

*Profile*

**Dr. SREELA KRISHNAN**

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**PROFESSIONAL PROFILE**

- Joined as Assistant Professor on 10<sup>th</sup> January 2011 at MPMMSN Trusts College, Shoranur and transferred to Sree Narayana College, Nattika in June 2014.
- Awarded Ph.D. in Commerce on August 1<sup>st</sup> 2015, Mahatma Gandhi University, Kottayam. Ph. D. Thesis entitled “Operational Efficiency and Service Quality of Commercial Banks in India”. The work is done under the guidance of Dr. Benson Kunjukunju, Post Graduate & Research Department of Commerce, St. Thomas College, Kozhencherry, Pathanamthitta

***PAPERS PUBLISHED***

1. Sreela Krishnan, ‘Efficiency of Foreign Banks in India’, *Foreign Direct Investment in India- Opportunities and Challenges*, Post Graduate & Research Department, St.Peter’s College, January 2014 (ISBN: 978-93-5156-043-2)
2. Sreela Krishnan & Benson Kunjukunju, ‘Operational Efficiency and Service Quality of Commercial Banks in India’, *SJCC Management Research Review*, December 2016, (ISSN 2249-4359) ([https://sjcc.edu.in/sjccresearch/publications/34-50\\_dec16.pdf](https://sjcc.edu.in/sjccresearch/publications/34-50_dec16.pdf))  
[https://sjcc.edu.in/sjccresearch/Journal\\_Archives.php](https://sjcc.edu.in/sjccresearch/Journal_Archives.php)
3. Nithin Venugopal & Sreela Krishnan, ‘Perception of Policyholders Towards Life Insurance Corporation of India’, *International Research Journal of Management and Commerce*, March 2018, Vol 5(3), (ISSN 2348-9766) (Impact Factor 5.564)
4. Nithin Venugopal & Sreela Krishnan, ‘Quality of Work Life In Private Sector Bank with Special Reference To Dhanlaxmi Bank’, *Journal of Advance Management Research*, March 2018, Vol.6 (3), (ISSN 2393-9664) (Impact Factor 4.73)
5. Nithin Venugopal & Sreela Krishnan, ‘Corporate Social Responsibility: A Study on Spending Pattern In Indian Commercial Banks and Analysis of Perception And Awareness

of Employees and Beneficiaries’, *Journal of Management Research and Analysis*, March 2018, Vol. 5(1), (ISSN 2394-2770) (Impact factor 4.878)

6. Sreela Krishnan & Kajal K. Jayaprakash (M.Com 2018-20 Batch), ‘Factors Affecting Employee Retention in Bharath Sanchar Nigam Limited’, *Shodh Sarita*, Vol.7, Issue 26 (IV), April-June 2020, pp.12-16 ISSN 2248-2397 (UGC CARE Listed)
7. Sreela Krishnan and Sisira V S (February 2022), Customer Perception Towards Kerala State Financial Enterprises Ltd. as Chit Finance during Covid Pandemic, International Conference Proceeding on The New Normal: Crisis Resilience and Re-invention, Amal College of Advanced Studies, Nilambur on 15 - 17.
8. Kunjukunju, Benson and Sreela Krishnan (May 2023), “Infrastructure Development: A Study on Greenfield and Brownfield Airports in India”, *Journal of Management and Innovative Information Technology*, Vol.9, Issue 1, pp. 118-134
9. Sreela Krishnan and Anjitha M J, “Service Quality of ESAF Small Finance Bank in Kerala with Special Reference to Thrissur District of Kerala”, *Shodhasamhita*, Vol.No.X Issue 8 (1), July-December 2023 (UGC CARE Group 1 Journal)

### ***PAPERS PRESENTED***

1. **SWOT Analysis of Foreign Tourism in Kerala** (UGC Sponsored National Seminar on Kerala 50: Retrospect and Prospect, by Albertian Institute of Management, Kochi on 18th & 19th December 2006)
2. **Securities Market in India – Trends & Progress** (UGC Sponsored National Seminar on Financial Sector Reforms, by Post Graduate Department of Commerce, St.Xavier’s College for Women, Aluva on 25th & 26th September 2008)
3. **Impact of Kudumbashree on Women Empowerment** (UGC Sponsored Regional Seminar on Role of Self Help Groups in Rural Development, by Department of Commerce, Mar Athanasius College Kothamangalam on 30th & 31th September 2008)
4. **Impact of Economic Reforms and Global Financial Crisis on Indian SecuritiesMarket** (UGC Sponsored National Seminar on Global Business Environment – Opportunities, Challenges and Concerns for India, by Department of Commerce and Research Centre, St.Albert’s College, Ernakulam on 13<sup>th</sup> & 14th November 2008)
5. **Global Financial Crisis and Indian Public Sector Banks** (UGC Sponsored National

Seminar on Global Financial Crisis and Indian Economy, by PG Department of Commerce and Research Centre, St.Peter's College, Kolencherry on 6th & 7th August 2009)

6. **Globalisation and its impact on profitability of Indian commercial banks** (National Seminar on Global Financial Crisis – Opportunities and Lessons for India, by Department of Commerce and Research Centre, St.Albert's College, Ernakulam on 28th & 29th January 2010)
7. **Financial Inclusion – A Way to Economic Development** (NABARD sponsored National Seminar on Financial Inclusion, by Planning Forum, Sanatana Dharma College, Allapuzha on 28th & 29th October 2010)
8. **Profitability of Indian Commercial Banks** (National Seminar held at Panampilly Memorial Government College, Chalakkudy, February 2012)
9. **Operational Efficiency of Commercial Banks in India** (National Workshop at Government Victoria College, Palakkad, November 2012)
10. **Women Empowerment Through Self-Help Groups** (National Seminar held at Sri Vyasa NSS College, Wadakancherry, October 2013)
11. **Corporate Social Responsibility in Indian Commercial Banks** (UGC Sponsored National Seminar on Challenges and Prospects in Finance and Financial Services organised by PG Department of Commerce and Research Centre, Sanatana Dharma College, Allapuzha on 25th & 26th September 2014)
12. **Financial Performance and Corporate Social Responsibility in Indian commercial Banks** (UGC sponsored National Seminar on Financial Sector Reforms organised by PG Department of Commerce Kuriakose Elias College, Mannanam on 30th & 31<sup>st</sup> October 2014)
13. **Customer Perception Towards Kerala State Financial Enterprises Ltd. as Chit Finance during Covid Pandemic**, International conference on The New Normal: Crisis Resilience and Re-invention, Amal College of Advanced Studies, Nilambur on 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> February 2022.

### ***RESOURCE PERSON***

1. Resource Person and Coordinator of “Curriculum 2019” organized by Internal Examinations Committee for first year degree students 2019 admission.
2. Resource Person on Day 3 (24<sup>th</sup> December 2020) of Seven Days Special Camp – Dhvani

of NSS (Unit 90 & 150) of M.P. Moothedath Memorial Sree Narayana Trusts College,  
Shoranur.

## ***PROGRAMME ORGANIZED***

1. Coordinator of SUVARNA 2017 - Exhibition cum Entrepreneurial Training organised by Department of Commerce, Sree Narayana College, Nattika
2. Coordinator of HARVESTO 2018 - Exhibition organised by Department of Commerce, Sree Narayana College, Nattika
3. Coordinator of Seminar on “Tourism Day 2019” organised by the Department of Commerce, Sree Narayana College, Nattika
4. Coordinator of Seminar on “Environment Day Celebrations 2019” sponsored by Kerala State Council of Science Technology and Environment (KSCSTE)
5. Resource Person and Coordinator of “Curriculum 2019” organized by Internal Examinations Committee for first year degree students 2019 admission.
6. Coordinator of Seminar on “Personality Development through the Visions of Gurudeva” sponsored by Indian Council of Philosophical Research (ICPR) on 25<sup>th</sup> June 2019.
7. Coordinator of Seminar on “One World Philosophy of Sree Narayana Guru” sponsored by Indian Council of Philosophical Research (ICPR) on 20<sup>th</sup> September 2019.
8. Coordinator of Webinar on “Clean? Clear! Clarity: Mechanics of Exploring the C/Sea in You” organized by Department of Commerce, Sree Narayana College, Nattika on 16<sup>th</sup> July 2020 at 10.am to 11am.
9. Moderator of State Level Webinar hosted by Sree Narayana College, Nattika in academic collaboration with The Kerala State Higher Education Council (KSHEC) on “SAAC: Context & Content” on 25<sup>th</sup> July 2020 at 10.30am to 11.30am
10. Coordinator of Webinar Series (Seven Sessions) on “Developing India @ 75” organised to commemorate 75 years of India’s Independence by IQAC & Sree Narayana College Nattika in academic collaboration with The Kerala State Higher Education Council from 4-13 September 2021
11. Coordinator of Upcoming Webinar on “Ethics of Globalisation” sponsoring by Indian Council of Philosophical Research (Proposed in January 2022)
12. Coordinator, Intellectual Property Awareness Program under the National Intellectual Property Rights Awareness Mission, December 20, 2022

### ***SEMINARS/CONFERENCES ATTENDED***

1. UGC Sponsored National Seminar on Kerala 50: Retrospect and Prospect, by Albertian Institute of Management, Kochi on 18th & 19th December 2006
2. UGC Sponsored National Seminar on Financial Sector Reforms, by Post Graduate Department of Commerce, St.Xavier's College for Women, Aluva on 25th & 26th September 2008
3. UGC Sponsored Regional Seminar on Role of Self Help Groups in Rural Development, by Department of Commerce, Mar Athanasius College Kothamangalam on 30th & 31th September 2008
4. UGC Sponsored National Seminar on Global Business Environment – Opportunities, Challenges and Concerns for India, by Department of Commerce and Research Centre, St.Albert's College, Ernakulam on 13<sup>th</sup> & 14th November 2008
5. UGC Sponsored National Seminar on Global Financial Crisis and Indian Economy, by PG Department of Commerce and Research Centre, St.Peter's College, Kolencherry on 6th & 7th August 2009
6. National Seminar on Global Financial Crisis – Opportunities and Lessons for India, by Department of Commerce and Research Centre, St.Albert's College, Ernakulam on 28th & 29th January 2010
7. NABARD sponsored National Seminar on Financial Inclusion, by Planning Forum, Sanatana Dharma College, Allapuzha on 28th & 29th October 2010
8. National Seminar held at Panampilly Memorial Government College, Chalakkudy, February 2012
9. National Workshop at Government Victoria College, Palakkad, November 2012
10. National Seminar held at Sri Vyasa NSS College, Wadakancherry, October 2013
11. UGC Sponsored National Seminar on Challenges and Prospects in Finance and Financial Services organised by PG Department of Commerce and Research Centre, Sanatana Dharma College, Allapuzha on 25th & 26th September 2014
12. UGC sponsored National Seminar on Financial Sector Reforms organised by PG Department of Commerce Kuriakose Elias College, Mannanam on 30th & 31<sup>st</sup> October 2014

13. International Webinar on “Consumer Behaviour During Post Covid-19” organized by Research Department of Commerce, MES Asmabi College, P.Veballur, Kodungalur on 17<sup>th</sup> July 2020. (Certificate ID – TYDIZS-CE000227)
14. International Webinar on “Consumer Intellectual Property Rights (IPR)” organized by Albertian Centre for Human Resource Development Research, St.Albert’s College (Autonomous), Kochi on 15<sup>th</sup> May, 2020. (Certificate ID – YDADFY-CE000272)
15. RUSA sponsored Webinar on “The Art of Writing Research Papers” organized by IQAC of Mar Athanasius College, Kothamangalam on 14<sup>th</sup> May 2020. (Certificate ID – XYOI48-CE000269)
16. Webinar on “Indoor Gardening: A Guide for Beginners” organized by Department of Botany, St.Xavier’s College for Women, Aluva on 20<sup>h</sup> May 2020. (Certificate ID – ZA4FQQ-CE000123)
17. National Webinar on “Rethinking Evaluation” organized by Albertian Centre for Human Resource Development Research, St.Albert’s College (Autonomous), Kochi on 29<sup>th</sup> April 2020. (Certificate ID – DFUC0W-CE000062)

### ***WORKSHOPS ATTENDED***

1. Attended UGC Sponsored National Workshop on “Emerging trends in Banking Industry” organised by Department of Commerce, Annamalai University on 5<sup>th</sup> and 6<sup>th</sup> March 2009.
2. Attended 2 days’ workshop on Innovation in Technology Enhanced Learning (ITEL 2012) organised by Department of Physics, Maharaja’s College, Ernakulam on 22<sup>nd</sup> & 23<sup>rd</sup> March 2012.
3. Attended 2 days workshop on Mathematical Modelling and its Applications with Emphasis on Graph Theory, Fuzzy Mathematics, Stochastic Modelling and Statistical Packages organised by PG and Research Department of Mathematics, Union Christian College, Aluva on 14<sup>th</sup> to 15<sup>th</sup> January 2016
4. Attended 5 days workshop on Applications of Econometric Tools for Research organised by School of Management Studies Cochin University of Science and Technology from 20<sup>th</sup> to 24<sup>th</sup> November 2017
5. Attended One day National workshop on MOODLE organised by Department of Computer Science Prajyoti Niketan College, Pudukad on 19<sup>th</sup> January 2019.

6. Three Day National Workshop on OBE – A Transformative Framework in Commerce Education, organized by Department of Commerce, School of Business Management and Legal Studies, University of Kerala, 15-17 December 2022

### ***ACADEMIC RESPONSIBILITIES UNDERTAKEN***

- Coordinator of Internal Examinations in Sree Narayana College, Nattika (2019-20, 2020-21 & 2021-22)
- Chairman, IV Semester M.com April 2022 and II M.Com May 2022, BQPS , Kannur University.

### ***TRAINING / SUPPORTING ACTIVITIES***

- Attended Orientation Programme at Academic Staff College, University of Kannur from 3<sup>rd</sup> January to 31<sup>st</sup> January 2013.
- National Service Scheme Programme Officer (3 years) and attended orientation programme for NSS Programme Officers.
- Refresher Course in Commerce, HRDC, University of Kannur, from 8.02.2017 to 1.03.2017
- Refresher Course in “A Roadmap To Enhance Core Teaching Competencies In Academic Landscape”, ASC, Kerala Veterinary & Animal Sciences University, Mannuthy, from 14.02.2020 to 27.02.2020
- Refresher Course in Commerce, SWAYAM ARPIT Online Refresher Course offered by Shri Ram College of Commerce, University of Delhi, 40 Hours, ARPIT.
- Faculty Development Programme in Commerce & Management, HRDC, Kannur University, from 6.05.2019 to 10.05.2019 organised by KSHEC
- One Week online Short term Faculty Development Programme on “Implementation of Information and Communication Technology in Teaching” which was delivered as MOOC with four quadrants, organised by School of Legal Studies, Cochin University of Science and Technology in collaboration with The Kerala State Higher Education Council from July 18-24, 2020.
- One week Short Term Programme on Leadership Development in Academics organized by HRDC, University of Hyderabad, 3-8 August 2020



- Short Term Program on Leadership Development in Academics, HRDC, University of Hyderabad from 03.08.2020 to 08.08.2020.
- Faculty Development Programme in Multimedia Tools for Teaching and Learning, Teaching Learning Centre, Ramanujan College, University of Delhi in collaboration with Sree Narayana College, Nattika under the aegis of PMMMMNMTT, 22-28 July 2021
- One Week FDP on Outcome Based Education organized by STRIDE (UGC-MHRD), Mahatma Gandhi University, Kottayam and Research Committee of Sree Sankara Vidhyapeetom College, Perumbavur from 3<sup>rd</sup> to 9<sup>th</sup> February 2022.
- One week Faculty Development Programme on “Incubation, Entrepreneurship and Innovation, TLC, Ramanujan College, University of Delhi under the aegis of Ministry of Education, 28 November to 4<sup>th</sup> December 2022 secured Grade A+.
- Short Term Course on Soft Skills Development for Assistant/Associate Professors, UGC HRDC, University of Calicut, 16 – 22 February 2023.

#### ***DUTIES PERFORMED AT COLLEGE***

1. National Service Scheme Programme Officer (3 years from 2011 to 2014)
2. Tutor of B.Com 2019 Admission
3. Coordinator of Sree Narayana Study Center in Sree Narayana College, Nattika
4. Coordinator of RUSA Research Committee of the College
5. Coordinator of ENCON Club, a Bharat Petroleum Corporation Limited
6. Member of Committee for Research and Publications
7. Member of Internal Complaints Committee (ICC) Gender Sensitization Committee Against Sexual Harassment (GSCASH)
8. Member of Entrepreneurship Development Club
9. Member of National Service Scheme Committee
10. Member of Music Club
11. Staff Editor 2015-16
12. Coordinator, Sree Narayana Study Center, SN College, Nattika

***ACADEMIC QUALIFICATIONS (METRIC TILL POST GRADUATION)***

<b>Examinations</b>	<b>Name of the Board/University</b>	<b>Year of Passing</b>	<b>Percentage of marks obtained</b>	<b>Division/ Class/ Grade</b>	<b>Subject</b>
SSLC	Board of public Exam. Kerala State	1997	74.17	First Class	
Pre Degree	M G University Kottayam, Kerala	1999	68.8	First Class	Commerce Group
B.Com	M G University Kottayam, Kerala	2002	85.93	First Class	Commerce (Finance)
M.Com	M G University Kottayam, Kerala	2004	86.82	First Class with Distinction	Commerce (Finance)
NET	University Grants Commission	2008	-	-	Commerce
Ph.D.	M G University Kottayam, Kerala	2015	-	-	Commerce

***PERSONAL DETAILS***

Date of Birth : 24<sup>th</sup> April 1982  
Gender : Female  
Nationality : Indian  
Marital Status : Married  
Permanent Address : XV/26, Visakham, South Naluvazhy, North Paravoor, 683513  
Phone : 0484-2444541 (Residence)

References will be provided on request.

Nattika  
January 2024