

Name of the Teacher: Dr. Sreeja Devi.V.M

Designation : Assistant Professor

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Academic Qualification

M Com, M Ed, SET, NET (Education, Commerce), Ph D

Area of Interest/Specialization

Finance, Marketing, Tourism

Teaching Experience (as on 31.03.2021) : 6 years

Details of Major or Minor Projects

NA

Administrative / Official Responsibilities

University Youth Festival Committee Member 2017 & 2018 (College Level)

Academic Positions

Internal Exam QP Setter

Awards and Accolades

Achieved the Best paper award in the Third International Seminar conducted by SVASH on 13th
August 2016

Seminar / Conference organized

“Foundation Programme in Capital Markets”, 22/11/2018, workshop conducted by Hedge School of Applied Economics, Kochi.

“Intellectual Property Rights”, 28/01/2019, Patent Information Centre, Kerala.

Training Courses attended

1. UGC sponsored one week Short term course in Research Methodology in Commerce and Management studies, conducted by UGC-HRDC University of Kerala, Kariavattom, Trivandrum from 13-03-2017 to 18-03-2017, Kariavattom, UGC
2. Orientation Programme conducted by UGC-HRDC University of Kerala, Kariavattom, Trivandrum, sponsored by RUSA from 26-04-2019 to 23-05-2019.
3. UGC sponsored Refresher Course in Curriculum Design, Implementation and Learning Outcome (Multidisciplinary) conducted by UGC-HRDC University of Kerala, Kariavattom, Trivandrum from 31-01-2020 to 13-02-2020.
4. Participated in the one week Faculty Development Programme on “Emerging Trends in Commerce and Management Teaching and Research” organized by the Faculty Training Centre of the Kerala Higher Education Council from 18-22 November 2019 at Thiruvananthapuram.
5. Participated in the workshop on “Business Analytics” organized by the Faculty Training Centre of the Kerala Higher Education Council from 17th to 18th January 2020 at Institute of Management in Government, Thiruvananthapuram.
6. Participated in one week online National Level Short Term Course (Faculty Development Programme) in E-Content Development, organised by the IQAC, Milad-E-Sherief Memorial College, Kayamkulam in collaboration with the UGC-Human Resource Development Centre, University of Kerala, Thiruvananthapuram, from 24/09/2020 to 30/09/2020.

7. Completed online Two Week Inter Disciplinary Refresher course/Faculty Development programme on “Managing Online Classes & Co-creating MOOCS 5.0”, organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 11-25 May 2021.

Seminar / Conference attended

1. Participated in the National seminar on “Awareness on Financial Literacy”, organised by Post Graduate Department of Commerce, MSM College on 29/2/2016.

2. Participated in the seminar conducted by Taluk Industries Office, Karthikapally at MSM College, Department of Commerce on behalf of ED Club activities on 19th January 2017.

3. Participated in the Three Day National Seminar on “Changing Paradigms in Tourism Industry of Kerala”, organized by Post Graduate and Research Department of Commerce on November 7th, 8th and, 9th 2018 and presented a paper titled “Marketing Strategies of Ayurvedic Health Tourism Products in Kerala- A study with special reference to Alapuzha District.

4. Participated in one day Seminar on “Intellectual Property Rights”, jointly organized by Department of Commerce, MSM College, Kayamkulam and Patent Information Centre, Kerala on 28/01/2019.

5. Participated in the National Seminar on “ Judicial Intervention and Social Change” at the Golden Jubilee Conference Hall, MSM College, Kayamkulam, held on 7th February 2019.

6. Participated in the Three Day National Seminar on “Trade War-Does it Affect the Global Free Trade Order?”, organized by the Department of Commerce, School of Business Management and Legal Studies, University of Kerala, during 26th to 28th March 2019 and presented a paper

entitled “ An Overview of Trademark Laws in India”

7.Participated in the National Seminar on “Disaster and Crisis: Preparedness, Management and Resilience” held on 11th and 12th October 2019 at UGC-HRDC, University of Kerala, Thiruvananthapuram.

8. Attended one day international seminar on Indian Business and Economic Transitions in the Global Scenario organised by the integrated Department of Commerce (unaided), Sadakathullah Appa College, held on 24/10/2019 and presented a paper in the title “Total Quality Management (TQM) in Indian Rare Earth Limited (IREL), Chavara-A Case Study”.

9. Participated in the Three Day National Seminar on “Emerging issues in Corporate Governance in India”, organized by Faculty of Public Administration, School of Distance Education, University of Kerala, held on 6th to 8th November 2019.

10. Participated in the two day National Seminar on “Building Resilience in Social Science Research” sponsored by the Directorate of Collegiate Education and organised by PG Department of Commerce, BJM Govt College, Chavara, Kollam on 14th &15th of November 2019

Webinar

1.Participated in the webinar on 'Outcome Based Education' organized by the Internal Quality

Assurance Cell, St Thomas College, Kozhencherry, in association with Kerala State Higher Education Council, on 16 July 2020

2. Participated in the week long webinar series organized jointly by The Women's Club & IQAC, Milad-E-Sherief Memorial College, Kayamkulam in connection with the International Women's Day Celebrations from 8th March to 15th March 2021.

3. Participated for the Three day International Seminar on "Disruptive Technology and Business: Emerging Challenges and Models" organised by the PG and Research Department of Commerce, Mar Ivanios College (Autonomous) from 25th to 27th March 2021.

4. Attended the Webinar on "Investor Awareness Programme" conducted by Sraddha Talent Management Pvt Ltd in partnership with IQAC, SN College, Chathanoor on 9th January 2021.

Social Media Links

International Journal Publications

"Relevance of CRM in Tourism Industry", the proceedings of the Third International Seminar conducted by SVASH, August 2016, ISBN 978-81-9287-45, pp.191-193, Vol. II-Humanities.

"Marketing Strategies of Ayurvedic Health Tourism products in Kerala: A study with special reference to Alappuzha District", Review of Research, International Online Multidisciplinary

Journal, October 2018, ISSN: 2249-894X, pp.13-22, Vol.8, Issue No.1 , Impact factor: 5.7632. .

“An Overview of Trademark Laws in India”, UGC approved Journal Impact: International Journal of Research in Humanities, Arts and Literature, March 2019, ISSN (P): 2347-4564; ISSN (O): 2321-8878, pp.231-233, Vol.7, Special Issue-1.

“Total Quality Management (TQM) in Indian Rare Earth Limited (IREL), Chavara-A Case Study”, the proceedings of one day International Seminar on Indian Business and Economic Transitions in the Global Scenario, December 2019, ISBN:978-81-942482-4-8, pp.78-83.

“Problems of Women Entrepreneurs in Rural area with special reference to Thiruvananthapuram District”, the proceedings of the International seminar on Women Entrepreneurship Development and Gender Equality, 2019, ISBN: 978-1-7338929-2-6, pp.101-112.

“Destination Branding is Accelerating the Tourism Industry of India with special focus on Intellectual Property Right-An Overview”, NIU International Journal of Human Rights, UGC Care Group 1, May 2021, ISSN: 2394-0298, pp.55-58, Vol.5, Special issue-1.

National Journal Publications

“Role of Ayurvedic Health Tourism in Improving the standards of Tourism Industry of Kerala”, Commerce and Business Researcher, July-December 31, 2017, Vol.10, Issue 3&4, ISSN No.0976-4097, pp.91-93.

Book Chapter Publications

"Impact of Islamic Banking in Promoting Social Equality and Financial Inclusion", Alternative Finance and Sustainable Socio Economic Development, March 2017, ISBN 978-81-9279284-2, pp.36-38, Published by School of Distance Education, University of Kerala.

“Customer Perception of Bank On Wheels- A study with special reference to Kolloorvila Service Cooperative Bank”, Recent Trends in Business and Management, 2020, ISBN: 978-93-90188-07-9, pp.139-158, published by ESN Publications, Chennai.

International Conference Publications

NIL

National Conference Publications

NIL

Workshops Attended

One day Capacity Building Cluster Workshop for Resource Persons of the Scholar Support Programme in Government/Aided Colleges organized by the Office of the New Initiatives in Higher Education at Devaswom Board College on 16-02-2017

Participated in the five day National Workshop sponsored by the Directorate of Collegiate Education, Government of Kerala and organised by the Research and PG Department of Commerce, Government College, Attingal from 24th to 28th of October, 2017.

Participated in the workshop on “Skill Building in Business Research”, organized by the Research and Post Graduate Department of Commerce, SN College, Kollam held on 15th March 2018.

Participated in the workshop on “Application of Econometrics in Business Research” jointly organised by the Research and Post Graduate Department of Commerce, Sree Narayana College,

Kollam and the Kerala State Higher Education Council on 28th February 2019.

Participated in the one day National workshop on “Hypotheses Formulation and Testing” organised by the Post Graduate Department of Commerce, All Saints’ College, Thiruvananthapuram on 4th March 2020.

Participated the Four Day online workshop on Statistical analysis and Interpretation using SPSS and AMOS organised by the PG Department of Commerce and Research Centre, Mahatma Gandhi College, from November 12th to 15th, 2020.

Other Publications

“A Comparison between Traditional and Modern Health Practices with reference to system of Ayurveda”, Journal of DBCT, Biannual Multidisciplinary Journal, September 2016, ISSN: 2348-7984, pp.23-28, Vol.3 (2).

"Women Empowerment through Entrepreneurship", Focus on Socio-Economic Background of Women Entrepreneurs in Minority Community, December 2016, ISBN: 978-93-5254-018-1, pp.11.1-11.6

Other Relevant information

ASAP Coordinator (College Level)

Admission Committee Member (College Level)

Exam Committee Member (College Level)

SIRA Member (National Level)

Member of ED Club, Womens' Club, Nature Club, Arts Club (College Level)

Class in charge of SSP 2016-17 (Department level)

Additional Resources