



Name : Dr.JESITHA J
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Academic Qualification : M.Com, NET(JRF), Ph.D., MBA

Course	% of marks	College	University	Year
M.Com (Marketing)	81.3%	Sree Kerala Varma College, Thrissur	University of Calicut	2010
MBA (Financial Management)	63.4%	Distance Mode	Bharathiar University, Coimbatore	2019
Ph.D.		CMS College, Kottayam	M.G University, Kottayam	2023
Topic Title : <i>Brand Loyalty in Beauty Care Products -A Study Among the Customers in Kerala</i>				
NET (JRF) cleared in the year 2011(exam held on December 2010), Roll No.16080138				

Experience:

- **Teaching** : 9 years as Permanent Faculty and 1 year as guest

Year	Name of college	Experience
2011-2012	Sree Vivekananda College, Kunnankulam	6 months as guest faculty
2012-2013	Sree Krishna College, Guruvayur	6 months ”
2014-2016	N.S.S College, Manjeri	2 years as Permanent Faculty
2016-2019	N.S.S College, Ottapalam	3 years ”
2019 onwards	N.S.S College, Nemmara	4 years ”

- **Research** : 1 year

Area of Interest/ specialisation : Marketing, Finance

Area of Research : Marketing

Responsibilities Undertaken (Official):

Year	College	Responsibility
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2014-2016	N.S.S College, Manjeri	Member – ED Club, Nature Club Member in Editorial board - Human Resource Strategies and practices in achieving Business Excellence- Publication By Dept Of Commerce N.S.S College, Manjeri
2016- 2019	N.S.S College Ottapalam	Convenor- NET/SET Coaching Member – Career Guidance and Placement Cell, NET/SET Coaching Editor- Proceedings of the national seminar- Emerging trends in Banking and Insurance Co-ordinator- Student felicitation program “Kudos” – felicitating UGC NET holders and ASPIRE holders
2019-2021	N.S.S College Nemmara	Member – Research Committee of College, ED club
2021 onwards	N.S.S College Nemmara	Commerce Association- staff co-ordinator, Member- Career Guidance and Placement Cell, Library Committee, Tutorial and Internal Exam committee, E D Club, Film Club, Canteen committee

Seminars Organised/ Invited Lectures:

1. Co-ordinator - Two-day National Seminar on Emerging Trends in Banking and Insurance 06.03.2017 and 07.03.2017 at N.S.S College, Ottapalam
2. Co-ordinator- National webinar on ‘Production Management during Coronavirus Pandemic’ on 23 May 2020 at N.S.S College, Nemmara.
3. Joint co-ordinator- Two days International Seminar on Emerging trends in Commerce and Management January 4th and 5th 2018, one day international conference on Emerging trends in Commerce and Management held in 20th March 2019 at N.S.S College, Ottapalam.

Publications in Journals

No	JOURNAL	Article title, page no. and no.of co-authors	ISSN No
1	Global Research Review	A Study On The Promotion Planning And Satisfaction Level Of Air India Passengers At Cochin International Airport Limited(CIAL),169-176,1	ISSN 2250-2521
2	Mirror	A Study On Employer Employee Relationship In Kerala Lakshmi Mill, Pullazhi, Thrissur,142-146	ISSN 2249-8117
3	KPCJMR	Performance of Micro insurance products in Thrissur, 65-67	ISSN 2249-6459
4	Global Research Review	Creation of Employment through FDI in the Indian Retail Sector, 34-37	ISSN 2250-2521
5	KPCJMR	Women Entrepreneurship through SHG’s – A Focus,14-17	ISSN 2249-6459
6	Research Scholar	Rupee Depreciation- consequences on Indian Economy,25-30,1	ISSN 2249- 6696
7	KEGEES Journal of Social Science	Green marketing in the context of Corporate Social Responsibility,77-85,1	ISSN 0975-3621

9	Sankhya International Journal of Management and Technology	Corporate Social Responsibility of Beauty Care Manufacturing Units- A critical Analysis, 890-891,1	ISSN 0975- 3915
10	Explorations Journal of Seminar papers	Micro insurance – A strategic tool for financial inclusion, 38-44,1	ISSN 2229-4783
11	Mirror- UGC Approved Journal	Ethical marketing – An investigation to beauty care market,192-195	ISSN 2249-8117
12	Shodhasamhita Journal of Fundamental & comparative Research	Buying behaviour towards cosmetics among college students with special reference to Thrissur District,7-14,1	ISSN- 2277-7067
13	Rabindra Bharati Journal of Philosophy	Problems Faced by Customers in the purchase or use of most preferred brand of beauty care products in Kerala, 119- 124,1	ISSN 0973-0087

Paper Presentations -12

International -1

National -6 UGC sponsored seminars, 3 national seminars; Regional- 1

5 days National Workshop UGC sponsored-1

Seminars/workshops Attended: International (No)-1

National- 6

Articles Published in Books

Title (page no.)	Book title	Editor and publisher	ISBN
Application of Big data : A strategic Approach in Human Resource Management	Human resource strategies and practices in achieving Business Excellence	Dr.Aravind J Research Publication Committee NSS College, Manjeri	ISBN 978-81-926618-7-2
A study on buying behavior of men towards cosmetics: with special reference to Thrissur district	Contemporary Research in Social Science	Dr.Suresh V N and Dr.Vineeth K M PG Dept of Commerce, Maharaja's College, Ernakulam	ISBN 978-93-5267-539-5

Other information: M.Com Second Rank holder, Former Member of Board of Studies, University of Calicut, B.Com Honours(Single Board) (2021-2023), Question paper Setter- Kerala University- UG