



NEETHU LEKSHMI G V

Assistant Professor

Department of Management Studies

Christ Nagar College

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ABOUT ME

Dedicated teacher versed in classroom management, online instruction and individual student support. Proven success in increasing student engagement and promoting learning objectives illustrated over ten years of experience in academic roles. Devoted in forming future professionals.

POSITIONS HELD IN COLLEGE

- College Council Member
- Criteria VI Co-ordinator of college IQAC
- Entrepreneurship Development Club Co-ordinator
- Student Development Officer of Rural Entrepreneurship Development Club
- Graduation day Co-ordinator (2018 & 2019)
- Class Teachers' Co-ordinator (2015-16)
- Bridge course Co-ordinator (2014-15)
- Nature club Co-ordinator (2013-15)
- Women's Study Unit Co-ordinator (2012-13)

ACADEMIC PREPARATION/ RESEARCH EXPERIENCE

2020- Part-time Research Scholar at PRIST University, Thanjavur.

2017- 2018 M.Phil in Management, PRIST (Ponnaiyah Ramajayam Institute of Science and Technology) University, Thanjavur.

M.Phil Dissertation, '*A Study on Service Quality in Healthcare: A Comparative Study on Public and Private Hospitals in Trivandrum*'.

2007- 2009 Master of Business Administration, Conspi Academy of Management Studies, Cochin University of Science and Technology.

Specialisations: Marketing and Human Resource Management.

MBA Project, *'Employee Welfare at Kerala Electrical and Allied Engineering Company Ltd (KEL), Mamala, Kochi'*.

Organizational Study at HLL Lifecare Ltd, Peroorkada, Trivandrum.

2004 – 2007 BSc Botany, All Saints' College, University of Kerala.

2002 – 2004 Plus-Two, G. H. S. S. Karamana, Secondary Board of Education.

2002 S. S. L. C., Cottonhill G. H. S. S., Kerala Board.

PROFESSIONAL EXPERIENCE

- Assistant Professor, Christ Nagar College, Maranalloor, affiliated to University of Kerala, Trivandrum from 13/08/2012 till date.
- Counsellor, Indira Gandhi National Open University Centre: Mar Ivanios College-1441, Trivandrum. (March 2022 till date)
- Lecturer, Sree Vivekananda Institute of Higher Learning (Off campus affiliated to MG University), Trivandrum. (01/06/2010- 31/05/2012)
- Part-time faculty for Executive MBA, IST Multimedia (Off-Campus affiliated to MG University), Trivandrum. (2010)
- HR Trainee, PRS Hospital Pvt Ltd, NABH accredited and ISO 9001-2015 certified hospital in Trivandrum. (01-03-2010 to 31-05-2010)

SUBJECTS HANDLED

Principles of Management	Human Resource Management
Marketing Management	Environmental Studies
Organisational Structure and Dynamics	Industrial Relations
Service Marketing	Retail Management
Advertising and Sales Promotion	Consumer Behaviour
Customer Relationship Management	Strategic Management
Event Management	

AREAS OF INTEREST

Marketing Management, Environmental Studies, Human Resource Management, Service Marketing

PROFESSIONAL SKILLS OTHER THAN TEACHING

- Knowledge of MS OFFICE Packages
- Knowledge of Desktop Publishing

DETAILS OF PAPER PRESENTATIONS

Sl. No.	Title of the paper	Topic of the Seminar	Conducted by	Date	*Status
1	A Study on the Profitability of the Hotel Industry with reference to Online Food Delivery	Global Digital Finance	Christ Nagar College	21/03/2023	International
2	Consumers' Perception towards Web-based Food Conveyance System: A Study Among Healthcare Employees of Trivandrum	Multidisciplinary Research (NCFMR -2022)	PRIST University, Thanjavur	11/08/2022	National
3	Consumer Perception towards Online Food Delivery System: A Study Among the Remote Employees of Trivandrum District	Enhancing Practices in Commerce, Management and Technology	International Institute of Business Studies	17/06/2022	National
4	Consumers' Perception towards Web-based Food Conveyance System: A Study Among Healthcare Employees of Trivandrum	Logistics 4.0 on the Post Covid-19 Pandemic	PSG College of Arts & Science	03/06/2022	National
5	A Study of the Remote Employees' Perception about the Online Food Delivery System During the Flare-Up of Covid-19 with Reference to Trivandrum District	Business Management and Analytics	Department of Management Studies, National Institute of Technology, Tiruchirappalli	28/01/2022 & 29/01/2022	National
6	Remote employees' Perception of the Online Food Delivery System during the flare-up of Covid-19 with reference to Trivandrum district	Industry 5.0 - Post Pandemic Transformation	Patrician College of Arts & Science, Chennai and Department of Commerce, St. Joseph's College of Commerce, Bengaluru	18/08/2021	International
7	A study on Facebook as a tool for Digital marketing	New Order & Its Implications on Business Dynamics	Presidency College (Autonomous)	01/06/2021 & 02/06/2021	International

8	Customer Discernment towards Online Food Ordering System	Recent Trends in Commerce, Management and Economics	South Indian Researchers Association (SIRA)	04/06/2021	National
9	Desideratum for Social Entrepreneurship and its Prominence in the Topical era	Entrepreneurship- Owning your career	Conspi Academy of Management Studies	12/02/2020	National
10	Managing Diverse Workforce	Social Sciences	Swami Vivekananda Association of Science and Humanities (SVASH)	26/04/2014	International

DETAILS OF PAPER PUBLICATIONS

Sl No.	Title with Volume, Issue & Page Nos.	Name of the Journal	ISSN/ISBN No	Impact factor, if any
1	A study on Facebook as a tool for digital marketing Vol.18, Issue - 9, 2021 Pages 380-386	Palarch's Journal of Archaeology of Egypt/Egyptology PJAEE (Scopus indexed UGC care group II Certified Journal)	ISSN 1567-214x	Impact Factor: 1.50
2	Desideratum for Social Entrepreneurship and its Prominence in the Topical Era Pages 43-49	KICMA Reach	ISSN 2395-0293	
3	A study on role of Green Banking in digitally empowering the society Pages 25-26	Christ Nagar College- Green Banking and Environment	ISBN No. 978-81-945382-5-7	
4	A study on Service Quality in Healthcare: A Comparative Study on Public and Private Hospitals in Trivandrum. Vol.3, Issue.22, April-June 2018. Pages 100-107	International Journal of Business and Administration Research Review (IJBARR)	E-ISSN No: 2347-856X ISSN 2348-0653	Impact Factor: 5.494

PAPER PUBLISHED AS PROCEEDINGS

Sl. No.	Title with Page Nos.	Details of Publication	ISSN/ISBN No
1	A study on Facebook as a tool for Digital marketing Page 67	Presidency College, Souvenir, ICON-2020	ISSN 2229-5275
2	Managing Diverse Workforce Page 243-245	Swami Vivekananda Association of Science and Humanities (SVASH)	ISBN 978-81-907480-9-4

WORKSHOPS/ CONFERENCES ATTENDED

Sl. No.	Topic	Organized by	Date	*Status	Workshops/ Conferences
1	Global Digital Finance	Christ Nagar College	21/03/2023	International	Conference
2	Two-day Online Workshop on “BASIC ECONOMETRICS”	The Post Graduate and Research Department of Commerce, Mahatma Gandhi College, Thiruvananthapuram,	16/11/2022 & 17/11/2022	State	Workshop
3	Multidisciplinary Research (NCRM -2022)	PRIST University, Thanjavur	11/08/2022	National	Conference
4	Enhancing Practices in Commerce, Management and Technology	International Institute of Business Studies	17/06/2022	National	Conference
5	Logistics 4.0 on the Post Covid-19 Pandemic	PSG College of Arts & Science	03/06/2022	National	Conference
6	Business Management and Analytics	Department of Management Studies, National Institute of Technology, Tiruchirappalli	28/01/2022 & 29/01/2022	National	Conference
7	Industry 5.0 - Post Pandemic Transformation	Patrician College of Arts & Science, Chennai and Department of Commerce, St. Joseph's College of Commerce, Bengaluru	18/08/2021	International	Conference
8	Recent Trends in Commerce, Management and Economics	South Indian Researchers Association (SIRA)	04/06/2021	National	Conference
9	New Order & Its Implications on Business Dynamics	Presidency College (Autonomous)	01/06/2021 & 02/06/2021	International	Conference
10	Five Day on “Advance Teaching, Learning, Research Methodology and Innovations”	Saint Francis De Sales College, Nagpur	01/06/2021 to 05/06/2021		Interdisciplinary Online Workshop
11	“Accreditation: Different aspects and Key points”	IQAC, Hindu Kanya College Kapurthala	01/05/2021 to 08/05/2021	National	Capacity Building Workshop
12	“Fintech: Disrupting the Financial Sector”	SRM Institute of Science and Technology	25/03/2021 & 26/03/2021	International	Management Development Programme
13	“Developing Mentoring Competency”	St.Teresa's College, Ernakulam	20/03/2021	National	Workshop
14	“Global Collaborations in Science, Technology, Education, Mathematics & Humanities to Advance	Saint Francis De Sales College, Nagpur	08/03/2021 & 13/03/2021	International	Conference

	the frontiers of knowledge & Innovation”				
15	International Tech Conclave	BVM Engineering College	26/04/2020 to 30/04/2020	International	Conclave
16	“Reference Management tools & Online Citation Database”	Indian Academic Researchers Association, Tiruchirappali	19/04/2020 to 21/04/2020		Workshop
17	“Basics of Research, Writing Research Papers, Academic Research Report Writing, Tools for Research”	Sankara College of Science and Commerce	09/04/2020 & 10/04/2020		Workshop
18	Empowerment through Entrepreneurship	Kerala Institute of Co-operative Management	26/02/2020	National	Conference
19	“Quantitative Analysis in Management, Commerce & Economics using SPSS”	Kerala Institute of Co-operative Management	31/01/2020 & 01/02/2020	State	Workshop
20	ED Club Conclave-Enlight 2020	Department of Industries and Commerce	30/01/2020 & 31/01/2020	State	Conclave
21	“Social Innovations”	Christ University, Nodal Office, Trivandrum	18/01/2020	National	Workshop
22	Teaching Learning & Evaluation: Changing protocols in Pedagogical innovations	IQAC, VTM NSS College, Dhanuvachapuram	26/11/2019	State	Workshop

REFRESHER/ORIENTATION/FACULTY DEVELOPMENT PROGRAMME /

SHORT TERM COURSES ATTENDED

Sl. No	Name of programme	Year	Duration
1	One week Faculty Enrichment Programme on ‘Concerns of Academic Research in Social Sciences’	10 May to 16 May 2023	One week
2	Seven Days Professional Development Programme on “Effective and Quality Research Writing - Phase III” organised by Department of Commerce, (Shift II), Patrician College of Arts and Science, Chennai	13 June to 19 June 2022	7 days
3	State Level Online Workshop on “Introduction to Research and Preparation of Dissertation” organized by Providence Women’s College in association with Lore & ED Research Associates	07 th February to 26 th February 2022	12 days

4	International FDP on “Changing dimensions in commerce education” organized by PG Department of Commerce with Computer Application & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi.	20 th to 27 th October 2021	7 days
5	National level FDP on “Accreditation Framework” organized by the IQAC of Christ Nagar College.	31 st August to 7 th September 2021	7 days
6	International Online FDP on “Teaching Learning & Evaluation: A Paradigm Shift” organized by IQAC of Yeldo Mar Baselios College, Kothamangalam, Kottayam, Kerala.	5 th July to 11 th July 2021	1 week
7	National level online FDP on “How to make Teaching Learning Process Effective and Outcome based” organized by Dept. of Commerce, Christian Eminent College in association with Indian Agricultural research Institute, Indore.	14 th to 21 st June 2021	1 week
8	AICTE Sponsored Online Short-Term Training Programme (STTP) on “Rural Development: Opportunities, Challenges and Role of HEIs” organized by Department of Management Technology, Shri Ramdeobaba College of Engineering and Management, Nagpur.	31 st May to 05 th June 2021	1 week
9	AICTE-ISTE approved Orientation/Refresher Programme on “Advance Technology in Effective Teaching” organized by Mohandas College of Engineering and Technology, Anad, Nedumangad, Kerala.	24 th to 29 th May 2021	1 week
10	Online Faculty Development Programme (FDP) on “IPR & Patent Prosecution” organized by the Department of Computer Science and Engineering in association with Institution Innovation Council (IIC), Maturi Venkata Subba Rao (MVSR) Engineering College, Hyderabad.	24 th to 28 th May 2021	1 week
11	FDP “Academia 2021”, organized by Institute of EMS and Jewellery in association with Eranad Knowledge City Technical Campus.	19 th May 2021	1 day
12	National Faculty Development Programme (FDP) on "RESEARCH METHODOLOGY FOR SOCIAL SCIENCES", organized by Indian Institute of Management and Commerce.	17 th to 19 th May 2021	3 days
13	National level online FDP on “Revised NAAC Accreditation Framework Perceptions”, organized by G.T.N Arts College.	12 th to 15 th May 2021	4 days
14	FDP on “Fundamentals of Research Methodology in Law”, organized by Marathwada Mitra Mandal’s Shankarrao Chavan Law College, Pune.	07 May 2021	1 day
15	“One Week Online National Faculty Development Program on E-Contents and ICT Tools for Innovative Teaching &	01 st to 07 th	1 week

	Learning”, organized by RCP Universe Group of Institutions, Roorkee.	May 2021	
16	FDP on “NAAC process on Quality Advancement” Organised by Sree Narayana Guru College, Coimbatore in Collaboration with IQAC of Bharathiar University, Coimbatore.	11 th to 18 th December 2020	8 days
17	Three Week FDP Organised by Saint Francis De Sales College, Nagpur	1 st to 23 rd December 2020	3 weeks
18	Skill development programme on “Social Media Digital Marketing” Organised by School of Commerce, Bharathiar University Sponsored by Rashtriya Uchcharat Shiksha Abhiyan (RUSA 2.0)	10 th to 21 th August 2020	10 days
19	Skill development programme on GST- Registration, Assessment and filing of returns Organised by Department of Commerce, Bharathiar University Sponsored by Rashtriya Uchcharat Shiksha Abhiyan (RUSA)	16 th to 29 th July 2020	10 days
20	FDP on “Emerging Trends in Business and Society” Organised by Kalasalingam Academy of Research & Education, Krishnakoil	26 th June to 2 nd July 2020	8 days
21	FDP on “Inclusive Research Methods” Organised by Kristu Jayanti College (Autonomous), Bengaluru.	17 th to 24 th June 2020	8 days
22	FDP on “Role of Teachers in Quality Enhancement and Accreditation” Organised by IQAC, Kristu Jayanti College (Autonomous), Bengaluru.	11 th to 18 th May 2020	8 days
23	FDP on “Innovation to Academicians” Organised by Ramachandra College of Engineering, Eluru Sponsored by Dept of Science and Technology, Government of India, New Delhi	11 th to 16 th May 2020	6days
24	FDP on “R Programming” Organised by St. Joseph’s College (Autonomous), Irinjalakuda in association with Spoken Tutorial, IIT Bombay.	4 th to 10 th May 2020	7days
25	One day Online FDP on “Modern tools and techniques for Teachers and Researchers” Organised by Imperial Institute of Advanced Management, Bangalore.	3 May 2020	1 day
26	FDP on “Entrepreneurship: Research, Critical thinking and Innovation” Organised by Indian Academic Reasearchers Association (IARA) in association with ED Cell, Acharya Institute of Graduate Studies, Bangalore.	22 nd to 28 th April 2020	7days
27	Faculty Development Programme on “Being a mentor-Building the right attitude” organized by Conspi Academy of Management Studies	7 December 2018	1 day

28	Faculty Development Programme on “Project Guidance & Case method of Teaching- New concepts & Emerging trends” organized by Conspi Academy of Management Studies	13 October 2012	1 day
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CONFERENCES, SEMINARS, SYMPOSIA AND WORKSHOPS ORGANIZED AS CONVENER/COORDINATOR

Sl. No	Name of Programme	Dates	Venue/ Platform	Position held
1	Rendezvous with Entrepreneur	21/08/2023	Chavara Chamber	Coordinator
2	Onam Fiesta: Innovate to Celebrate (Conducted 3 events)	17/08/2023 20/08/2023 22/08/2023	Room No: 12 & IQAC Room	Coordinator
3	Two-day Seminar on Digital Marketing	09/08/2023 & 10/08/2023	Chavara Chamber	Coordinator
4	Agni: Fanning the flames of Empowerment (Five Day Women Empowerment Programme)	19/06/2023 to 23/06/2023	Chavara Chamber & Seminar Hall	Coordinator
5	Field Visit to FAB LAB, Technopark Campus, Trivandrum	29-03-2023	FAB LAB, Trivandrum	Coordinator
6	SAVVINOVA Lecture Series 5: “Roadmap to Become a Young Technopreneur”	09-02-2023	Chavara Chamber	Coordinator
7	Two-Day Workshop on Entrepreneurship Development	07/02/2023 & 08/02/2023	Seminar Hall	Coordinator
8	SAVVINOVA Lecture Series 4: Innovation, Technology and Entrepreneurship through IEDC	13-12-2022	Chavara Chamber	Coordinator
9	One Day Workshop: Design in a Day	18.11.2022	Computer Lab 1	Coordinator
10	SAVVINOVA Lecture Series 3: ‘START UPS: Dos & Don’ts’	31-10-2022	Chavara Chamber	Coordinator
11	SAVVINOVA Lecture Series 2: ‘Startup Registration and Funding Opportunities’	29-09-2022	Chavara Chamber	Coordinator
12	SAVVINOVA Lecture Series 1: Innovation Leading to Entrepreneurship	29-08-2022	Chavara Chamber	Coordinator

13	A Seminar on 'Chalo India Start-Up Drive'	26-08-2022	Chavara Chamber	Coordinator
14	Workshop - 'Bottle of Dreams'	23-08-2022	Chavara Chamber	Coordinator
15	Two-day Workshop on "Entrepreneurship Development Programme"	22/03/2022 & 23/03/2022	Seminar Hall	Coordinator
16	Career guidance & Higher Education	22/03/2022	Chavara Chamber	Coordinator
17	Savoir-Faire: Soft skill training programme	07/03/2022	Chavara Chamber	Coordinator
18	Edumile: Career Orientation Programme	18/02/2022	Chavara Chamber	Asst Coordinator
19	Orientation Programme	18/02/2022	Chavara Chamber	Asst Coordinator
20	Workshop on "Kerala: A Good Place for Business"	17/09/2021	Zoom Meeting	Coordinator
21	Workshop on "The Art of Terrarium Making"	28/08/2021	Google meet	Coordinator
22	Workshop on "Life from Scrap"	14/08/2021	Google meet	Coordinator
23	Webinar on "Start-up Ecosystem"	27/06/2021	Google meet	Coordinator
24	National Webinar Series II on "Empowering Investors Through Education – Path to Secure Your Financial Future"	07/06/2021	Zoom Meeting	Coordinator
25	National Webinar Series on "Capital Markets Awareness"	24/05/2021	Zoom Meeting	Coordinator
26	Webinar on "Savings in Productive Channels"	30/10/2020	Zoom Meeting	Coordinator
27	International Webinar on "Fintech & the Future of Banking"	25/07/2020	Zoom Meeting	Coordinator
28	Webinar on "Empowering the Entrepreneur in You"	27/05/2020	Google meet	Coordinator
29	Session on "How a village can be turned to an Entrepreneur Hub"	06/02/2020	Chavara Chamber	Coordinator
30	Session on Employability Skill Development	23/01/2020	Chavara Chamber	Asst. Coordinator
31	Session on "Transcending Dreams"	21/01/2020	Chavara Chamber	Coordinator

32	Session on “Bake a cake for Christmas”	10/10/2019	Seminar Hall	Coordinator
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PERFORMED AS RESOURCE PERSON

Sl. No.	Title of the Workshop	Date	Organised by
1	Workshop on Social Entrepreneurship	27/09/2021	Christ Nagar College, Maranalloor
2	Entrepreneurship Development Programme: Online Workshop on Face Mask Making	15/05/2020	Christ Nagar College, Maranalloor

Place: Trivandrum

Date: 12/09/2023



Neethu Lekshmi G V