on “The Role of Value and the Premium for Excitement or Speculation.” a seminar on Financial Engineering in India: Growth Prospects and Challenges Organised by NSS College, Nemmara.	20 <sup>th</sup> and 21 <sup>st</sup> November, 2014.
6.	Participated in the Two day National Seminar on “Emerging Trends in Instrumentation and Control” organised by Instrumentation Department, NSS College, Nemmara	4 <sup>th</sup> and 5 <sup>th</sup> December, 2014
7.	Participated in the national seminar on Perspectives of Women Entrepreneurship in India Organised by the PG Department of Commerce, Mercy College, Palakkad.	28 <sup>th</sup> January 2015.
8.	Participated in a Three day National Workshop on Recent Trends In Indian Financial Market, Organised by PG Department of Commerce, Government Victoria College	18 <sup>th</sup> , 19 <sup>th</sup> , and 20 <sup>th</sup> November, 2015.
9.	Participated in the two day National seminar on IFRS _ The Modern Perception on Accounting Standards, Organised by PG Department of Commerce and Management Studies, Sree Neelakanta Government Sanskrit College, Pattambi. Sponsored by Department of Collegiate Education, Government of Kerala.	28 <sup>th</sup> and 29 <sup>th</sup> January, 2016.
10.	Participated and presented a paper entitled “GST – A major shift in Indian Tax structure” in the two day National Seminar on “One Nation, One Tax and one market: Impact and Implications of GST in India” Organized by Post Graduate Department of Economics, Govt. College Chittur, Palakkad.	26 <sup>th</sup> and 27 <sup>th</sup> October 2017.
11.	Participated and presented a paper entitled “A Study on heritage Tourism with Special reference to Palakkad District, in the two-day National Seminar on “STRATEGIES FOR TOURISM PROMOTION AND MARKETIG IN GLOBAL PERSPECTIVE – ISTPM 2K17” organized by Post Graduate Department of Commerce and Management Studies, MES, Mampad College, in association with Kerala State Higher Education Council.	13 <sup>th</sup> and 14 <sup>th</sup> November 2017.
12.	Participated and presented a paper entitled “Perception about GST among college teachers in Palakkad”, in the two-day National Seminar on “SOCIO-ECOMIC IMPACT OF GST ” organized by Post Graduate Department of Commerce and Management Studies, SreeNeelakanda Government Sanskrit College, Pattambi .	13. on 21 <sup>st</sup> and 22 <sup>nd</sup> November 2017.

	14. Participated and presented a paper entitled "CHANGING TRENDS IN ACCOUNTING AND TAXATION, in the two-day National Seminar on "RECENT TRENDS IN ACCOUNTING AND TAXATION" organized by Rajiv Ghani Memorial Government Arts and Science College,Attapady, Palakkad	13 <sup>th</sup> and 14 <sup>th</sup> December, 2017.
	15. Participated and presented a paper entitled "Women empowerment skill development", in the two-day National Seminar on "TRANSFORMATION OF YOUTH – A LEAD TO SKILLED AND DEVELOPED INDIA" organized by Department of Commerce, V.H.N. Senthikumara Nadar College, Virudhunagar , sponsored by ICSSR on	27 <sup>th</sup> and 28 <sup>th</sup> February, 2018
	16. Participated and presented a paper entitled "RESEACH ANALYSIS THROUGH SPSS FOR COMMERCE - " organized by Post Graduate Department of Commerce ,Government Victoria College, Palakkad.	12 <sup>th</sup> ,13 <sup>th</sup> ,14 <sup>th</sup> , and 15 <sup>th</sup> September, 2018
	17. Participated and presented a paper entitled "ROLE OF START UPS " In the three day National Seminar on "DRIVING AND DYNAMIC INNOVATIONS IN COMMERCE" organized by Department of Commerce ,Rajiv Gandhi Memorial College, Attapady	on14 <sup>th</sup> ,15 <sup>th</sup> and 16 <sup>th</sup> November, 2018
	18. Participated and presented a paper entitled "INVESTORS BEHAVIOUR IN STOCK MARKET WITH SPECIAL REFERENCE TO PALAKKAD DISTRICT " in an International Conference on "COMMERCE AND MANAGEMENT IN DIGITAL ERA" organized by Department of Commerce Vivekananda College, Agatheeswaram	19th January, , 2019
	19. Participated and presented a paper entitled "IMPACT OF GST ON FMCG PRODUCTS IN PRE AND POST GST " In the TWO day UGC Sponsored National Conference on "Transformative Technology in Commerce and Management Impact on Indian Economy" organized by Department of Commerce ,Avinashi lingam Institute for Homescience and Higher Education for Women, Coimbatore.	29 <sup>th</sup> and 30 <sup>th</sup> January, 2019
	20. Participated" In the two-day Research Convention on "Research Convention- Sustenance of Quality and Innovation in Research" held at Avinashilingqm Institute for Home Science and Higher Eduction for women, Coimbatore.	1 <sup>st</sup> and 2 <sup>nd</sup> February, 2019
	21. Participated and presented a paper entitled "GREEN BANKING INITIATIVES OF SBI SPECISAL REFERENCE TO PARLI BRANCH " In the three day National Seminar on "INDIAN BANKING SECTOR CHALLENGES AND OPPORTUNITIES" organized by, Rajiv Gandhi Memorial College, Attapady.	29 <sup>th</sup> , 30 <sup>th</sup> and 31 <sup>st</sup> October, 2019
	22. Participated and presented a paper entitled "ROLE OF ENTREPRENEURIAL DEVELOPMENT CLUB AND ATTITUDE OF YOUTH TOWARDS ENTREPRENUERSHIP" In the three day UGC Sponsored National Conference on "Strategic and Innovative Drive to Entrepreneurship for Economic Development" organized by Department of Commerce, Avinashi lingam Institute for Home Science and Higher Education, Coimbatore.	12 <sup>th</sup> and 13 <sup>th</sup> December 2019

## Paper Presentations -22

International -2

National -8UGC sponsored seminars, 12 National seminars organised by ICSSR, Kerla Higher Education Council etc..