

CURRICULUM VITAE



Name : DR.DEEPA PAUL
Designation : Assistant Professor of Commerce
Department : Commerce and Management Studies
Office Address : Sri C Achutha Menon Government College, Thrissur
Mobile : 9747054456
E Mail Id : deepapaul003@gmail.com

| | |
|---------------------------------------|--|
| Department | Collegiate Education |
| Pen Number | 671728 |
| Present Address | Assistant Professor Of Commerce Sri C AchuthaMenon Government College Thrissur P O Kuttanellur – Tsr 680014 |
| Permanent Address | Vellamattathil House Thalore P.O Thrissur- 680306 |
| Experience Details (UG & PG in Years) | UG & PG – 10 Yrs |
| Qualification | M Com, SET,NET, PhD in Commerce, BEd |
| Area of Interest (Broad) | Taxation, Finance, Marketing , Accounting, Quantitative Techniques, |
| Field of Interest (Narrow) | Investment Management, Corporate Accounting, Management Science, Income Tax |
| Field of Research | Bank Marketing |
| Guideship Details | Granted recognition as Research Guide in Commerce as per U.O.No.10267/2019/Admn, dated Calicut University 01.08.2019 |
| Subject Handled (Ug) | Fundamentals of Investments, Corporate Accounting, Income Tax, Quantitative Techniques |
| Subjects Handled (Pg) | Cost Management, Income Tax, Logistics Management, Corporate Governance |

| | |
|---|--|
| Academic Responsibilities Undertaken: (Like Participation In Curriculum Preparation, BOS, SSP, WWS, Etc.) | ASAP Coordinator, Research Committee Coordinator ,WWS Mentor, Question paper setter of Kerala University and St.Thomas College |
| Office Charges Held (Like Charges Of Clubs, NSS, NCC, Etc.) | Women Cell (Member), Staff club (Member) |
| Research Projects Undertaken: (Details Of Fund, Title Of Project, Period, Status, Etc.) | Minor Project (MRP(H)/13-14/KLCA032/UGC-SWRO, Agency – UGC, Period 2014-16, Grant Rs.70,000. Amount sanctioned Rs.62,500. Title of the project is ‘A study on the Adoption of Mobile Banking among the People of Kerala’ Project report was submitted on 19/05/2018. |
| Research Publications: (Details- Title, Journal Details Etc) | <ol style="list-style-type: none"> 1. ‘Demographic and Attitudinal differences in the Adoption of Internet Banking’, MIRROR-Peer Refereed bi-annual International Journal, ISSN2249-8117, Vol.5 No.1 March 2015, 58-65. 2. ‘Credit Card Usage: A Comparative Study’, RESEARCH SCHOLAR-Peer Refereed Quarterly Inter Disciplinary Research Journal, Vol.5, No.1, March 2015, 15-21. 3. ‘p-Birnbaum Saunders Distribution: Application to Reliability and Electronic Banking Habits, RT&A, Vol 10, March 2015, pp 70-79. 4. ‘Perceptual Differences between the Users and Non Users of Internet Banking’. International Journal of Research in Computer Applications & Management, ISSN 2231-1009, Vol6, Issue 3, March 2016. 5. ‘Behavioural Intention to the Use of Mobile Banking in Kerala: An Application of Extended Classical Technology Acceptance Model’, METAMORPHOSIS, Journal of Indian Institute of Management, Luknow, SAGE Publications, Vol 17, Issue 2, pp 111-119. 6. ‘Ageing Properties of First Passage Time Distribution of a Semi-Markov System, Birth and Death Models and Queuing Models, Mathematical Sciences, International Research Journal, ISSN 2278-8697, Vol 7, Spl Issue, 2018, 49-55. 7. ‘CSR Practices in India: Does Earnings Growth Really Matter?’, AJANTA – An International Multidisciplinary Quarterly |

| | |
|--|---|
| | <p>Research Journal, Vol VIII, Issue-1, Jan-Mar 2019, 81-87.</p> <p>8. NPA-Profitability Nexus in Indian Banks edited by Dr. T G Saji & Dr E Murali Research India Publication, Delhi, 2019, Isbn: 978-93-89116-00-7.</p> <p>9. 'Corporate Social Responsibility and Corporate Profitability: the Case of SENSEX firms', INVESTMENTS, Trading Strategies and Price Efficiency-Theory and Practice, 2019, 80-89. ISBN-978-81-940137-7-8.</p> |
| Books Published: (Details- Title, Publisher Details Etc) | Book Titled 'E-BANKING-Adoption Behaviour in Kerala', Mahi Publication, Isbn: 978-81-940137-9-2 |
| Paper Presentations: (Details- Title, Venue, Date Etc) | Annexure I |
| Seminars / Workshops Organized: (Details- Title, Venue, Date Etc) | Coordinator, National seminar on Global Business in Emerging Markets by Dept of Commerce and Management Studies, Sri.C.Achuthamenon Govt College, Thrissur. 15 th and 16 th December 2014. |
| Seminars Attended: (Details- Title, Venue, Date Etc) | Annexure II |
| Workshops Attended: As Resource Person (Details- Title, Venue, Date Etc) | Nil |
| Workshops Attended: As Participant (Details- Title, Venue, Date Etc) | Annexure III |
| Refresher Courses Attended: | <p>1. Refresher Course (UGC sponsored Special Summer School) at ASC, Calicut University, 21 Days (From 20/05/2013 To 09/06/2013)</p> <p>2. Refresher Course On 'Sharpening Soft Skills For Academic Excellence' at ASC, KVASU Mannuthy, 14 Days, (From 03/07/2019 To 16/07/2019)</p> |
| Short Term Courses Attended: | IMG Training on Legal and Administrative Mechanism for Combating Violence against Women and Children during 16 th March 2015 to 18 th March 2015. |
| Orientation Programmes Attended: | Special Winter school at John Mathai Centre, University of Calicut, 27-11-2013 to 17-12-2013, Sponsoring agency –UGC |
| Awards / Honours / Patents Conferred: | Nil |
| Membership(s) in: Academic Bodies | Nil |
| Membership(s) in: NGOS, Cultural Organizations Etc | Nil |

Annexure I**List of Paper Presentations**

| Topic Presented | Name of the Programme | Duration &Period | Sponsoring Agency |
|---|--|--|--------------------------------------|
| ‘Diffusion of Internet Banking in Kerala’. | National seminar on Service sector dynamism and Indian economic growth: Problems and Prospects by Dept of Commerce and Management Studies, Sri.C.Achuthamenon Govt College, Thrissur | 18 th and 19 th December 2013. | DCE, Govt of Kerala |
| ‘Derivative Markets in India:Past and Present’ | National seminar on Financial Engineering in India:Growth Prospects and Challenges by Dept of Commerce,NSS college,Nenmara. | 20 th &21 st November 2014. | UGC |
| ‘Factors affecting the Adoption of Internet Banking: A Factor Analysis Approach’, | National seminar on Service Marketing: Challenges and Prospects by Dept of Commerce, Govt College, Koilandy | 10 th &11 th December 2015 | DCE, Govt of Kerala |
| ‘Perceptual Differences between the Users and Non-Users of Internet Banking’ | International Conference on ‘Humanities and Social Sciences’ by Dept of Commerce, St.Thomas College, Thrissur | 28 th &29 th January 2016 | St.Thomas College, Thrissur |
| Youth Perception on CSR Practices in India, National seminar on ‘Business Sustainability:Perspectives, Practices and Prognosis’ | Dept of Commerce and Management Studies, Sri.C.Achuthamenon Govt College, Thrissur. | 10 th and 11 th January 2018 | DCE, Govt of Kerala |
| ‘CSR practices and Business Sustainability among 30 Listed Companies in India’, | International Conference on ‘Market Liquidity & Sustainable Development towards Knowledge Society’ Dept of Commerce, Christ College, Irinjalakkuda | 14 th &15 th December 2018. | Journal of Dharma and Globethics.net |
| ‘Non Performing Assets and Profitability of Indian Banks’, | International seminar on ‘Entrepreneurship: Dreaming, Scanning and Discovering New Horizons’,. Dept of Commerce and Management Studies, Sri.C.Achuthamenon Govt | 10 th and 11 th January 2019 | DCE, Govt of Kerala |

| | | | |
|--|--------------------|--|--|
| | College, Thrissur. | | |
|--|--------------------|--|--|

Annexure II List of Seminars Attended

| Name of the Programme | Duration and Period | Sponsoring Agency |
|---|---|--|
| Regional seminar on 'Transforming Malayali Family:Contemprory Psychological Experiences'. | 11 th November 2014. | DCE, Govt of Kerala |
| National seminar on 'WritingSocial History of Kerala:Problems and Prospects'. | 12 th & 13 th November 2014. | DCE, Govt of Kerala |
| National seminar on 'Unheard Voices:Resistances and Responses of the Marginalised in Colonial India'. | 16 th & 17 th September 2014. | UGC |
| International seminar on 'A New Agenda for Kerala's Economic Development'. | 21st & 22 nd January 2016. | DCE, Govt of Kerala |
| National seminar on 'In Quest of Space:Portraying Womanhood in Literature | 15 th & 16 th December 2016. | DCE, Govt of Kerala |
| National seminar on 'Convergence with IFRS: Perceptions and. | 5 th & 6 th January 2017. | DCE, Govt of Kerala |
| International Conference on 'Corporate Governance and Emerging Trends'. | 7 th & 8 th June 2017 | DCMS, University of Calicut |
| International Conference on Business Analytics | 19 th , 20 & 21 st February 2019. | DCMS, University of Calicut |
| National seminar on Quality Management & Accreditation in Higher Education | 7 th March 2019 | DCE, Govt of Kerala |
| National seminar on New Age Business | 10 th & 11 th January 2020. | DCE, Govt of Kerala |
| National webinar on Are we ready to forecast tourism: A Post COVID Agenda | 29 th May 2020 | Dept of Commerce &Management Studies, Government College, Thrissur |

Annexure III List of Workshops Attended

| Name of the Worshop | Duration and Period | Sponsoring Agency |
|--|---|---------------------|
| 'Counselling&Psychotherapy',by Dept of Psychology, Sri.C.Achuthamenon Govt | 15 th &16 th October 2015 | DCE, Govt of Kerala |

| | | |
|--|---|---------------------|
| College, Thrissur | | |
| National workshop on ‘Emerging Trends in Financial Reporting:with special reference to IFRS’,by Dept of Commerce,PMGC,Chalakkudy | 11 th &12 th January 2016 | DCE, Govt of Kerala |
| Three day workshop on Data Analysis using ‘R’ by Dept of Commerce, Maharaja’s College, Ernakulam | 30 th September, 1 st &2 nd October 2017 | DCE, Govt of Kerala |
| National workshop on ‘Econometrics &Statistical Inference’ by Dept of Commerce, Govt college, Malappuram | 25 th &26 th October 2018 | DCE, Govt of Kerala |