DEPARTMENT OF COMMERCE

SREE NARAYANA COLLEGE, NATTIKA

A S Priyanka

**Educational Qualifications**

M. Com, MBA, MSc. Applied Psychology

**Experience**

7 years

**Area of Interest**

Marketing, HRM, Finance

**Subjects Handled**

Co-operation, Research Methodology, HRM, Cost Accounting, Cost Management, Organizational Behaviour, International Business

**Field of Research**

Marketing Management

**PhDs produced**

Nil

**Research Guide ship details**

Nil

#### Registered Research Scholar Details

#### NIL

#### Extension Activities

1. Board of Studies member UG B.com Honours of Calicut University2016-2019
2. Resource person of B.com Distance Education of Calicut university 2008 -2015
3. IGNOU Councellor of BCOM and MCOM Programme
4. Member of Indian Accounting Association
5. Member of Kerala Commerce Association
6. Chaired as a resource person for student's programme in connection with independence day celebration at the local library.2018
7. Presented invited Talk to customers of ESAF in connection with International Women’s Day celebrations on 8th March2019
8. Conducted quiz competition at the local library in 2019
9. Invited for a talk in association with Kerala Ex-services League, Thanniam panchayath Unit Peringottukara , held on 15th December 2019.
10. Mobilised Anthikad Block Committee Mahila Wing Unit of Kerala State  Ex-Services  League.05.01.2020
11. Conducted seminar and spearheaded social activities of Kerala state Ex -Services League.

#### Papers Published

1.2012-An international Year of co- operatives, page 138-141Refered Research journal of Commerce Management and Social Science ISSN 2249-8117

2. A descriptive Study on the Functional Role of Govt in promoting Ecotourism in India, page 9-17 Journal of Commerce management and Social science

Volume 3, Number1 June 2014 ,ISSN 2319-6238

3.Carbon Finance : A guide for sustainable Energy page 59-66 Proceedings of the National Conference 8&9th Feb 2017 ISBN:978-93-85105-71-5

4. A study on the role of customer and marketer promoted cues of impulse buying Vol-40-Issue-3-Febuary 2020 ISSN:2394-3114.

#### Papers Presented

1.Paper titled "Co-operative Banking" in the National Seminar on 'Banking Divergence -Challenges and Solutions 'Organised by the Post Graduate Department of Commerce and Management studies ,Sri Achutha Menon Govt College ,Kuttanellur on 21st and 22nd February 2012.

2.Presented a paper on International Financial Reporting Standards -In the Indian Context in the UGC sponsored National seminar organised by the PG Department of Commerce ,Sree Narayana College Nattika on 10th and 11th December 2015.

3.Presented a paper titled A study on Brand preference of Mobile Phones in Ariboor grama Punchayath in Thrissur DT Kerala on 26th August 2017.

4.Presented a paper titled A study on the role of Marketer and Customer Driven Cues on impulse Buying in the International Conference Organised by the Post Graduate Department of Commerce,ST.Thomas College,Thrissur on 3rd and 4th January 2020.

#### Orientation Course Attended

1 .Orientation Programme conducted by the UGC-Human Resource Development Centre from 03.08.2017 to 30.08.2017

2.Orientation Course for the Programme Officers of the National Service Scheme ,Organised by Empanelled by the Ministry of Youth Affairs and Sports ,Govt of India from 08.11.2017 to 14.11.2017

#### Refresher Course/FDP/STP Attended

1. Refresher Course in Commerce and Management Studies (Multidisciplinary)conducted by the UGC-Academic Staff College ,University of Calicut from 17.06.2014 to 07.07.2014.
2. ARPIT Course for Career Advancement Scheme(CAS) promotion Refresher Course in Commerce
3. Two weeks Faculty Development Programme on “Managing Online Classes and Co-Creating Moocs”from April 20-may 06,2020 sponsored by Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
4. One week International Online Faculty Development Program on ‘Research Made Easy:Tips,Tools and Technologies’ from 18 may 2020 to 23 may 2020 organized by ST. Mira’s College for Girls, Autonomous affiliated to Savitribai Phule,Pune University.
5. One week STTP on “Advanced Research Methodology” from 11 may 2020 to 15 may 2020 organized by REST Society for Research International (RSRI),Krishnagiri,Tamil Nadu,India.
6. FDP on “Capacity Building Program for Teachers during and Post COVID-19” organized by Department of Management Studies,Godavari Institute of Engineering and Technology(A),Rajamahendravaram,Andhra Pradesh on 28th &29th may 2020.
7. Online FDP on Examinations in wake of covid-19 held on 8th may 2020 organized by Department of commerce – shift II, Patrician College,Chennai in Association with Digital Edu IT Solution.
8. Two days FDP Program on Migration of IT INFRA Using Cloud on May 20-21,2020 organized by Department of Applied Science under IQAC,PIET,Jaipur.
9. Principles of Management FDP from 18.05.2020 to 22.05.2020 conducted by CSE Department from Panimalar Institute of Technology in association with CSI and IEEE Computer Society.
10. Seven Days-International Level FDP on “New Paradigms of Teaching” organized by the PG Department of Commerce with Computer Applications,from 22nd to 29th May,2020.
11. FDP on “Creation of Google sites and OER” organized by the Department of Business Management held on May 2020.
12. Two weeks FDP on “Hands on Writing and Publishing Research Papers for Reputed Journals” between July27-August 8,2020 organized by Silicon City College of Management and Commerce,Affiliated to Bangalore University.
13. Two weeks FDP on “Quantitative Methods for Data Analysis” from August 12-August 25,2020 sponsored by Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
14. Three day FDP on Web Tools and Platforms for Online Classes conducted by the KPCTA Regional Committee,Calicut University.
15. One week online Short term FDP on “Implementation of Information and Communication Technology in Teaching” organized by Cochin University of Science and Technology on collaboration with the Kerala State Higher Education Council from 18-24,2020.
16. Three days online course on “Creation of Blog/Content Management’’ from 3 may 2020-5 may 2020organized by Mayas Research and Learning(OPC)Private Limited,Unathur Village,Attur Taluk,Salem.
17. Seven days online course on Research Methodology jointly organized by GRABS Educational Charitable Trust and Tamilnadu Association of Intellectuals and Faculty from 5-05-2020 to 11-05-2020 .

#### Seminars/Workshops Organized

1. Coordinator of Webinar on “Gender Justice in Challenging Times” organized by Department of Commerce, Sree Narayana College,Nattika on 21st November 2020 from 11:00AM to 12:30PM.
2. Coordinator of webinar on “Brain Based Learning” organized by Guidance and Counselling Cell, Sree Narayana College,Nattika on 28th November 2020 at 11AM.
3. Coordinator of webinar on “Research Orientation Programme” Organized by Department of Commerce, Sree Narayana College,Nattika on 19th December 2020 at 10 AM.
4. Coordinator of a National Webinar on “Art of Influencing” organized by Department of Commerce, Sree Narayana College,Nattika on 9th January 2021 at 12PM.

#### Seminars/Conferences/Webinars Attended

1. National Seminar on 'Banking Divergence -Challenges and Solutions'Organised by the Post Graduate Department of Commerce and Management Studies ,Sri Achutha Menon Government College,Kuttanellur and Sponsored by the Department of Collegiate Education ,Government of Kerala on 21st and 22nd Feb 2012
2. International Conference on Innovations in Business and Finance held at St.Peters College Kolanchery ,Kerala during 29-30 May 2015
3. UGC sponsored International Conference on Emerging Trends in Finance and Management Organised by Post graduate Department of Commerce ,MES Asmabi College ,P.Vemballur.Kodungallur,Thrissur,Kerala on 26th 27th Nov 2015
4. UGC Sponsored National Seminar on Contemporary Issues in Capital and Derivatives Market In India.organised by the PG Department of Commerce Sree Narayana College ,Nattikaon 10th and 11th Dec 2015
5. Participation in the lecture programme on "Micro Finance and Poverty Alleviation "by Sri.P.N.Vasudevan Manging Director ,Equitas Holdings Ltd on Friday ,10th June 2016 at Lulu International Convention Centre,Thrissur.
6. Participated as a delegate in the All Kerala Students State Conference SAPC CON 2016 in Paliative Care organised by Students Association of Palliative Care on October 14th.15th and 16th 2016 at Regional Theatre Thrissur.
7. Participation in the Lecture programme on Transforming India by Shri.Amitabh Kant IAS ,CEO,NITI AAYOG, on Thursday 15th June 2017 at LULU international convention centre
8. National Seminar on Commerce ,Management and Social Sciences organised by the Post Graduate Department of Commerce Maharajas College Ernakulam on 26th August 2017
9. Seminar on "Goods and Services Tax "organised by the Research Department of Commerce St.Thomas college Thrissur on 03 June 2017
10. Two Day National Seminar on' Business Sustainability: Perceptives,Practices and Prognoses'organised by the Post Graduate &Research Department of Commerce and Management Studies on 10th and 11th Jan 2018 at Sri.Achutha Menon Government College,Thrissur
11. Participated in the National Conference on New-Age Marketing organised by the School of Management Studies.Cochin University of Science and Tecnology on March 14,2018
12. Participated in the two day National Seminar on 'Contemporary Practices in Social Sciences Research'during 11th and 12th October 2018 Organised by Post Graduate Department of Commerce,Panampilly Memorial Government College,Chalakudy,Sponsored by the Government of Kerala.
13. International Conference on Market Liquidity & Sustainable Development Towards Knowledge Society on 14th and 15th December 2018 Organised by Post graduate Department of Commerce Christ College Irinjakuda.
14. Participated in the Students Association of Palliative Care 4th National Conference -SAPC CON 2019 Rehabilitating the physically Challenged at Regional Theatre Thrissur on Nov 08th,09th and 10th 2019
15. Two Day International Conference on Advances in Financial Markets &Services organised by the Research Department of Commerce,St.Thomas College Thrissur on 3rd and 4th Jan 2020
16. National Webinar on “Impact of lockdown on the economy” Organized by Department of Economics, ST. Xavier’s College for Women, Aluva on 5th May 2020.
17. National Webinar on “Joy of Orderly Living” held on 5th May 2020, Organized by Kamadhenu Arts and Science College,Coimbatore,Tamil Nadu.
18. National Level Webinar on “ Significance of Literature Review in Identification of Research Gap and Variable Selection” Organised by the PG Department of Commerce and Research Centre,Bishop Abraham Memorial College,Thuruthikad.
19. National Level Webinar on “Investment for Future”on 5th May 2020,Organised by the Department of Commerce,ST. Teresa’s College in Association with ICAT Ernakulam Branch.
20. Webinar on “NAAC Accreditation” Organized by UGC on 14th May 2020.
21. National Webinar on “Stress of Online Education on students and teachers during Lockdown” held on 28th May 2020.
22. Webinar on “Financial Wellness During Covid 19” Organized by Post Graduate and Research Department of Commerce,SN College,Kannur on 28th May 2020.
23. National webinar on “ Post Covid Skilling Paradigm”Organised by PG Department of Commerce,Sree Vivekananda College in Association with IQAC on 31 May 2020.
24. National Level Webinar on “Insights into Research” on 4th June 2020,Organized by The Yenepoya Institute of Arts,Science,Commerce and Management ,Manglore.
25. National Webinar Organized by School of Arts,Science and Commerce and IQAC,Rai University ,Ahmedabad,Gujarat,India on “Challenges of Work from Home 2020” held on 12th June 2020.
26. Webinar on”Quality Research and Publication in High Impact Journal” Organized by the Research and PG Department of Commerce,ST. Dominic’s College,Kanjirapally on 19th June 2020.
27. International Webinar on “Filing International Patent Applications” Organized by Research Department of Commerce,MES Asmabi College,P. Vemballur on 24th July 2020.
28. Webinar entitled “Future of colleges during Online Education” Organized by Department of Malayalam and IQAC of M P Mootheduth Memorial Sree Narayana Trusts College,Shornur on 3oth June 2020.
29. State Level Webinar titled “SAAC: Content and Content” Organized by SN College,Nattika on 25th July 2020.
30. Webinar on “Scope and possibility of Implementing Academic CSR Plans and Policies” held on 10th October 2020 Under Unnat Bharat Abhiyan Cell of MCT’s Ragiv Gandhi Institute of Technology,Mumbai.
31. National Webinar entitled “Outcome Based Education : Methods & Modalities” organized in Academic collaboration with Kerala State Higher Education Council by the Internal Quality Assurance Cell,Sree Narayana College,Nattika,Thrissur,Kerala on 31st October 2020.
32. Webinar on “Enhancing career Through Personal Branding in 2020” Organized by Alumni Committee,Rgcms on 1st November, 2020.
33. National Webinar on “Financial Awareness on Consumer Training” Organized by National Centre for Financial Education(NCFE),Govt.of Inida and Jointly with Department of Library Thiruvalluvar College,Papanasam held on 3rd November, 2020.
34. International Webinar on “Impact of Nanotechnology by Dr. Ajayan Pulikel,Professor of Engineering Department of Nano Engineering and Chemistry, Rice University,USA” on 10th November 2020 Organized by the Department of Chemistry and Centre for Research,St.Teresa’s College(Autonomus),Ernakulam.
35. FDP webinar “Mapping of Outcomes: Programme Outcomes, Course Outcomes and Learning Outcomes” Organized by IQAC,St Thomas College,Kozhencherry and KSHEC on 4th November 2020.

#### Workshops Attended

1.One Day Regional Workshop on Preparation of Scholarly Article and Publication on 15th Nov 2014 organised by the Department of Management Studies,M.D.College,Pazhanji.

2.One Day National Workshop on BASICS OF MODERN RESEARCH on 22nd March 2014 at St.Joseph's College Irinjalakuda'Kerala.India

3.Eight Day International Work-Shop on IFRS Organised by  University of Calicut in Collaboration with ISDC&ACCA on 28th&29th July 2015,11th &12th Sep2015,27th&28th Nov 2015 and 22nd & 23rd Feb 2016.

4.One day Workshop "Acquiring API Scores&Submitting PBAS based Proposal under CAS-A practical approach with basic service literacy" organised by the Internal Quality Assurance Cell,CHRIST COLLEGE Irinjalakuda on 1st April 2017

5.Five Day International Work Shop on Data Analysis for Research & Publication Organised by Cochin University of Science and Technology from May 7th -11th ,2018

6.Two Day National Workshop and Hands on Training on MOOC and e-Learning ,organised by Sacred Heart College under the aegis of Educational Multimedia Research Centre(EMMRC),University of Calicut of UGC-CEC at Sacred Heart College on August 09&10 2019

7.Two Day International Workshop on "HIGH IMPACT RESEARCH AND PUBLICATIONS" Organised by DDU KAUSHAL KENDRA CUSAT ON 19th &20th August 2019

8.FIVE DAYS WORKSHOP ON METHODOLOGY AND DATA ANALYSIS FOR BUSINESS AND SOCIAL SCIENCE RESEARCH sponsored by Directorate of Collegiate Education ,Govt of Kerala and organised by the P.G.Department of Commerce ,MMSM Government College ,Kalpetta,Wayanad on 6th ,7th,9th,10th &11th Jan 2020

#### Academic Responsibilities Undertaken

1. Resource Person of B.com Distance education  of Calicut university 2008-2016
2. IGNOU BCOM and MCOM Programme Counsellor 2017 onwards
3. Teaches P G and UG students
4. Question paper setter to autonomous colleges

#### Duties Performed at College

1. Quiz Club Co-ordinator 2013-14 at Sree Narayana College Alathur.

2. Sree Narayana Study Centre Co-ordinator 2014-2016

3. NSS Programme Officer 2016-19 at Sree Narayana College Nattika

4. Guidance and Counselling Cell Co-ordinator 2019 onwards

5. Extension Committee Co-ordinator 2019-20

6. UBA Co-ordinator 2019 onwards

7. CSS Co-ordinator 2019-20

**Member:**

1. Bhoomithra /Nature club
2. Haritham Farm Club
3. Entrepreneurial Development Club
4. Health and Hygiene of Girls Students
5. Hostel Committee