



Dr. MEERA KRISHNAN K J

Permanent Address

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Personal Information

Date of Birth : 14-11-1990
Sex : Female
Nationality : Indian
Marital Status : Married

CURRICULUM VITAE

Career Objective

To obtain a position to utilize my skills and abilities to make a contribution to the organizational goals and to the society through continued development of my professional and academic capabilities.

Present Position

Assistant Professor, Department of Management Studies, Christ Nagar College, Maranalloor, Thiruvananthapuram, Affiliated to University of Kerala.

Previous Positions

Research Scholar, University of Kerala.
Assistant Professor, Department of Management and Commerce, Christ Nagar College, Maranalloor, Thiruvananthapuram, Affiliated to University of Kerala. (14.07.2014 to 30-06-2017)

Academic Chronicle

Course	School/College	Board/University	Year of Passing	Grade
PhD	University College	University of Kerala	2022	-
MA (ECONOMICS)	Govt. College for Women, Tvpm	University of Kerala	2013	72%
BA (ECONOMICS)	Mar Ivanios College, Tvpm	University of Kerala	2011	72%
12 th	Holy Angels' ISC School, Tvpm	ISC	2008	82%
SSLC	Holy Angels' ISC School, Tvpm	ICSE	2006	70%

Positions & Achievements

- Qualified UGC-NET of June 2015.
- Academic Counselor at IGNOU (January 2015 till date).
- Published a book named "Humble Pen" a collection of short poems in English, May 2018.
- Achieved the Seventh Position in the Post Graduate Degree Examination, (MA Economics) University of Kerala, July 2013.
- Completed the Certificate Course in Parliamentary Practice and Procedure (2016) held by the CPST -Kerala legislature.
- Proficiency Prize Winner at Mar Ivanios College for outstanding performance in BA Economics (2008-09)

Publications & Chapters

- Published a paper titled “ Changing Dimensions of Consumer Behaviour: A study on Online Consumption and Brand Loyalty among the Urban Youth in Thiruvananthapuram district of Kerala” in volume 6 and issue 2 of *International Journal of Research and Analytical Reviews*, April-June 2019.
- Published a paper titled “Peer Pressure and Consumption among Urban Youth: A Case Study of Thiruvananthapuram District “in Volume XC1V, No: 2 of *Journal of the Asiatic Society of Mumbai*, 2021.
- Co-Authored (First Author) a chapter titled “Role of International Organisations in the Pandemic Era” (14th Chapter), in the book titled ‘Covid 19 Panacea The New Face of Indian Economy’ (2021). Published by: Namya Press.
- Authored a chapter titled “The Awake of Global Cooperation around the Pandemic Midst” (23rd chapter), in the book titled ‘Reinventing the Multiple Fabric of Social and Solidarity Economy’ (2022). New Delhi: Academic Publication
- Published a paper titled “Viral Marketing through the Micro Influencers”: A Case Study among the Youngsters in Trivandrum City in Volume XVI, No:1 of *The IASMS Journal of Business Spectrum*, July 2023.

Paper Presentations

- Presented a paper titled “Changing Perspectives of Investments in the Era of Mass Consumerism” at the National seminar on ‘Labour and Trade in the post Globalized World’ University College, Thiruvananthapuram, December 2018.
- Presented a paper titled “Brand Loyalty and Online Consumption Behaviour: A focus on urban youth in Kerala” at the National seminar on ‘Changing the Concept of Job Seekers into Job Givers’ Christ Nagar College, Thiruvananthapuram, November 2018.
- Presented a paper titled” Network Externalities and Brand Preferences in Consumption” at the National seminar on ‘Decoding India’s Economic Slowdown’, University College, Thiruvananthapuram, November 2019.
- Presented a paper titled” The Awake of Global Cooperation around the Pandemic Midst” at the “Second International Conference on Cooperatives, Mutual Aid and Solidarity Economies: Experiences from around the World (CMASE 2.0)” on online mode, organized by The Department of Economics, University of Kerala from 13 to 15 January 2022.
- Presented a paper entitled "Viral Marketing through the Micro Influencers": A Case Study among the Youngsters in Trivandrum City at the International Conference on Emerging Trends and New Perspectives Disrupting the Business Landscape organised by the IA school of Management Studies on January 12, 2023.

Subjects Preferred

- Managerial Economics
- International Business
- Banking theory and Practice
- Economic Planning
- Financial Markets

Languages Known

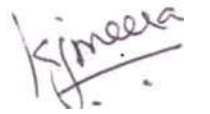
- To speak – English, Malayalam
- To read & write– English, Malayalam

References

- **Dr. G.L. Arunjilal**, Associate Professor and Head, Department of Economics (Rtd.), University College, Palayam, Tvp. Mobile- 09496751187
- **Dr. Christabell P J** Associate Professor, Department of Economics University of Kerala Thiruvananthapuram - 695581 Ph. No. 9497850893

Declaration

I hereby declare that all the details furnished above are true to the best of my knowledge.



Dr. MEERA KRISHNAN K. J