

## **Curriculum Vitae**



**Name: RENJITHA RAJEEV**

*Designation: Assistant Professor*

*Department: Commerce*

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<b>Date of Joining:</b>	18.06.2008
<b>(i) In Collegiate Education Service :</b>	Nil
<b>(ii) Previous service if any (Specify service type and period of service) :</b>	
<b>Experience details (UG and PG in Years)</b>	13 Years
<b>Qualification (Degree, PG, M.Phil, Ph.D, Others)</b>	M.com, B.Ed, UGC NET, PhD.
<b>Area of interest (Broad)</b>	HRM
<b>Field of interest (Narrow)</b>	CSR
<b>Field of research</b>	CSR
<b>Guideship details</b>	Nil

<b>Courses handled (UG)</b>	Managerial Economics, Financial Markets and Services, Banking and Insurance, Organizational Behaviour, Basic Numerical Skills, Financial Management.
<b>Courses handled (PG)</b>	Service Marketing, Advertising and Sales Management, Financial Management.
<b>Academic Responsibilities Undertaken: (like participation in curriculum preparation, BoS, SSP, WWS, etc.)</b>	BBA curriculum restructuring in 2018. KSHC course designing Programme. (4 <sup>th</sup> to 6 <sup>th</sup> may 2010)
<b>Office Charges held (like charges of clubs, NSS, NCC, etc.)</b>	COORDINATOR-ED CLUB, TOURISM CLUB, ANTI NARCOTIC CELL, GRIEVENCE REDRESSAL CELL, REMEDIAL COACHING AND TUTORIAL SYSTEM. MEMBER – WOMENS CELL, DISCIPLINE COMMITTEE, NATURE CLUB, NAAC COMMITTEE, ADMISSION COMMITTEE. COLLEGE MAGAZINE ADVISOR (2017- 2018) NSS PROGRAMME OFFICER (2018-19).  CHIEF SUPERINTENDENT-UNIVERSITY EXAMINATIONS. (2020-PRESENT)
<b>Extension Activities Undertaken:</b>	Nil
<b>U.G.C Research Projects Undertaken: (Specify Major/ Minor, Details of fund, title of project, period, status, etc.)</b>	Nil
<b>Non-U.G.C Research Projects Undertaken: (Specify Funding Agency, Details of fund, title of project, period, status, etc.)</b>	Nil
<b>Research Publications: (Details- title, journal details etc)</b>	Crisis Management and Survival Strategies in The Hospitality Sector in Kerala, Journal of Economics and Management Science. ISBN 2229-4430

<b>Books Published: (Details- title, publisher details etc)</b>	<ol style="list-style-type: none"> <li>1. CSR Through Ancient Indian Wisdom and Other Essays. (ISBN: 978-93-85957-36-9) Meena book Publications, New Delhi.</li> <li>2) Business research selected case studies from Kerala, edited by Dr.T.G Saji and Dr. E Murali (ISBN 978-93-89116-00-7), Published by the Research India Publications.</li> <li>3.) Women entrepreneurship and development: Issues and challenges edited by Dr Siddaraju V G. (ISBN 978-81-936929-8-1) published by Grabs Educational Charitable Trust.</li> </ol>
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<p><b>Paper Presentations: (Details- title, venue, date etc)</b></p>	<ol style="list-style-type: none"> <li>1) A Study on The Problems and Prospects and Tourism Development of Nelliampathy, UGC SAP National Seminar on Creativity and Innovations in Tourism 2009.</li> <li>2) Entrepreneurship: Contemporary Trends, Pondicherry University From 19<sup>th</sup> to 20<sup>th</sup> March 2010.</li> <li>3) A Critical Analysis of SWOT of SHG Women Members in Thrissur District in Kerala At the International Conference of Micro Finance at Pondicherry University From 27<sup>th</sup> To 29<sup>th</sup> January 2011.</li> <li>4) International Seminar on Development Issues Revisited: A Comparison of Kerala And Norwegian Economies at Sri C Achutha Menon Govt College Thrissur on 3-11-2011.</li> <li>5) Paper on Talent Management in Banking Sector at National Seminar on Foreign Direct Investment in India, Govt College Chittur on 16-12-2011.</li> <li>6) Paper on A Study on The Online Industry in India At the National Seminar on Rural</li> </ol>
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	<p>ECommerce in India: Emerging Trends and Challenges at Govt Arts and Science College Thiruvananthapuram on 15 And 16-3-2012.</p> <p>6) Web Based Tourism Marketing: A Study on The Perceptions of Different Categories of Tourism Units in Kerala At The UGC-SAP National Seminar on Managing Tourism Business for Sustainable Competitive Advantage 23<sup>rd</sup> To 24<sup>th</sup> March 2012.</p> <p>7) National Seminar on Business Strategies in Globalized World at Sri C Achutha Menon Govt College Thrissur from 3 To 4-1-2013.</p> <p>8) Green Initiatives and Corporate Social Responsibility at The National Seminar on Green Marketing, Govt Arts College Thiruvananthapuram on 13-12-2013.</p> <p>9) National Seminar on Service Sector Dynamism and Indian Economic Growth: Problem and Prospects at Sri C Achutha Menon Govt College Thrissur on 19-12-2013.</p> <p>10) Innovative Practices of Green Marketing at The National Seminar on Innovative Management Practices for Business Excellence at SNGS College Pattambi on 24 To 25-1-2017.</p> <p>11) Contemporary Research and Practices in Tourism and Hospitality at Pondicherry University From 5 To 6-5-2017.</p> <p>12) National Seminar on Business Sustainability: Perspectives, Practices and Prognoses at Sri C Achutha Menon Govt College Thrissur from 10 To 11<sup>th</sup> January 2018.</p>
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	<p>13) International Seminar on Entrepreneurship and Innovations: Dreaming, Scanning and Discovering New Horizons, 11<sup>th</sup> And 12<sup>th</sup> January 2019.</p> <p>14) National Seminar on New Age Business Organized by The Department of Commerce and Management Studies, Sri C Achutha Menon Govt. College, Thrissur, On 10<sup>th</sup> &amp; 11<sup>th</sup> January 2020.</p>
<b>Seminars / Workshops Organized: (Details- title, venue, date etc)</b>	<p>Co-Ordinator, Two Day National Seminar on Business Sustainability – Perspectives, Practices and Prognoses Sri C Achutha Menon Govt College Thrissur. 10-11 January 2018.</p>
<b>Seminars Attended: (Details- title, venue, date etc)</b>	<p>1) National Seminar on Global Perspectives in Management, Govt Arts and Science College, Kozhinjampara on 11-12-2009.</p> <p>2) 3<sup>rd</sup> International Conference on MICRO FINANCE, Pondicherry University From 22 To 24 January 2010.</p> <p>3) UGC SAP National Seminar on Creativity and Innovations in Tourism Entrepreneurship: Contemporary Trends, Pondicherry University From 19 To 20-3-2010.</p>

	<ol style="list-style-type: none"> <li>4) International Conference of Micro Finance at Pondicherry University From 27<sup>th</sup> To 29<sup>th</sup> January 2011.</li> <li>5) National Seminar on Recent Trends in Commerce at Govt College Chittur on 8-3-2011.</li> <li>6) International Seminar on Development Issues Revisited: A Comparison of Kerala And Norwegian Economies at Sri C Achutha Menon Govt College Thrissur on 3-11-2011.</li> <li>7) National Seminar on Foreign Direct Investment in India, Govt College Chittur on 16-12-2011.</li> <li>8) National Seminar on Rural E Commerce in India: Emerging Trends and Challenges at Govt Arts and Science College Thiruvananthapuram on 15 And 16-3-2012.</li> <li>9) UGC-SAP National Seminar on Managing Tourism Business for Sustainable Competitive Advantage 23<sup>rd</sup> To 24<sup>th</sup> March 2012.</li> <li>10) National Seminar on Business Strategies in Globalized World at Sri C Achutha Menon Govt</li> </ol>
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	<p>College Thrissur from 3<sup>rd</sup> and 4<sup>th</sup> January 2013.</p> <p>11) Environment and Development : Issues and Challenges At S.C.A.M Govt College Thrissur on 7-2-2013.</p> <p>12) Green Initiatives and Corporate Social Responsibility at The National Seminar on Green Marketing, Govt Arts College Thiruvananthauram on 13-12- 2013.</p> <p>13) National Seminar on Exploring the Under-Explored' Value Addition Strengths, Weakness Opportunities and Threats in The Unorganized and Under-Utilized Crops in Kerala With Special Reference to Coconut At P.M.G C Chalakudy from 17 To 18-12- 2013.</p> <p>14) National Seminar on Service Sector Dynamism and Indian Economic Growth: Problem and Prospects at Sri C Achutha Menon Govt College Thrissur on 19-12-2013.</p> <p>15) Writing of Research Proposals, Thesis, Reports and Papers at Christ University From 15 To 16- 11-2014.</p>
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	<p>16) Five Day Workshop on Research Methodology in Social Science Research at PMGC Chalakudy from 4 To 8-11-2014.</p> <p>17) Workshop on Research Methodology, SPSS And Amos At Govt College Kattappana from 15<sup>th</sup> To 16<sup>th</sup> Feb 2015.</p> <p>18) National Seminar on Social Science Research: Design, Data Mining and Statistical Modelling at Govt College Kottayam from 4 To 6-2-2016.</p> <p>19) Research Methodology or Social Science Research at NMSM Govt College Kalpetta from 7 To 8-2-2017.</p> <p>20) Research Methodology and Data Analysis in Social Science at Govt College Kattapana from 8-11-2014 To 10- 11-2017.</p> <p>21) National Seminar on Innovative Management Practices for Business Excellence at SNGS College Pattambi on 24 -25-1-2017.</p> <p>22) National Conference on Commercialization of Higher Education in India By AKGCT on 17-3-2017.</p>
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	<p>23) National Seminar on AS To Ind AS At PMGC Chalakudy From 11 To 12-1-2017.</p> <p>24) Contemporary Research and Practices in Tourism and Hospitality at Pondicherry University From 5 To 6-5-2017.</p> <p>25) National Seminar on Business Sustainability: Perspectives, Practices and Prognoses at Sri C Achutha Menon Govt College Thrissur from 10 To 11<sup>th</sup> January 2018.</p> <p>26) National Seminar on Quality Management and Accreditation in Higher Education, Sri C Achutha Menon Govt College Thrissur on 7<sup>th</sup> March 2019.</p> <p>27) National Seminar on Research Writing, Sri C Achutha Menon Govt College Thrissur on 20<sup>th</sup> March 2019.</p> <p>28) National Seminar on Innovation and Technology in Teaching, Sri C Achutha Menon Govt College Thrissur on 22<sup>nd</sup> And 23<sup>rd</sup> March 2019.</p> <p>29) National Seminar on Rural Community Engagement, NSS Wing University of Calicut on 23-3-2019.</p>
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	<p>30) Three Day National Seminar on Research Methodology for Social Sciences at Maharajas College Ernakulam On November 22,2019.</p> <p>31) Two Day National Seminar on New Age Business; Emerging Realities Organized by Commerce Department Of S.C.A.M Govt College,Thrissur.</p> <p>32) National Webinar on Are We Ready to Forecast Tourism: A Post COVID-19 Agenda Organized by The Department of Commerce, S.C.A.M Govt College Thrissur.</p> <p>33) National Webinar on Rethinking Cyber Security Priorities For India's Financial Sector Amid the Pandemic Organized by The Commerce Department, Vimala College Thrissur.</p>
<b>Workshops Attended: As Resource Person(Details- title, venue, date etc)</b>	Nil
<b>Workshops Attended: As Participant (Details- title, venue, date etc)</b>	<p>1) Three Day Workshop on Course Designing Conducted by Kerala State Higher Education Council from 4<sup>th</sup> To 6<sup>th</sup> May 2010.</p>

	<ul style="list-style-type: none"> <li>2) Ten Day Workshop on Research Methodology at University of Kerala, Karyavattam, Campus from January 18<sup>th</sup> to 28<sup>th</sup> 2013.</li> <li>3) Writing of Research Proposals, Thesis, Reports and Papers at Christ University From 15-11-2014 to 16-11-2014</li> <li>4) Five Day Workshop on Research Methodology in Social Science Research at PMGC Chalakudy from 4-11-2014 To 8-11-2014.</li> <li>5) Workshop on Research Methodology , SPSS And Amos At Govt College Kapletta from 15 To 16-2-2015.</li> <li>6) CSR In Indian Banking Industry at The National Seminar on Social Science Research: Design, Data Mining and Statistical Modelling at Govt College Kottayam from 4 To 6-2-2016.</li> <li>7) Research Methodology or Social Science Research at NMSM Govt College Kalpetta from 7 To 8-2-2017.</li> <li>8) . Research Methodology and Data Analysis in Social Science at Govt College Kattapana from 8 To 10-11-2017.</li> </ul>
<b>Refresher Courses Attended:</b>	1.Special Summer School, ASC-University of Calicut From 17.4.2013 to 7.5.2013

	<p>2. Environmental Studies HRDC-JNU New Delhi From Nov 12<sup>th</sup> 2018 To Dec 7<sup>th</sup> 2018.</p> <p>3. Arpit Course on Financial Markets and Emerging Business Models Organized by HRDC Kerala University From 15<sup>th</sup> October 2019- January 30<sup>th</sup> 2020.</p>
<b>Short Term Courses Attended:</b>	<ol style="list-style-type: none"> <li>1. ICSSR Sponsored Ten Day Training Programme On Research Methodology at University of Kerala from 18 To 28-1-2013.</li> <li>2. FSDTC Sponsored Five Day FDP on Multivariate Data Analysis from January 27<sup>th</sup> to February 1<sup>st</sup> 2020.</li> </ol>
<b>Orientation Programmes Attended:</b>	ASC University of Kerala from 31-10-2012 To 27-11-2012.
<b>Awards / Honours / Patents Conferred:</b>	Nil
<b>Membership (s) in: Academic Bodies</b>	Nil
<b>Membership (s) in: NGOs, Cultural Organizations etc</b>	Nil