

Curriculum Vitae



Dr. AJITHARANI UNNIKRISHNAN

ASSISTANT PROFESSOR

PG AND RESEARCH DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

SRI C ACHUTHA MENON GOVERNMENT COLLEGE, THRISSUR

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Date of Joining:	20/02/2020
(i) In Collegiate Education Service : (ii) Previous service if any(Specify service type and period of service) :	Yes/ HSST Commerce in Govt. Higher Secondary School, Pattikkad, Thrissur and other Government School under General Education Department, Kerla/11 Years(07/08/2009 to 19/02/2020)
Experience details (UG and PG in Years)	5 years and 3 months
Qualification (Degree, PG, M.Phil, Ph.D, Others)	B.Com, M Com(FIRST RANK HOLDER,KERALA UNIVERSITY), Ph D in Commerce, NET/JRF, SET, B Ed in Commerce, Currently pursuing MBA at IGNUO
Area of interest (Broad)	Marketing Management, Entrepreneurship Development, Consumer Behaviour
Field of interest (Narrow)	Consumer Behaviour
Field of research	Customer Relationship Management in Bharat Sanchar Nigam Limited
Guideship details	UO No 4373/2023 dated 09/03/2023 (Calicut University)
Courses handled (UG)	Marketing Management, Professional Business Skills, Indian Financial System, Basic Accounting, Cost

	Accounting, Entrepreneurship Development, Organizational Behaviour, Financial Markets and Intermediaries, E-Commerce
Courses handled (PG)	Strategic Cost Accounting, Corporate Governance and Business Ethics
Academic Responsibilities Undertaken: (like participation in curriculum preparation, BoS, SSP, WWS, etc.)	Admission Core Committee member, NAAC Infrastructure Development Committee member SWAYAM department Coordinator, CV/CMV Camp Assistant Examiner in University of Calicut Assistant Examiner / Invigilator in University Examinations Moodle Coordinator
Office Charges held (like charges of clubs, NSS, NCC, etc.)	Admission Core committee member Website Nodal Officer Swayam Department Coordinator
Extension Activities Undertaken:	Resource Person in UGC NET Coaching External Examiner in Agricultural University, Assistant Examiner, Kerala PSC Exam Duty, External Practical Viva Voce Examiner, Kerala PSC Question paper setter, Kannur University Question paper setter
U.G.C Research Projects Undertaken: (Specify Major/ Minor ,Details of fund, title of project, period, status, etc.)	NIL
Non U.G.C Research Projects Undertaken: (Specify Funding Agency, Details of fund, title of project, period, status, etc.)	NIL
Research Publications: (Details- title, journal details etc)	1.Customer Retention Strategies : The Key Success to growth of Bharat Sanchar Nigam Limited Coauthor Dr. B Johnson, The Journal of Institute of Public Enterprises, 2012 ISSN 0971-1856 2.Implications of Foreign Direct Investment in the Indian Telecommunication Industry Coauthor Dr. B Johnson, Commerce and Business Researcher,2013 ISSN : 0976 – 4097

	<p>3. Indian Telecommunication Industry – The Emerging Global Leader, Coauthor Dr. B Johnson, Online Journal : International Journal of Multidisciplinary and Academic Research, 2013 ISSN : 2278 -5973</p> <p>4. Dimensions of the Training Practices of Bharath Sanchar Nigam Limited in the Trivandrum Secondary Switching Area(SSA) –An Evaluative Study. Coauthor Dr. B Johnson, Carmel Journal of Management Research, 2013, ISSN : 2320-1088</p> <p>5. Customer Retention Strategies in Bharat Sanchar Nigam Limited – A Study with particular Reference to Kerala Coauthor Dr. B Johnson, International Journal of Management, IT and Engineering, 2017 ISSN : 2249 - 0558</p> <p>6. Customer Satisfaction in BSNL – A Comparative Analysis of Landline, Prepaid and post paid mobile services in Kerala Circle Coauthor Dr. B Johnson, Researchers World, Journal of arts, science and commerce, 2017 ISSN : 2231 -4172</p> <p>6. An Empirical Study of Preference for Digital Route of buying Financial products, ECS Transactions, 107(1)174545-17554(2022) (Conference Proceedings)</p> <p>7. A Review of Artificial Intelligence (AI) Technologies and Education Relationship Management, Indian Journal of Natural Science, 2022 ISSN 0976-0997</p> <p>8. Consumer Protection Act 2020 and E-Commerce, Journal of Management and Entrepreneurship, 2022, ISSN : 2229-5348 (UGC Care Group 1 Journal)</p> <p>9. Role of E- Banking Services with customer perception and satisfaction in Current Scenario, World Journal of Management and Economics, 2022, ISSN : 1819-8643</p>
Books/Chapter in Book Published: (Details- title, publisher details etc)	<p>1. Marketing Management, RedShine Publications Pvt Ltd, 2022, ISBN 978-93-93239-89-1 (Book published)</p>

	<ol style="list-style-type: none"> 2. Contemporary Research in Emerging Insurance Market, Mangalam Publications, Delhi, 2014, ISBN 978-93-82983-19-4 (Chapter contribution) 3. Emerging Trends in Consumerism in India, Sonali Publications, New Delhi, 2014, ISBN 978-81-8411-504-8 (Chapter contribution) 4. Emerging Trends in Commerce and Management Volume -1, 202, Clever Fox Publication, 2021, ISBN -9789393229083 (Chapter contribution)
Paper Presentations: (Details- title, venue, date etc)	<ol style="list-style-type: none"> 1. Paper Presented on 'Implication of Foreign Direct Investment in the Indian Telecommunication Industry' at International Seminar on Foreign Direct Investment – The Indian Scenario conducted by University of Kerala, 2013 2. Paper presented on 'A study on the effectiveness of the training and development practices of Bharat Sanchar Nigam Ltd with reference to Trivandrum SSA' at National Conference conducted by Caarmel Engineering College, 2013 3. Paper presented on 'Customer Relationship Management in the BSNL' at National Conference conducted by Caarmel Engineering College, 2013 4. Paper presented on 'Significance of the FDI in the Indian Power Sector' at National Conference conducted by St Peter's College Ernakulam, 2014 5. Paper presented on 'Recent Trends in Entrepreneurship' in one day International Multidisciplinary E-Seminar conducted by Rajarshi Shahu Arts and Commerce College Rukadi, Kolhapur, on 30th June 2022 6. Paper presented on 'Attitude of youth towards Entrepreneurship in Kerala' in one day International Mutidisciplinary E -seminar

	conducted by Jawahar, Arts, Science and Commerce College, Anadur on 4 th Aug 2022.
Seminars / Workshops Organized: (Details- title, venue, date etc)	1. Organised a National Webinar on topic ‘Are we ready to Forecast Tourism – A Post Covid Agenda’ on 29/05/2020 conducted by the PG Department of Commerce and Management Studies, Sri C Achutha Menon Govt. College, Thrissur
Seminars Attended: (Details- title, venue, date etc)	<p>1. Participated in a Webinar on ‘Digital Classroom’ on 11/05/2020 conducted by Sri Sarada College of Education, Salem</p> <p>2. Participated in an International Webinar on ‘Technology how to learn and Teach at and after Lockdown’ on 21/05/2020 and 22/05/2020 organised by the Department of Computer Science IQAC of Mahatma Gandhi College, Iritty, Kannur, Kerala</p> <p>3. Participated in a National Webinar on ‘Sharing the Economic implications of Covid- Lockdown from different States in India’ on 05/06/2020 conducted by the Research Department of Economics, Sri C Achutha Menon Govt. College, Thrissur</p> <p>4. Participated in the National Webinar on topic ‘Are we ready to Forecast Tourism – A Post Covid Agenda’ on 29/05/2020 conducted by the PG Department of Commerce and Management Studies, Sri C Achutha Menon Govt. College, Thrissur</p> <p>5. Participated in National webinar on “Classroom Management Tools” Organised by SCMS School of Technology and Management, Aluva on 23/07/2020</p> <p>6. Participated in National level Webinar on “Recent Trends in Accounting and Marketing” organised by the Department of Commerce in collaboration with IQAC, Vidyanagar College on 29/11/ 2020</p> <p>7. Participated in the Webinar on “The Structure of GST in India” organised by PG Department of Commerce- Govt Arts and Science College, Santhanpara, Idukki on 24/12/2020</p>

	<p>8. Participated in Webinar on “Investor Awareness Program” conducted by Sraddha Talent Management Pvt Ltd in partnership with IQAC, Sri C Achutha Menon Govt. college, Thrissur for the faculty members on 14/01/2021</p> <p>9. Participated in webinar titled “How to write effective manuscripts to SCOPUS indexed journal” organised by St Aloysius College, Bengaluru the department of Business administration held on 04/06/2021</p> <p>10.Participated and successfully completed Webinar on “Descriptive And Inferential Statistics For Social Science Research” on 14/06/2021 Organized by PG & Research Department of Commerce in association with IQAC, The Quaide Milleth College for Men, Medavakkam, Chennai.</p> <p>11. Participated in National Webinar on “Writing and Publishing Research Article in CARE listed and International Journals” organised by IQAC in collaboration with Research Department of Commerce, MES Asmabi College, Kodungalloor, Thrissur on 24/07/2021.</p> <p>12.National Webinar on “YOUNG STARTUPS - A WAY FORWARD” organised by St. Mary’s College (Autonomous), Thoothukudi , Department Of Commerce (SSC)on 28/08/ 2021</p>
Editorship	Co editor in book ‘Recent Advances in Commerce and Management, Vol 1, Redshine Publications Pvt Ltd, 2022 ISBN 978-93-94727-14-4
Seminar/Workshops Attended: As Resource Person(Details- title, venue, date etc)	<p>Resource person in an online Webinar on ‘Young startups- A way Ahead’ conducted in Sree Narayana Guru College of Advanced Studies, Vazakumpara, Thrissur on 1st October, 2021</p> <p>Resource person for NET Coaching conducted by Government College Teachers.</p> <p>Resource person in an online Webinar on Digilocker at Sree Narayana Guru College for</p>

	<p>Advanced Studies , Vazakumpara, Thrissur on 23rd January 2022</p> <p>Resource person in an online Webinar on Digilocker at Elims College of Arts and Science, Ponganamkadu, Thrissur on 30th January 2022</p> <p>Keynote speaker in REST Society Krishnagiri, TN on 25th September 2022</p> <p>Resource person in a Two Days International Conference on ‘Global Contemporary Issues and Unlocking Innovation in Business Industry 4.0’ organised by Virudhunagar Hindu Nadars’ Senthikumara Nadar College, Tamil Nadu on 25th July 2024.</p>
<p>Workshops Attended: As Participant (Details- title, venue, date etc)</p>	<p>1.Participated in Three day National online Workshop on “Online Learning : Essential Tools and Techniques” organized by Mar Theophilus Training College Nalanchira Thiruvananthapuram from 18/06/2020 to 20/06/2020</p> <p>2.Participated in three day online workshop on “Data Analysis using SPSS” organised by Research and Post Graduate Department of Commerce, Bharat Mata College from 27//05/2021 to 29/05/2021.</p> <p>3. Participated in Virtual Workshop on “Research Methodology and Hands on Learning” organized by the School of Tribal Resource Management, KISS Deemed to be University held from 02/08/2021 to 06/08/2021.</p> <p>4. Participated in an author workshop organised by the Department of Business Administration, Maharaja Agrasen Institute of Management Studies on “ Fundamental in Publishing in Top Journals” on 16/06/2021.</p> <p>5. Participated in IQAC initiated UGC STRIDE sponsored five-days workshop on “Application of Research Techniques in SPSS- a hands on approach” on 13/09/2021 to 17/09/2021 conducted</p>

	<p>by KLE Society S Nilanlingappa College, Department of PG Studies in Commerce & Research Centre</p> <p>6. Participated in “Two Days Online National Workshop On Data Analysis Using Amos & E-Views” sponsored by ICSSR-SRC, Hyderabad and organized by Alagappa Institute of Management, Alagappa University held on 07/10/2021 & 08/10/2021.</p> <p>7. One day online National level Workshop on “Intellectual Property Rights” jointly organised by ED Cell and Department of Management Studies, Gate Institute of Technology, Gooty in association with Rajiv Gandhi National Institute of Intellectual Property Management, Nagpur on 20/10/2021.</p> <p>8. Workshop on Basic Statistical Analysis and its Interpretation using JASP Open Source Software’ organised by Institute of Statistical and Analytical Research, Chennai from 13th July 2024 to 15th July 2024.</p>
Refresher Courses Attended:	<p>1. Attended Online two-week refresher course in “Commerce and Management” from 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 25 June - 08 July 2021 and obtained Grade A.</p>
Short Term Courses Attended:	<ol style="list-style-type: none"> 1. Attended MOOCs course on ‘Online Learning and Content Development’ from 18/04/2020 to 02/05/2020 organised by FLAIR Kerala, Directorate of Collegiate Education Kerala 2. Attended Online Faculty Development Programme titled ‘Effectiveness of online learning and Teaching in Commerce’ held on 16/05/2020 organised by Department of Commerce, Pioneer Kumaraswamy College, Nagercoil 3. Participated Three days online Training Programme entitled “Research Methodology for Social Sciences” organized by the Department of Social

	<p>Work Bharthidasan University from 18/05/2020 to 20/05/2020</p> <p>4. Participated in 5 day online training programme “Reference Management using the free software Zotero” from 22/05/2021 to 31/05/2020 organised by IQAC and LMS Monitoring Committee, Sree Neelakanta Govt. Sanskrit College, Pattambi.</p>
Orientation Programmes Attended:	<p>1. Attended 6 Days Induction Training for Teachers of Collegiate Education Dept at IMG Training Center Ernakulam 24/02/2020 to 29/02/2020</p> <p>2. Successfully completed a 4-Week Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” conducted 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 April 16 - May 15, 2021 and obtained Grade A+.</p>
Faculty Development Program attended	<p>1. Participated in the online Faculty Development Programme titled “Effectiveness of online learning and teaching in commerce” held on 16th May 2020 Organised by the Department of Commerce (SF), Pioneer Kumaraswamy College, Nagercoil.</p> <p>2. Two Week Online National Faculty Development Program organized by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMNMTT) of Ministry of Education in collaboration with Bishop Abraham Memorial College, Thuruthicad from 18th January to 30th January 2021</p>

	<ol style="list-style-type: none"> 3. Attended 3 Days Induction Training For Teachers of Collegiate Education Dept at IIM Kozhikodu From 02/03/2020 to 04/03/2020 4. Successfully completed NPTEL online certification course(FDP) on Cost Accounting in Sep-Oct 2020 (Elite Grade 68%) 5. Successfully completed NPTEL online certification course(FDP) in SWAYAM/NPTEL on Management Accounting in Sep-Oct 2020 (Elite Silver Grade 75%) 6. Successfully completed and Topped the Qualifying Exam of One Week FDP on Research Methodology (online mode) from 14 June 2021 to 18 June 2021 organized by REST Society for Research International (RSRI) Krishnagiri, Tamil Nadu, India. 7. Participated and successfully completed “7 Day International Professional Development Programme (PDP) on SPSS” Organized by PG & Research Department of Commerce (Shift-I) Patrician College of Arts & Science from 21st June 2021 to 27th June 2021. 8. Three day National Level Research Development Programme on “Secondary Data Analysis In Social Science Research” organised by the Department of Commerce VHN Sentilkumar Nadar College, Virudhunagar from 1st Sept 2021 to 3rd Sept 2021 and has obtained A+ grade 9. Participated in a three-day Faculty Development Program on Citation Styles and Reference Lists 21st - 23rd June, 2021 conducted by Department of Data Sciences Siva Sivani Institute Of Management Nh. 44, Kompally, Secunderabad, Telangana, India 10. Successfully completed two week online Faculty Development Programme on “Developing Online Courses for SWAYAM” from 21st June 2021 to 5th July 2021 conducted by School of
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	Computer Science and IT and online program cell Uttarakhand Open University, Haldwani in collaboration with CEMCA, New Delhi
Membership (s) in: Academic Bodies	Nil
Awards / Honours / Patents Conferred:	Nil
Membership (s) in: NGOs, Cultural Organizations etc	Member of REST Society for Research International, Membership No: LM: AA0249 (Nov 2021)