

BIO-DATA

Name : Dr. S .Vishnu

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Gender : Male

DOB : 03/03/1982

Official Address : Assistant Professor & Research Guide
Department of commerce
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Date of Entry into Service : 01/10/2012

Experience : PG -9 years U G- 9 Years

Educational Qualifications : M.com, Mphil,PhD,NET,SET,B.Ed
DCA,Tally

Areas of Interest/Specialization : Finance, Accounting Operation Research,
Income Tax

Memberships in Learned Bodies: Member, Kerala Academy of Social Science

Orientation Courses and Refresher Courses Attended

Name of the Course /Summer School	Place	Duration	Sponsoring Agency
ORIENTATION PROGRAMME	UGC-HRDC PANJAB UNIVERSITY, CHANDIGARH.	28/06/2017 TO 25/07/2017 (28 Days)	UGC
UGC SPONSORED REFRESHER COURSE-WINTER SCHOOL (MULTIDISCIPLINARY)	UGC-HRDC UNIVERSITY OF KERALA, KARIAVATTOM, THIRUVANANTHAPURAM	05/12/2019 To 18/12/2019 (14 Days)	UGC
Other Orientation & Workshop Attended			
SEVEN DAY NSS ORIENTATION AND TRAINING PROGRAMME	RAJAGIRI COLLEGE OF SOCIAL SCIENCE, KALAMASSERY	17/01/2018 TO 23/01/2018 (7 Days)	MINISTRY OF YOUTH AND SPORTS, GOVT. OF INDIA
SEVEN DAY UGC SPONSORED NATIONAL WORKSHOP	TRAINING CENTRE , ED CELL UNIVERSITY OF KERALA THIRUVANATHAPURAM	19/10/2011 TO 25/10/2011 (7 Days)	UGC

Research co ordinatorship

District college coordinator of the International Collaborative Research sponsored by International Organisation for Migration (IOM) Kuwait office and executed by Indian Institute of Management Ahmedabad (IIMA) and Marthoma College of Management and Technology (MCMAT) Perumbavoor.

Publications

1. Title: "Recent Trends in Life insurance business in Kerala" Journal: Review of Social science, January 1-June 30, 2013, Vol XIV, pp.79-87, ISSN NO: 0974-9004, published by The Kerala Academy of Social science.

2. Title: "Analysis of Bancassurance of life insurance business in India".Journal: Holistic Thought, January-June , 2013, Vol XII No 1, pp. 106-112 , ISSN NO :0975-363 X.

3. Title:"Significance of Entrepreneurship Education in the Economic Development of India".Journal: Holistic Thought, January-July , 2014, Vol XIII No 1, pp. 43-52 , ISSN NO :0975-363 X.

4.Title Title:"A study on the Problems and scope of Beach Tourism in varkala ".Journal: Holistic Thought, July-December , 2015, Vol XIV, No 2, pp. 46-52 , ISSN NO :0975-363 X.

5. Title: "Perceptions of policyholders towards the Marketing Mix strategies of Life insurance Business in Kerala"Journal: Review of Social science, ISSN NO: 0974-9004, published by The Kerala Academy of Social science.

Details of papers presented

1. Participated and presented a paper titled "Impact Role of Tourism Entrepreneurs in the New Economic Scenario " in the 64th All India Commerce Conference organized by the Department of Commerce, School of Management, Pondicherry University, Pondicherry, during December 13 - 15, 2011.

2.Participated and presented a paper titled " Role of Micro Insurance Business in the Financial Inclusion and Economic Development of India " at the National Seminar on Financial Sector Reforms and the Banking Industry in India - Opportunities and Challenges, organized by the Department of Commerce, University of Kerala held on February 23 rd and 24th , 2012.

3. Participated and presented a paper entitled "Recent Trends in Responsible Tourism in Kerala" at the National Seminar on Tourism Industry - An Indian Perspective held at Institute of Hotel Management and Catering Technology (IHMCT), Kovalam on September 26th 2012, organized by Researchers Forum, Department of Commerce, University of Kerala, IHMCT and Kerala Commerce Association.

4. Participated and presented a paper entitled "Role of Life Insurance Industry in the Foreign Direct Investment in India" in the International Seminar on Foreign Direct Investment-The Indian Scenario, organized by Department of Commerce, School of Business Management and Legal Studies, University of Kerala, Thiruvananthapuram, India during March 23-24, 2013.

5. Participated in the National Seminar "Negoz" on "Business Ethics - Issues and Challenges" held at the Raviz, Kollam, Kerala on 30th April 2013.

6. Participated in the Two day Workshop on "Research Methods in Social Sciences", organized by the Researchers Forum, Department of Commerce and Management, School of Business Management and Legal Studies, University of Kerala, held during 13th and 14th of June, 2013.

7. Participated and presented a paper entitled "Significance of Derivatives in Economic Development" in the one day National Seminar on "Trading in Derivatives- Emerging Threats and Opportunities" organized by Department of Commerce, School of Business Management and Legal Studies, University of Kerala, held on 5th November 2013.

8. Participated and presented a paper titled "Significance of Informatics in Tourism Marketing" in the national Seminar on "India's Emerging Economy – Prospects and Challenges" organized by the P.G Department of Commerce, Government College, Nedumangad on 6th and 7th November, 2013.

9. Participated and presented a paper titled “Challenges and Opportunities of Sustainable Tourism Development” in the Two day National Seminar on Responsible Tourism organized by P.G Department of Commerce, Government College, Attingal, Kerala on 28th and 29th November, 2013.

10. Participated and presented a paper titled “Role of Information Technology in Tourism Marketing” in the 66th All India Commerce Conference of the Indian Commerce Association held at Department of Commerce, Bangalore University, Bangalore, from 5th to 7th December, 2013.

11. Participated and presented a paper titled “Social Marketing and Banking Services” at the National seminar on “Social Marketing: Role of Academics, Government, Public sector and NGO” organized by School of Business Management and Legal Studies , University of Kerala , Thiruvananthapuram , during March 14-15 , 2014.

12. Participated and presented a paper titled “An Evaluative Study on Cause and Effects of Demonitization in India” at the Three Days International seminar on “Infrastructure-Industrialization and Development: Forward Linkages Drawing From Global Models” organized by School of Business Management and Legal Studies, University of Kerala , Thiruvananthapuram , during February 16-18 , 2017.

13. Presented a paper titled An Evaluative study on cause and effects of Demonitization in India.

14. Participated a workshop on “Gateway to Financial Freedom”, Foundation programme in capital market at Sree Narayana College ,Kollam on 25/07/2016

15. Participated the Academic seminar on “Democracy and Secularism in Higher Education ” Organised in connection with the 58th Annual conference of AKPCTA held on 11th march 2016 at priyadarshini Town hall, Aluva.

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