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**DESIGNATION** : ASSISTANT PROFESSOR OF COMMERCE  
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**EDUCATIONAL QUALIFICATION** : M Com, NET  
**AREA OF INTEREST** : Teaching  
**SPECIALISATION** : Marketing  
  
**TEACHING EXPERIENCE** : 10 years, 9 months

<b>Designation</b>	<b>Institution</b>	<b>Period</b>
Guest lecturer	S.N.College for Women, Kollam	July 2011 – March 2012
Assistant Professor	S.N.College for Women, Kollam	October 2012 – June 2017
Assistant Professor	S.N.College, Punalur	July 2017 onwards

**ADMINISTRATIVE POSITIONS HELD:**

1. Convener : Entrepreneurship Development Club
2. Convener : Debate Club
3. Member : Career Guidance Cell
4. Member : Human Rights Forum
5. Member : Women Studies Unit and Welfare Unit
6. Member : Library Advisory Committee
7. Member : Website and Documentation Committee
8. Member : NAAC Reaccreditation Cycle 3 Committee
9. Member : DLMC

## PUBLICATIONS

1. Effectiveness of risk management in business administration.

**(Peer reviewed referred UGC listed ISSN Journal, ISSN 2277-5730  
Journal “AJANTA” and UGC list no. 40776, impact factor 5.5, research paper  
reference ID: IGCCIA – 2141)**

2. Trends and needs changing modern market; the reality of change in consumer behaviour and its impact.

**(International journal of research and analytical reviews E-ISSN 2348-1269 P-  
ISSN 2349-5138, UGC -Journal No. 43602, impact factor 5.75)**

3. A study on ethical issues for finding solutions to the problem of effectiveness of advertisements among customers

**(Peer reviewed referred UGC listed ISSN Journal , International Journal of  
Advance and Innovative Research, E – ISSN Number: 2394-7780, impact factor  
7.36, UGC List no: 63571, URL of UGC listed journal is  
<http://iaraedu.com/about-journal/>,research paper reference ID: LDSC-1002.)**

## **Papers Presented**

1. A study on the role and importance of providing IPR by the government organised by KSCSTE, Trivandrum, national seminar

2. BASEL III- Adaptability of Indian Banks, UGC Sponsored National seminar

3.

Participated and Presented in 3 day **National seminar** sponsored by **Directorate of Collegiate Education, Government of Kerala** and Organized by research and P.G. Department of Commerce ,Government College Attingal from 24<sup>th</sup> to 26<sup>th</sup> October,2018 . Paper entitled: ***A study on ethical issues for finding solutions to problem of effectiveness of advertisements among Customers.***

4.

Participated and presented 2 day **National Seminar organized by KSCSTE , PIC and S N College Punalur** on ***Revisiting Intellectual Property Rights*** on 24<sup>th</sup> and 25<sup>th</sup> September 2018on paper entitled A study on role and importance of providing IPR by the Government.

5. Participated and presented on **National seminar on Python Programing in Mathematics** organized by KSCSTE and S N College punalur