**Professional Profile**

* **Name: Dr.Sheena Sasidharan V.**
* **Designation: Assistant Professor & Research Guide (M.G.U.)**
* **Contact:** Tel No: 9633528566
* **Qualification Summary:**

**M.com (1st Rank), M.Phil (1st Rank), M.B.A, CA Articleship, Ph.D in Commerce, DIFA, Sales Tax Practitioner, MOOC Course in Research Methodology from University of London, MS Office, Typewriting English & Malayalam Higher.**

* **PhD: in Commerce**

**Employment History**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Sl.No*** | ***Institution*** | ***Designation*** | ***Period*** |
| 1. | *V.T.M.N.S.S. College,**Trivandrum (Aided)* | *Govt. Guest**Lecturer* | *2009-2011 & 2015- January 2016* |
| 2. | *Gregorian College of**Advanced**Studies(Self-**Financing),Trivandrum* | *H.O.D in commerce**cum Assistant**Professor* |  *February- April 2016* |
| 3 | *Rajagiri Centre for Business Studies, Kochi**(Autonomous)* | *Assistant Professor* | *May 2016 to June 2017* |
| 4. | *All Saints college for Women, Thiruvanathapuram* | *Assistant Professor (UGC FDP Guest)* |  *From July 2017to 05.03.2018* |
| 5. | *NSS Hindu College, Changanacherry* | *Assistant Professor(UGC)* | *06.03.2018 to June 2021* |
| 6. | *Sree Vidyadhi Raja NSS College, Vazhoor* | *Assistant Professor* | *July 2021 to June 2022* |
| 7. | *NSS Hindu College, Changanacherry* | *Assistant Professor* | *1st July 2022 to 21st July 2024* |
| 8. | *M.M.N.S.S College, Kottiyam* | *Assistant Professor* | *From 22nd July 2024 onwards* |

**Research Summary**

* **Topic: Marketing & Finance**
* **Title: A Study on the working of Agricultural Commodity Markets in Kerala**

**Research Interests**

* **Marketing, Finance Taxation**

**Research Publications:**

RESEARCH PUBLICATIONS (In UGC Care List)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Sl.No* | *Name of the Journal* | *Title of the Article* | *ISSN No* | *Month&Year* |
| 1. | *Management Researcher* | *Role of Krishi Bhavan in the Agrarian Development of Kerala* | *2230-8431* | *Jan-March 2014.* |
| 2. | *Commerce and Business Researcher* | *MUDRA BANK SCHEME – Strengths and Opportunities* | *0976-4097000* | *January 01-June 30, 2016* |
| 3. | *MUKT SHABD* | *Massive Open Online Courses a boon as to Education Sectors and Corporate World- An Evaluation* | *2347-3150* | *June 2020* |
| 4. | *NIU international journal of human rights* | *Projected Ridership and Reality: Identification of critical issues and evaluation of their impact on the success of metro rail system in Kochi* | *2394-0298* | *2021* |
| 5. | *JIJNASA* | *Metro Rail Projects in India- An Exploratory Study* | *0337-743-X* | *2021* |
| 6. | *PARIPEX INDIAN JOURNAL OF RESEARCH* | *Financial Awareness of Customers of Commercial Banks in Idukki District* | *2250-1991* | *April 2021* |
| 7. | *PARIPEX INDIAN JOURNAL OF RESEARCH* | *Customer Satisfaction in Commercial Banks* | *2250-1991* | *January 2022* |
| 8. | *PARIPEX INDIAN JOURNAL OF RESEARCH* | *Accessibility of Customers- A Study on how far the banking sector could achieve the spread among rural population* | *2250-1991* | *August 2022* |

* RESEARCH PUBLICATIONS (In Peer Reviewed & Refereed Journals)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Sl.No*** | ***Name of the Journal*** | ***Title of the Article*** | ***ISSN No*** | ***Month&Year*** | ***Impact Factor*** |
| *1.* | *Intercontinental Journal of Marketing Management,* | *Performance of the Business units in the ACWMs in Kerala-An Evaluation*  | *2350-0883* | *April 2015* | *0.450* |
| *2.* | *International Journal of Management and Social Science Research Review* | *An assessment of satisfaction of the beneficiary Business Units in the Agricultural commodity wholesale markets in Kerala* | ***2349-6746*** | *May 2015* | *3.029* |
| *3.* | *International Journal of Business and Administration Research Review* | *Satisfaction of the Beneficiary Farmers in the Agricultural Commodity Wholesale Markets in Kerala – An Assessment* | ***2347-856X*** | *June 2015* | *3.072* |
| *4.* | *Primax International Journal of Commerce and Management Research* | *Services of Agricultural commodity markets in Kerala – An evaluation form the perspective of beneficiary trading units* | ***2321-3604*** | *June 2015* | *7.184* |
| *5.* | *International Journal of Business and Administration Research Review* | *An Evaluation of Performance of Agricultural Commodity Wholesale Markets in Kerala* | ***2348-0653*** | *June 2015* | *3.072* |
| *6.* | *International Journal of Business and Administration Research Review*  | *A study on Farmer services in the Agricultural commodity markets in Kerala* | ***2348-0653*** | *November 2015* | *3.072* |
| *7.* | *International Journal of Business and Administration Research Review* | *Issues and Challenges of the Farmers in ACWMs in Kerala”* | ***2347-856X*** | *Oct-Dec 2015* | *6.304* |
| *8.* | *Intercontinental Journal of Marketing Research Review* | *Performance and Problems of Nedumangadu Agricultural Commodity Market-A case study* | *2347-1670* | *Oct-Dec 2015* | *0.882* |
| *9.* | *International Journal of Business and Administration Research* | *Economic Empowerment of Women-Role of poverty eradication programme of Kerala* | ***2348-0653*** | *December 2016* | *3.853* |

* BOOKS PUBLISHED / EDITED (National / Regional Publications)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Sl.No*** | ***Title of the Book*** | ***Year of Publication*** | ***Name of the Publisher*** | ***ISBN No*** | ***Year*** |
| 1. | *Agriculture Commodity Markets in India* | *2016* | *Manglam Publications* | *ISBN 978-93-82983-65-1.* | *2015-2016* |
| 2. | *Research in Commerce(Edited)* | *2023* | N.S.S. Hindu College, Changanacherry | 978-81-19871-69-8 | *2023-2024* |

ARTICLES /CHAPTERS IN EDITED BOOKS

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Sl.No*** | ***Title of the Book*** | ***Title of the Articles*** | ***Year of Public ation*** | ***Name of the Publisher*** | ***ISBN No*** | ***Year*** |
| *1.* | *Research in Commerce* | *Comparative Scrutiny on the Settlement of Integrated Goods & Services Tax in the midst of South India.* | *2023* | *N.S.S. Hindu College, Changanacherry* | *978-81-19871-69-8* | *2023-2024* |
| *2.* | *Research in Commerce* | *RBI Recommendations for Operational Risk Management: A Comprehensive Analysis* | *2023* | *N.S.S. Hindu College, Changanacherry* | *978-81-19871-69-8* | *2023-2024* |
| *3.* | *Research in Commerce* | *Socio Economic Status of Backyard Poultry Farmers & Problems of Backyard Poultry Farming In Kerala* | *2023* | *N.S.S. Hindu College, Changanacherry* | *978-81-19871-69-8* | *2023-2024* |
| *4.* | *Research in Commerce* | *Role of Socio- Demographic Factors in Determining Purchase Intention of Women towards Health Insurance* | *2023* | *N.S.S. Hindu College, Changanacherry* | *978-81-19871-69-8* | *2023-2024* |
| *5.* | *Research in Commerce* | *Service Quality Attributes of Mass Rapid Transit Systems that attracts Commuters of other Modes: A Research Review* | *2023* | *N.S.S. Hindu College, Changanacherry* | *978-81-19871-69-8* | *2023-2024* |
| *6.* | *Waves of Commerce* | *Kisan Credit Card Scheme, its Awareness & Satisfaction level Assessment among Farmers* | *2023* | *N.S.S. Hindu College, Changanacherry* |  | *2023-2024* |
| *7.* | *Waves of Commerce* | *Evaluating the Benefits & Challenges faced by Hotel Industry owners out of Goods & Services Tax Implication* | *2023* | *N.S.S. Hindu College, Changanacherry* |  | *2023-2024* |
| *8.* | *Technology, Pandemic & Society.* | *Influence of Information and Communication Technology on Rural Farmers* | *2023* | *N.S.S. Hindu College, Changanacherry* | *978-81-19871-46-9* | *2023-2024* |

**Administrative responsibilities**

 POSITIONS HELD (Academic / Administrative or Extension) (State or University Level)

|  |  |  |  |
| --- | --- | --- | --- |
| ***Sl.No*** | ***Position*** | ***From - To*** | ***Appointed Authority*** |
| *1.* | *IGNOU Academic Counselor, Learner Support Centre, All Saints College, Thiruvananthapuram* | *2017-February 2018* | *IGNOU* |
| *2.* | *Participated in University Question Bank Preparation* | *2019* | *MG University* |
| *3.* | *Participated in University Answer Scheme Preparation* | *2019* | *MG University* |
| *4.* | *Research Guide(Faculty of Commerce)* | *from 2020* | *MG University* |
| *5.* | *Member of Doctoral Committee* | *from 2020* | *MG University* |
| *6.* | *Participant Convenor(Refresher Course, HRDC, University of Kerala* | *2021* | *Kerala University* |
| *7.* | *Centralized Paper Valuation Camp (MG University)**1.Chief and Additional Examiner**2. Project and Viva Voce Examiner* | *From 2018* | *Mahatma Gandhi University* |
| *8.* | *Attended the Half Yearly**Presentation of my Research Scholars as the Research Supervisor* | *From 2021* | *Mahatma Gandhi University Research Guide* |
| *9.* | *Served as a Member of the Progress evaluation Committee for the upgradation of JRF to SRF conversion of Research Scholar.* | *04.11.2023* | *At S.B College, Changancherry as M.G University Research Guide.* |

* **POSITIONS HELD (Academic / Administrative or Extension) (Institutional Level)**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Sl.No*** | ***Position*** | ***From - To*** | ***Appointed Authority*** |
| *1.* | *Participation & performed the Duty assigned during Arts Festival of College, Annaul Athletic meet,International Yoga Day & Internatinal Wemons Day.* | *2018-19* | *N.S.S.Hindu College, Changancherry* |
| *2.* | *Accompanied students for Kalolsavam, MG University* | *2018-19* | *N.S.S.Hindu College, Changancherry* |
| *3.* | *Accompanied students for their Study Tour* | *2019 &2023* | *N.S.S.Hindu College, Changancherry* |
| *4.* | *University Examination Duty Invigilator* | *2018-2021 &2023* | *N.S.S.Hindu College, Changancherry* |
| *5.* | *Polling officer,Union Election Duty* | *15.03.2022* | *S.V.R. N.S.S. College, Vazhoor* |
| *6.* | *OBC Cell Coordinator* | *2021-2022* | *S.V.R. N.S.S. College, Vazhoor* |
| *7.* | *University Examination Duty Invigilator* | *2021-2022* | *S.V.R. N.S.S. College, Vazhoor* |
| 8. | *Research Committee Member* | *2021-2022* | *S.V.R. N.S.S. College, Vazhoor* |
| 9. | *Placement and Career Guidance cell Member* | *2021-2022* | *S.V.R. N.S.S. College, Vazhoor* |
| 10. | *Nature Club Member* | *2021-2022* | *S.V.R. N.S.S. College, Vazhoor* |
| 11. | *Participant in NAAC Assigned work* | *2021-2022* | *S.V.R. N.S.S. College, Vazhoor* |
| 12. | *Calendar Committee Member* | *2021-2022* | *S.V.R. N.S.S. College, Vazhoor* |
| 13. | *Film Club Member* | *2021-2022* | *S.V.R. N.S.S. College, Vazhoor* |
| 14. | *Member of Research & Guidance Cell & the Placement Cell* | *2022-2023* | *N.S.S.Hindu College, Changancherry* |
| 15.. | *Discipline Committee Member* | *2022-2023* | *N.S.S.Hindu College, Changancherry* |
| 16. | *Class Tutor(Second B.Com)* | *2022-2023* | *N.S.S.Hindu College, Changancherry* |
| 17. | *Performed duties in College Day celebrations* | *2022-23* | *N.S.S.Hindu College, Changancherry* |
| 18. | *Accompanied with the 61 students of Commerce Dept. for their study tour to Mysore, Coorg and Wayanad (28th January 2023 to 31st January 2023)* | *2022-23* | *N.S.S.Hindu College, Changancherry* |
| 19. | *Department Coordinator of MOOC Course in Organic Farming framed by MG University* | *2022-23* | *N.S.S.Hindu College, Changancherry* |
| 20. | *Act as the Mentor for NPTEL SWAYAM Online course programme/FDP* | *2023-2024* | *N.S.S.Hindu College, Changancherry* |
| 21. | *Department Coordinator for Online PSC Coaching organized by N.S.S. College in collaboration.* | *2023-2024* | *N.S.S.Hindu College, Changancherry* |
| 22. | *Department Coordinator for student Extension/Outreach Programme (Kerala Bank Internship)* | *2023-2024* | *N.S.S.Hindu College, Changancherry* |
| 23. | *Value Added Programmes for Graduate Beginners (Course Designer)**1.Risk Management**2.Leadership Traits**3.Agricultural Finance* | *From 2021 onwards* | *N.S.S.Hindu College, Changancherry* |

**Awards & Honors**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Sl.No*** | ***Award Name*** | ***Instituted by*** |  ***Year*** |
| *1.* | ***M.Com Finance (First Rank Holder)*** | ***University of Kerala*** | *2007* |
| *2.* | ***M.Phil. (First Rank Holder)*** | *Scott Christian College, Mannon Maniom Sundarnar Univeristy, Tamil Nadu, India* | *2009* |

* **DETAILS OF GUIDESHIP ( Ph.D / M Phil )**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Sl.No*** | ***Name of University*** | ***Date & Number of University Approval*** | ***Number of M.Phil Produced*** | ***Number of PhD Produced*** |  ***Name of Research Centre*** |
| *1.* | *Mahatma Gandhi University* | *26.06.2020, 2857/AC A 6/2020 MGU* | ***Two*** | ***One*** | *St. Berchman’s College, Changanacherry* |

RESEARCH SUPERVISION / GUIDESHIP

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Sl.No*** | ***Scholar’sName*** | ***Title*** | ***University*** | ***Year of Registration*** | *Status* |
| *1.* | *Smt. Minija Abraham* | *Outreach of Commercial Banks in Idukki District* | *Mahama Gandhi University* | *2019* | *Awarded* |
| *2.* | *Smt. Linchu Rajan* | *Role of Kochi Metro Rail Integrated Transport system in the Urban Development of Kerala* | *Mahama Gandhi University* | *2020* | *On-going* |
| *3.* | *Smt. Bhagyasree R.* | *Role of Animal Husbandry Department in the growth of Poultry farming* | *Mahama Gandhi University* | *2020* | *On-going* |
| *4.* | *Mr. Ameer Babu K.* | *Risk Management Practices of Kerala Bank* | *Mahama Gandhi University* | *2021* | *On-going* |
| *5.* | *Smt. Karthika P. Nair* | *Purchase Behaviour of Health Insurance Products* | *Mahama Gandhi University* | *2021* | *On-going* |

COURSES ATTENDED FOR PROFESSIONAL DEVELOPMENT

|  |  |  |  |
| --- | --- | --- | --- |
| ***Sl.No*** | ***Name of the Course*** | ***Organizing Institute*** | ***Period*** |
| *1.* | *Orientation Programme* | *HRDC, University of Kerala* | *28.09.2020-27.10.2020* |
| *2* | *ARPIT Swayam Course* | *HRDC,UGC* | *2020* |
| *3* | *Refresher Course* | *HRDC, University of Kerala* | *24.09.2021-07.10.2021* |
| *4.* | *Refresher Course* | *HRDC, University of Kerala* | *13.072022-26.07.2022* |
| *5.* | *NPTEL Online Certification (****Research Method0olgy)*** | *Indian Institute of Technology Madras* | *August to October 2023* |
| *6.* | *GST Five day Specialized Training Programme* | *Gulati Institute of Finance and Taxation* | *22nd to 29th of May 2019* |
| *7.* | *FDP Programme(Conducted by IIM Faculty)Teaching methods to strengthen decision making skills* | *Rajagiri College of Business Studies* | *April 28-30 2016* |
| *8.* | *FDP Programme (Case Methods in Management Education) (Conducted by IIM Faculty)* | *Rajagiri College of Business Studies* | *August 20th 2016* |
| *9.* | *FDP Programme(IT Champion Training Programme)* | *Microsoft SAKSHAM* | *22nd to 28th May 2016* |
| *10.* | *Research Methods in Social Sciences Workshops* | *University of Kerala* | *3rd and 4th Feb 2012* |
| *11..* | *Case Teaching Workshop* | *Cochin University of Science and Technology* | *20th and 21st May 2016* |