

Dr. PARVATHY NAND

DETAILED FACULTY BIODATA		
Sl No	Name	Dr. PARVATHY NAND
1.	Designation	ASSISTANT PROFESSOR,
2.	Department	PG DEPARTMENT OF COMMERCE,
3.	Contacts Numbers	9446035426
4.	Email	parvathysn2012@gmail.com
5.	Date of Entry into service	17/09/2012
6.	Educational Qualifications	MCom, Ph.D
7.	Areas of Interest/Specialisation	Commerce- Marketing
8.	Courses/subject Taught	BCom & MCom
9.	Field of Research	Commerce
10.	Guideship Details	Nil
11	Experience	9 years
12.	Memberships in Learned Bodies/Societies, If any	Nil
13.	Scholarship/Fellowships obtained	Nil

14.	Books Published	Nil
15.	Research Projects Undertaken	Nil
16.	Orientation courses Attended	Participated in the UGC -Sponsored Orientation Programme conducted by the UGC-Human Resource Development Centre, University of Kerala, Kariavattom, Trivandrum from 28-02-2018 to 27-03-2018.
17.	Refresher Courses Attended	Participated in the UGC -Sponsored Refresher Course in Human Rights conducted by the UGC-Human Resource Development Centre, University of Kerala, Kariavattom, Trivandrum from 12-06-2019 to 25-06-2019.
18.	Seminars/workshops/Trainings organized	Nil
19.	Seminars/Conferences Attended	

<p>20.</p>	<p>Workshops/Trainings/Short term courses/Professional Development Courses Attended</p>	<ul style="list-style-type: none"> • <input type="checkbox"/> Participated in the one-week faculty development programme on “Emerging trends in commerce and management teaching and research” organised by the faculty training centre, the Kerala State Higher Education Council from 18-22 November, 2019 at Trivandrum. • <input type="checkbox"/> Participated and completed Two Week Faculty Development Program on the topic titled, “Managing Online Classes and Co-creating MOOCS” from April 20-May 06,2020 organised by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Department, Pandit Mandan Mohan Malaviya, National Mission on Teachers and Learning . • <input type="checkbox"/> Participated and completed two-week Online workshop on “Comprehensive e-learning to e-learning guide for Administrative Work”, from May 25-June 05,2020 organised by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Department, Pandit Mandan Mohan Malaviya, National Mission on Teachers and Learning. • <input type="checkbox"/> Participated in the UGC-Sponsored Live Online Short Term Course in Research Methodology conducted by the UGC- Human Resource Development Centre, University of Kerala, Kariavattom, Trivandrum from 17-12-2020 to 23-12-2020.
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21.	Academic Responsibilities Undertaken	<p><u>POST HELD IN COLLEGE:</u></p> <p><u>2018-2019</u></p> <p>Co – Ordinator of ASAP Programme</p> <p>Co-ordinator of Tourism Club</p> <p>Tutor of Final Year Bcom class</p> <p><u>2019-2020</u></p> <p>Co-ordinator of Tourism Club</p> <p>Internal Mentor of SSP Programme</p> <p>Internal Mentor of WWS programme</p> <p>Tutor of Final Year BCom Class</p> <p>2020-2021</p> <ul style="list-style-type: none"> ❖ <input type="checkbox"/> IQAC Coordinator ❖ <input type="checkbox"/> Tutor of Final Year UG ❖ <input type="checkbox"/> Admission Committee Member ❖ <input type="checkbox"/> Tourism Club Coordinator ❖ <input type="checkbox"/> UGC-NSQF Skill Course Convenor ❖ <input type="checkbox"/> ED Club Member ❖ <input type="checkbox"/> Teens Club Member ❖ <input type="checkbox"/> Financial Literacy Club Member
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List out Publications and Presentations

I) DETAILS OF PARTICIPATION AND PAPER PRESENTATIONS IN SEMINARS AND CONFERENCES, PUBLICATIONS IN JOURNALS AND OTHERS:

2017-2018

Paper presentations and participations in seminars and conferences:

- ♣ □ Presented a paper titled, "A study on problems and prospects of beach tourism in Kerala", in the national conference on research and innovation in commerce and management studies organised by Institute of Management Development and Research (IMDR) on 19th August 2017.
- ♣ □ Presented a paper titled, "A study on the effect of demonetisation in the Indian Economy", in the three-day national seminar sponsored by the Directorate of Collegiate Education, Government of Kerala organised by the Research and PG department of Commerce, Government College, Attingal from 4th to 6th December, 2017.
- ♣ □ Presented a paper titled, "A study on infrastructure financing for rural development – Its Pros and Cons", in the three day International seminar on "Infrastructure - Industrialisation and Development : Forward Linkages Drawing from Global Models" organised by the Department of Commerce, School of Business Management and Legal Studies, University of Kerala during 16-18 February, 2017.
- ♣ □ Presented a paper titled, "Knowledge Management – A beneficial tool to adopt in organisation", in the two-day National seminar on Knowledge Management in the Emerging Markets (KMEM 2017) organised by the PG Department of Commerce, St. Gregorios College, Kottarakara held on 16th & 17th March 2017.
- ♣ □ Presented a paper titled, "The Applicability of Crowd Funding in India- An Overview", in the three day International Conference on Alternative Finance and Sustainable Socio Economic Development organised by the School of Distance Education, University of Kerala in association with Indian Association for Islamic Economics (IAFIE), during 22-24 March, 2017 in the Senate Chamber, Senate House Campus, Palayam, Thiruvananthapuram.

2018-2019

- ♣ □ Presented a paper titled, "The Probity and assertiveness of innovative mechanism in Insurance sector", in the Two-day National Seminar on

Innovative Trends in Insurance’ organized by Kottayam Insurance Institute and PG Department of Commerce, St. Stephen’s College, Uzhavoor in association with MG University, Kottayam on 12th and 13th July,2018.

- ♣ □ Presented a paper titled, “Beach Tourism in Kerala – An Analysis” in the three day National Seminar on “Changing Paradigms in Tourism Industry & of Kerala “organised by the Post Graduate and Research Department of Commerce on November 07,08 & 09 ,2018.
- ♣ □ Presented a paper titled, “The impact and status of Companies Act, 2013 on Private Companies- An overview”, in the Modernism, Inventiveness and trends in Commerce in connection with the Annual Research conference organized by Research Committee, Mahatma Gandhi College, Thiruvananthapuram in association with department of commerce during 16th and 17th February 2018.
- ♣ □ Presented a paper titled, “The probity and revamping of Indian Financial system – Banking sector” in the seminar on the Revamping the Indian Financial System – The Democratic Approach jointly organised by the Research and Post Graduate Department of Commerce and the Institute of Company Secretaries of India, Thiruvananthapuram Chapter on 14th March 2018.

Workshop:

2017-2018

- ❖ □ Attended the three-day National Workshop on Time series analysis and basics of behavioural finance organised by PG Department of Commerce, BJM College, Chavara, Kollam funded by Directorate of Collegiate Education, Government of Kerala on 28th, 29th and 30th November, 2018.
- ❖ □ Attended the four-day National Workshop on “Statistical Analysis in Social Science Research, organised by the PG Department of Commerce, N.M.S.M. Government College, Kalpetta, Wayanad, Kerala held on 10th ,11th ,12th &13th December 2018.
- ❖ □ Participated in the workshop on Skill building in Business Research organised by the Research and Post Graduate of Commerce, held on 15th March 2018.

2018-2019

- ❖ □ Attended the three day state level Workshop on Data Analysis in Social Sciences organised by the PG Department of Commerce, St.Stephen’s College, Uzhavoor, from 28th to 30th June ,2018.

2019-2020

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- Presented a paper titled, “FII- Probity and activeness in stock exchange marker of India” in the two day National seminar on Cross – Border and Investments among emerging economies organised by the Department of commerce in association with the Kerala State Higher Education Council, Thiruvananthapuram held on 4th and 5th October, 2019.
- Participated in the National seminar on Scientific Research Process organised by the Research and Post Graduate Department of Commerce and Tourism Management, Catholicate College, Pathanamthitta, Kerala co-sponsored by the Mahatma Gandhi College, Kottayam on 20th August, 2019.
- Presented a paper titled , “ The Inclusion of India in the BRICS-An overview”, in the Three day International Seminar on “Trade War – Does it affect the Global free Trade Order?”organised by the Department of Commerce, School of Business Management and Legal Studies, University of Kerala during 26th to 28th March 2019.
- Presented a paper titled,” The probity of technicality adopted for development of AOAR and SSR preparation” in the National Seminar organised by the Internal Quality Assurance Cell (IQAC), Sree Narayana College for Women, Kollam on 19 & 20 December, 2019.
- Presented a paper titled, The Fittingness of Artificial Intelligence in the Accounting Sector in the present and future scenario”, in the 42nd All India Accounting Conference & International Seminar on Accounting Education & Research on December 28-29,2019
- Presented a paper titled,” The role of digital technology in protection of consumers commercial activities” in the International conference held on 17th and 18th January 2019 at St. Thomas College, Kozencherry, Pathanamthitta, Kerala.
- Participated in the one-day seminar on “Intellectual Property Rights” jointly organised by Patent Information Centre- Kerala/ Kerala State Council for Science, Technology & Environment and Department of Commerce, MSM College, Kayamkulam on 28th January 2019.
- Presented a paper titled, “ The effect of demonetisation in the economy- an evaluation” at the National seminar on Economic reforms- Post Demonetisation (EDRP-2019) in connection with Annual Research Conference organised by Research Committee, MG College, Thiruvanthapuram in association with department of commerce during 15th & 16th March 2019.

- □ Presented a paper titled ,” The new paradigm model in Globalised environment- Digital Business model”, in the three day International seminar on “ Business models – Government Borrowings and sourcing finance for scaling business operations” organised by the department of commerce, school of business management and legal studies, university of Kerala during 20th to 22nd January 2020.

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Publications:

- □ Published an article titled, “A study on problems and prospects of beach tourism in Kerala” in the Peer Reviewed Journal, Management Researcher, ISSN: 2230-8431, Vol. XXIV No.2, Jul- Sep 2017.
- □ Published an article titled, “A study on the perception and experience of tourists in Beach tourism of Kerala, Trivandrum, District in MIRROR, the Peer Refereed International Research Journal of Commerce, Management and Social Science, UGC Approved Journal (No.64272), ISSN 2249-8117, Vol.8, No .2- March 2018.
- □ Published an article titled, “The inclusion of India in the BRICS-An overview” in IMPACT:INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES,ARTS AND LITERATURE IMPACT :IJRHAL, ISSN (p):2347-4564;ISSN(O): 2321-8878, UGC Approved Journal, Impact factor :3,7985;ICV Factor :42.56;NAAS Rating:3.10;Vol -07,Special Issue, March 2019
- □ Published an article on UGC -CARE journal, UGC CARE approved International and Referred Journal Impact Factor 6.6, Our Heritage on the paper titled, “The new paradigm model in Globalised environment- Digital Business model”, ISSN :0474-9030, Vol 78-Special Issue-16-January -2020.
- □ Published an article on UGC-CARE Listed Journal, Tathapi titled “The Congruous Application of Virtual Bookkeeping in Accounting Realm”, ISSN Number :2320-0693, Volume 19, Issue -7, April 2020.
- □ Published an article titled, “The Acclimatization f HRM Practices in organisations during Covid-19 Era” on KICMA Research, Journal of Management , Approved by University of Kerala , Vol.7, No1, January -June 2021.
- □ Published an article titled “The beneficence and veracity of CSR towards employees in the organisation” in the edited book titled Different perspectives of Corporate Social Responsibility, Disha International Publishing House, Noida, ISBN :978-93-84782-71-5

- □ Published an article titled “Strive , Thrive & Survive at Covid 19 by business “ in the book “ Entrepreneurship Amidst Pandemic COVID 19”, ISBN No:978-93-89914-95-5.