

NAME OF THE DEPARTMENT: DEPARTMENT OF COMMERCE

Name of the Faculty:SIMI.B.S

DETAILED FACULTY BIODATA		
Sl No	Name	SIMI.B.S
1.	Designation	Assistant Professor
2.	Department	Commerce
3.	Contacts Numbers	9072742832
4.	Email	Simibsvjd89@gmail.com
5.	Date of Entry into service	22.01.2016
6.	Educational Qualifications	M.com (NET), CMA (Inter)
7.	Areas of Interest/Specialisation	Finance
8.	Courses/subject Taught	Financial Accounting Advanced Accounting Corporate Accounting International Business Investment Management Strategic Management Co-operation Auditing Business Environment Management Concepts and Thoughts Indian Financial Markets Marketing management Taxation Human Resource Management

9.	Field of Research	Food Safety Management Practices
10.	Guideship Details	Nil
11.	Experience	10Years and 6 Months
12.	Memberships in Learned Bodies/Societies, If any	Nil
13.	Scholarship/Fellowships obtained	Nil
14.	Books Published	1. Travel and Tourism Management
15.	Research Projects Undertaken	Nil
16.	Orientation courses Attended	1. UGC Sponsored Orientation Program, Kannur University. 2. Orientation course for the Programme Officers of the National Service Scheme, Rajagiri college of social sciences.
17.	Refresher Courses Attended	1. UGC Sponsored Refresher Course, Kerala University.
18.	Seminars/workshops/Trainings organized	1. Multidisciplinary Webinar Series "Cognizance 2.O", Department level Co-Ordinator.
19.	Seminars/Conferences Attended	1. Participated in the three- day National seminar workshop on statistical packages in social science research sponsored by DCE, Organized by BJM Govt..College, Chavara. 2. Participated in the National seminar on "Leading issues in Indian public finance", organized by PanampillyMemorial Government College, Chalakudy. 3. Attended one day seminar on

		“MalabarinteCharithravumPaithrikavum”, SN College Kannur. 4. Attended academic seminar on “Higher Education in Kerala, Policies, Perspectives and Development concerns”, Mannan Mappila Hall, Kottayam 5. Attended Academic Seminar on “Higher Education: Retaining scientific Temper and Spirit of enquiry”, Senate hall, Trivandrum.
20.	Workshops/Trainings/Short term courses/Professional Development Courses Attended	1. Five- day specialized training programme on Goods and Service Tax, jointly organized by Department of Commerce, Indian Accounting Association and Gulati Institute of Finance and Taxation. 2. Faculty Development Programme in Commerce and Management organized by the Kerala State Higher Education Council, Kannur University, Kannur. 3. UGC Sponsored Short term course in Research methodology, Malaviya Mission Teacher Training Centre, Kannur University. 4. NEP 2020 Orientation and sensitization programme, organized by UGC-MMTTC, University of kerala. 5. UGC Sponsored Short term course in Innovations and Reforms in higher education, Malaviya Mission Teacher Training Centre, Bharathidasan University, Tamil Nadu. 6. UGC Sponsored Short term course in Quality Enhancement in Research and Publication, Malaviya Mission Teacher Training Centre, Bharathidasan University, Tamil Nadu.
21.	Academic Responsibilities Undertaken	1. Programme Officer, National Service Scheme. 2. Arts Advisor, Advisory Board of College Union

		3. Convenor, State library council 4. Co-Ordinator, women studies and welfare unit. 5. Internal Mentor, WWS. 6. Co-ordinator, Study tour 7. Co-ordinator, Placement cell 8. Co-ordinator, Women cell 9. Co-ordinator, Sree Narayana studies forum. 10. Co-ordinator, Start up cell 11. Co-ordinator, ASAP 12. Member, Anti-ragging committee 13. Member, ED Club 14. Member, Career guidance and counselling cell 15. Member. Women study unit 16. Member, Tourism club 17. Member, Electoral literary club 18. Member. Committee for competitive exam for entry into service 19. Member, Committee for remedial coaching. 20. Member, Health club. 21. Member, College Union Election 22. Additional Examiner 23. Project Supervisor 24. External Examiner
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List of Publications & Presentations

Publications:

- (1) Article Titled “Transforming food processing through Artificial Intelligence: A study on practical applications and impacts”, The Management Accountant, Journal of Institute of cost accountants of India, Vol.60, No.07, ISSN.0972-3528.
- (2) Article Titled “Aligning MSME guidelines to food safety rules”, The Management Accountant, Journal of Institute of cost accountants of India, Vol.60, No.06, ISSN.0972-3528.
- (3) Article Titled “Breaking of Food safety rules in Kerala- A critical Evaluation” in South India

Journal of Social Sciences, UGC Care approved, Group 1, ISSN:0972-8945.

- (4) Article Titled “A study on role of SIDBI schemes in the small-scale industrial development in India”, JMRA UGC Approved, ISSN: 2394-2770.
- (5) Chapter Titled “The influence of social media on buying behaviour of college teachers in Kerala” in the book titled “Agile marketing practices, innovations and emerging applications”, ISBN:978-93-91700-01-0.
- (6) Chapter Titled “Mice tourism in India during covid-19 Pandemic” in the book titled “Medley in Tourism”, ISBN:978-93-91700-45-4.
- (7) Chapter Titled “A study on consumer buying behaviour towards online shopping special reference to South Kerala” in the book titled “Consumer behaviour”, ISBN: 978-93-92268-10-6.
- (8) Chapter Titled “Investment attitude and behaviour of Women bank employees in Kerala” in the book titled “Facet of economy: Yesterday, Today and Tomorrow”, ISBN:978-93-91700-14-0, pp-79-86.

Papers Presented:

- (1) “A study on role of SIDBI various Scheme in the small industrial development in India”, Two-day National Conference organized by Department of Management Studies, Kannur University.
- (2) “A study on the influence of social media advertising on buying behaviour and brand loyalty among youth to FMCG”, Organized by Department of Business Administration and Commerce, Avinashilingam Institute for Home science and higher education for women, Deemed University, Varapalayam, Coimbatore, National Conference on Resilience and reinvention strategies in business and finance system: A multidisciplinary approach.
- (3) “A frame work for sustainable eco-friendly tourism to minimize environmental impacts concerning local populations, tourists and companies among Kerala”, Organized by Post Graduate Department of Commerce, Sree Sankara College, Kalady, ICSSR Sponsored Two-day international seminar on Integrating Indigenous knowledge systems in sustainable tourism: enhancing livelihoods and rural development
- (4) “Supply chain challenges faced by small food business units in Kerala”, Organized by

School of Commerce, Gur Nanak college, Velachery, Chennai, International conference on cross border commerce: impact of climate change on global business strategies.

(5) “Digital entrepreneurship in rural food business: Successful stories from Kerala”, Organized by Department Economics, Hindustan institute of technology and science, Chennai, Tamil Nadu, ICSSR Sponsored national seminar on Vision vikshitbharat @ 2047.

(6) “Resilience and adaptation strategies of women food entrepreneurs in the face of disasters in Kerala”, Jointly Organized by Post Graduate Department of Economics, K V S M Government college, Nedumangad and Government college in Sanquelim, Goa, One day International conference on Resilience to disaster: A gender perspective.

(7) “Cloud kitchen marketing in Kerala: an analysis of the effectiveness of digital marketing strategies”, Organized by Sree Narayana College Varkala, Kerala, Three-day multidisciplinary international seminar on integrative approaches to collaborative thinking.

(8) “Challenges faced by food safety officers in implementing food safety rules in Kerala”, Organized by Department of Commerce, Economics, and Tourism, Mar Ivanios college (Autonomous) Thiruvananthapuram in association with Kerala State Higher Education Council, Two-day international conference on emerging business models: India and the new World order.