



## SHAMEEMA R

Assistant Professor, PG Department of Commerce, Christ Nagar College, Maranalloor. Trivandrum, India and also the NSS Programme Officer of the college.

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### PERSONAL PROFILE

Date of Birth : 13<sup>th</sup> Aug 1994

Gender : Female

Address : Tc-72/1318,  
KNRA: 124  
Manacaud PO  
Trivandrum -09

Nationality : Indian

Marital Status: Married

Spouse Name: Dr Shuhair PM

Languages Known: English &  
Malayalam

### EXPERIENCES

- Working as an Assistant Professor in the Christ Nagar College from 11<sup>th</sup> January 2018 – till date (continuing).
- Working as N.S.S. Programme Officer from 1<sup>st</sup> March 2018 to till date (continuing).
- Working as Student Development Officer (Rural Engagement) of Rural Entrepreneurship Development Cell (Continuing).
- Editor for the ISBN Journal (978-81-945 382-5-7) named “Green Banking and Environment” published in the name of Christ Nagar College, Maranalloor, in connection with the IQAC Incubation Centre.
- Worked as an Assistant Co-coordinator for the webinar “Techniques to gear up for UGC NET”.
- Attended 15 days Internship Programme at Thiruvananthapuram North Co-operative Society No. T 1531, at kuravankonam, TVM as an Accountant as part of my curriculum
- 6 years’ working experience of a Part time job, a Private teaching Staff in Akshara tuition Centre at First Puthen Street, Manacaud, TVM for teaching Higher Secondary students.

## ACADEMICS

- Master of Business Administration (MBA) Financial Management from Annamalai University, Tamil Nadu, India, Under Distance Education Scheme (70.25%) from 2018-2020.
- Master of Commerce (M Com) Finance from Mar Ivanios College, Nalanchira, under University of Kerala with I class (80.2%) in the year 2015 to 2017.
- Bachelor of Commerce (B Com) Finance from Mar Ivanios College, Nalanchira under University of Kerala having First Class with distinction(87%) in the year 2012 to 2015.
- Higher secondary in the area of Commerce from V&HSS Karthika Thirunal GOVT Girls high school, Manacaud under Board of Higher Secondary Examinations Securing Full A+ in all subjects (94%) and Top Scorer in the school in commerce stream from 2010 to 2012.
- Secondary school Leaving Certificate (SSLC) from V&HSS Karthika Thirunal GOVT Girls high school, Manacaud under Board of Public Examinations, Kerala with 77

## ACHIEVEMENTS

### WORKSHOPS ATTENDED

- Participated in the one day workshop on “Analysis and Interpretation of Financial Statements” organized by Indian Accounting association, Kerala Branch and the Department of Commerce, Mar Ivanios College, Nalanchira, Trivandrum.

### SEMINAR PRESENTATIONS AND PARTICIPATIONS

- Presented a paper titled “A study on the effectiveness of Human Resource Management practices among IT professionals with special reference to Techno Park, Trivandrum” in the National seminar conducted by St. Jerome’s College arts and Science, Anandhanadarkudy, Kanyakumari.

- Participated in the Two day online workshop on “Creation of instructional videos and recording” Organised by NSS College, Pandalam.
- Participated in the Three days Online Workshop on “Reference Management Tools and online citation database” Organised by Indian Academic Researchers Association, Tamil Nadu.
- Participated in the one day workshop on “How to write Quality Quality Research Paper” Organised by MIT Arts, Commerce and Science College, Pune.
- Participated in the One day National Online Workshop on BBA & MBA Rural Management Curriculum Design organized by Mahatma Gandhi National Council of Rural education, Department of Higher Education, Ministry of Education and Government of India
- Participated in the one day workshop on “Revised NAAC Reforms and Procedures organized by St Joseph's College, Bengaluru.
- Participated in the one day workshop on “Developing Mentoring Competency” organized by St Teresa’s College, Ernakulam.

- Presented a paper titled “A study on the effectiveness of GST and its impact on the consumers with special reference to Trivandrum city” in the National Seminar organized by PG Department of Commerce, St. Johns college of Arts and Science affiliated to MS University, Tirunelveli.
- Presented a paper titled “A study on the effectiveness of digital advertising among people with special reference to TVM city” in the International Seminar conducted by Post graduate and Research department of commerce, Mahatma Gandhi College, TVM.
- Participated in the National seminar On Teaching, Learning and Evaluation organized by Christ Nagar College as part of UGC PARAMARSH scheme.
- Presented a paper titled “A study on transformation from VAT to GST and its influence on price of various products” in the National conference organized by Santhigiri Institute of Management, Vazhithala.
- Presented a paper titled “A study on Financial performance of TDCB” in the National Seminar conducted by Post graduate and Research department of commerce, Mahatma Gandhi College, TVM.
- Presented a paper titled “The role of women entrepreneurship and development of NGO’s” in the International Seminar organized by the PG Department of Commerce, St Gregorios College, Kottarakara, Kollam.
- Presented a paper titled “Innovations in cost Management” in the National seminar conducted by Government College for Women, Thiruvananthapuram.
- Presented a paper titled “Innovations in cost Management” in the National seminar conducted by Government College for Women, Thiruvananthapuram.
- Presented a paper titled “Women empowerment: achievements and limitations” in the National seminar Organised by University of Kerala, Palayam, Trivandrum.

- Participated in the Seven days Capacity Building Workshop on “Accreditation: Different Aspects and Key- points” organized by Hindu Kanya College, Kapurthala.
- Participated in the Seven days’ Workshop on “NAAC Revised Accreditation Framework – Issues and Challenges” organized by Sant Darbara Singh College of Education for Women, Lupon in Collaboration with Sanatan Dharama College, Hoshiapur.
- Participated in the one day National Workshop on “Share Market” organized by Department of Management Studies, Nandha Engineering College, Erode in association with Shine Projects, Hyderabad.
- Participated in the one Week International Workshop on “How to Write a Quality Research Article” organized by Sri Vidya Mandir Arts and Science College, Uthangarai, Christ University, Bengaluru and Jyothi Engineering College, Thrissur.
- Participated in the one day National Workshop on “Recent Trends in Intellectual Property Laws” organized by Alliance University, Bengaluru.
- Participated in the seven days National Workshop on “Research Methodology” organized by Govt.V.Y.T PG Autonomous College, Durg, Chhattisgarh.
- Participated in the one day Workshop on “ Digital Marketing Strategies and E Advertising” organized by B.A.M. Khalsa College, Garhshankar.

- Participated in the National Seminar “ Changing the concept of job seekers into job givers” conducted by the Post Graduate Department of Commerce, Christ Nagar college, Maranalloor, Trivandrum.
- Presented a paper titled “Insolvency and bankruptcy code- beneficial to the investors” conducted by Research committee, Mahatma Gandhi College, Trivandrum
- Presented a paper on “A Study on the Effectiveness of GST and its Impact on the consumers with special reference to Trivandrum city ” and also Participated in the National Conference on “Emerging Trends in Financial Market” conducted by the Post Graduate Department of Commerce, St Johns College of Arts and Science and Indian Accounting Association, Tamil Nadu.
- Presented a paper titled “A Study on the Effectiveness of Digital Advertising Among People with special reference to TVM city” in the International Seminar organized by the PG and Research Department of Commerce, Mahatma Gandhi College, TVM.
- Participated in the National Seminar “Teaching, Learning & Evaluation” conducted by Christ Nagar college, Maranalloor, Trivandrum
- Participated in the Two Day International Conference on “Locating Human Rights: Trajectories and Discourses” organised by the Human Rights forum, Department of history and Political science, All Saint’s College Trivandrum, in Association with Manoj and Chitra, Internal Legal service Providers.
- Presented a paper titled “A Study on impact of social media advertising among youth with special reference on Trivandrum city” in the organized by Bharath Institute of higher Education and Research
- Presented a paper titled “A study on the role of Department of Tourism and its impacts on the regional development process with special reference to Trivandrum District ” in Mar Ivanios College, Nalanchira, TVM

## FACULTY DEVELOPMENT PROGRAMMES

- Participated in the Seven days FDP on “Effective and Quality research Writing- Phase III” Organised by Department of Commerce, Patrician College
- Participated in the Seven days FDP on “Role of Teachers in Quality Enhancement and Accreditation” Organised by Kristu Jayanti College, Bengaluru.
- Participated in the Ten days FDP on “Goods and Service Tax” Organised by Post Graduate Department of Commerce, St Stephen’s College, Uzhavoor, Kottayam.
- Participated in the Eight days FDP on “NAAC Process on Quality Advancement by IQAC” Organised by SNGC, Coimbatore.
- Participated in the Seven days FDP on “Transition to IFRS: Insights into implications on Financial Statements” Organised by the BBA Department, St Joseph’s College of Commerce, Bengaluru.
- Participated in the Seven days FDP on “R Programming” Organised by St Joseph’s College, Thrissur.
- Participated in the Seven days FIP on “Design Thinking For Improving the Teaching Learning Process” Organised by IIC, Christ Nagar College, Maranalloor.
- Participated in the one day FDP on “Importance of Empowerment For Teaching Gurus” Organised by Merit Arts and Science College, Tamil Nadu.
- Participated in the One day International FDP on “How to be a Dynamic and Effective Teacher” jointly Organised by Foresight College of Commerce, Pune and ISMS Sankalp Business School, Pune and Winners Institute Pvt Ltd, Bengaluru.

## PAPER PUBLICATIONS

- Published in the ISSN International Journal Named ‘Our Heritage’ (Vol: 68, Issue 1, January 2020), paper titled “A study on banking habits of rural people after demonetization with special reference to Trivandrum district” with ISSN- 0474-9030 having impact factor 6.6 [UGC Care Approved International Journal].
- Published a paper titled “A study on Financial performance of TDCB” in the ISSN Journal ‘Studies in Indian Place Names’(Vol- 40, Issue- 18, February,2020) with ISSN no.2394-3114 having Impact factor-6.1.[The Journal is Indexed, Peer reviewed and Listed in UGC Care].
- Published a paper titled “A study on effectiveness of Human Resource Management practices among IT professionals with special reference to Techno park, Trivandrum” in the ISSN Journal ‘Studies in Indian Place Names’(Vol- 40, Issue- 18, February,2020) with ISSN no.2394-3114 having Impact factor-6.3.[The Journal is Indexed, Peer reviewed and Listed in UGC Care].
- Published a paper titled “Role of women entrepreneurship and developments of NGOs” in the ISBN journal Women entrepreneurship development and gender equality in the year 2019, published by St. Gregorios College, Kottarakara with ISBN number 978-1-7338929-2-6.
- Published a paper titled “A Study on the Effectiveness of GST and its Impact on the consumers with special reference to Trivandrum city” in the ISBN journal Emerging Trends in Financial Market in the year 2020, having ISBN number 978-93-84734-86-2



- Participated in the One day International FDP on “Managing Stress, Teaching and Learning During this period of Social Distancing” jointly Organised by MTC Global Bangalore, Dhaka International University, Bangladesh and Knowledge Café, Bangalore
- Participated in the Four days National level FDP on “Revised NAAC Accreditation Framework Perceptions” Organised by GTN Arts College, Tamilnadu.
- Participated in the one day International FDP on “How to be a Dynamic and Effective Teacher” jointly Organised by Foresight College of Commerce, Pune and ISMS Sankalp Business School, Pune and Winners Institute Pvt Ltd, Bengaluru.
- Participated in the three day National level FDP on “Role of Faculty in Moulding Students” Organised by HKBK Degree College affiliated to Bangalore North University.
- Participated in the Seven days FDP on “Teaching Pedagogies for Virtual Classrooms” Organised by PG & Research Department of Commerce, Vivekanandha College of Arts and Sciences for Women, Tamil Nadu.
- Participated in the One Week FDP on “Data Science and Business Analytics” Organised by Sai Ram Institute of Management Studies and Department of Management studies, Sai Ram Institute of Technology.
- Participated in the Five days Interactive National level FDP on “Web apps and E Content Development for Digital Learning” Conducted by Institute of Advanced Studies, Agartala in association with Department of Educational Technology, Bharathidasan University, Tamilnadu.

- Published a paper titled “A Study on the Awareness of Green Banking among Rural people with Special reference to TVM District” in the ISBN journal Green Banking & Environment in the year 2020, published by Christ Nagar College, Maranalloor, with ISBN number 978-81-945 382-5-7.
- Published a Paper titled “Insolvency and Bankruptcy Code: Beneficial to the Investors” in the Two day National Seminar Proceedings (titled as Modernism, Inventiveness and Trends in Commerce) Conducted by PG Department of commerce and Research Centre, Mahatma Gandhi College, Trivandrum in connection with the Annual Research Conference (MGC ARC – 2018).
- Published a paper titled “A Study on impact of social media advertising among youth with special reference on Trivandrum city” in the ISBN journal in the year 2022, published by Bharath Institute of higher Education and Research with ISBN number 978-93-5768-450-7.
- Published a paper titled “A study on the role of Department of Tourism and its impacts on the regional development process with special reference to Trivandrum District ” in the ISBN journal India in the industrial reign in the year 2022, published by Mar Ivanios College, Nalanchira, TVM, with ISBN number 978-81-945 382-5-7.

## TRAININGS ATTENDED

- Participated in the one day training programme conducted by Election Literacy Club.

- Participated in the Six days National level FDP on “strategic Resilience and Organization Agility” Organised by Valluvar College of Science and Management, Karur, Tamilnadu.
- Participated in the One Week FDP on “GST Compliance – A Practical Approach” Organised by Post Graduate and Research Department of Commerce, Vivekananda College, Tamilnadu.
- Participated in the 10 days National FIP on “Research Methodology” Organised by Prerna college of Commerce, Nagpur, Maharashtra.
- Participated in the One Week FDP on “Tools Used in Digital Training and Learning” Organised by Sri S.R.Kanthi Arts, Commerce and Science College, Mudhoi.
- Participated in the Six days FDP on “Integrated Learning and NEP 2020” Organised by St Francis De Sales College jointly with Karnataka State Council for Science and Technology (KSCST), Bangalore.
- Participated in the Seven days FDP on “Strategies for Effective Classroom Teaching” Organised by Department of Corporate Secretaryship, Patrician College of Arts And Science, Chennai.
- Participated in the three days National level FDP on “ICT Tools for E-Content making” Organised by St Joseph’s College of Arts and Science.
- Participated in the Seven days FDP on “Emerging Trends and Challenges in Commerce” Organised by department of Commerce with CA, PA and IT of PPG College of Arts and Science, Coimbatore.
- Participated in the Four days National level FDP on “Revised NAAC Accreditation Framework Perceptions” Organised by GTN Arts College, Tamilnadu.

- Participated in the online one day training programme conducted by National Service Scheme.
- Participated in the six hours training programme on Cognitive behavioural intervention in classroom settings conducted by Psychopark, Trivandrum
- Participated one day orientation of Answer scripts conducted by University of kerala, Trivandrum
- Participated in the “ R Training” as a short term training course provided by Sona College of Technology in January 2020 Semester, with course material provided by the Spoken Tutorial Project, IIT Bombay.
- Completed the training of “Basics of COVID-19” Conducted by Diksha in association with Department of Personnel and Training

### SHORT TERM COURSES

- Participated in the One week online Course on “Research Methodology for Social science” Provided by Indian Academic Researchers Association, Tamil Nadu.
- Participated in the One week Certification Course in “Entrepreneurship, Creativity and Innovation” MTC Global, Bangalore.
- Participated in the One day Online International certificate Course on “Strategies to address the Soft Skill Gap ” Provided by the International Journal of Advanced Study and research Work (ISSN No: 2581-5997).

## WEBINARS PARTICIPATED

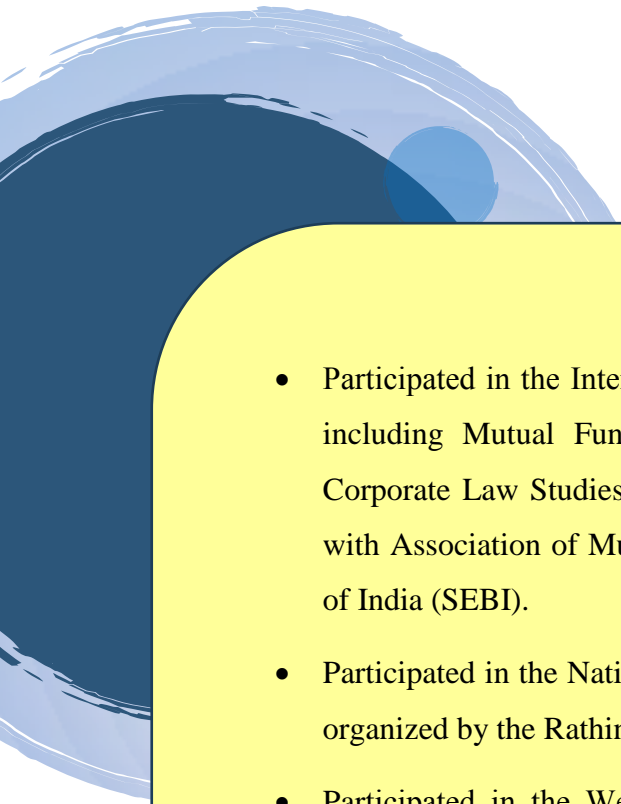
- Participated in the International Webinar on “academic publishing in top related journals” organized by the Post Graduate Department of Commerce, Govt College, Tripunithura.
- Participated in the International Webinar on “academic career abroad” organized by the Post Graduate Department of Commerce, Govt College, Tripunithura.
- Participated in the Webinar on “Pandemic Effect: from Employment to self-employment” organized by the Institutions Innovation Council (IIC), TKM Institute of Management.
- Participated in the National Level Webinar on “Joy of Orderly Living” organized by the Department of Commerce, Kaamadhenu Arts and Science College, Tamil Nadu.
- Participated in the National Webinar on “Impact of Lockdown on the Economy” organized by the Department of Economics, St Xavier’s College for Women, Aluva.
- Participated in the National Webinar on “How to use Turnitin Software for your Research Turnitin online on campus” organized by the SGPC’s Guru Nanak Institute of Management Studies in association with Turnitin.
- Participated in the Webinar on “Covid 19 and Macroeconomic Uncertainty; Fiscal and Monetary Response” organized by the Department of Economics, St Paul’s College, Kalamassery.
- Participated in the Webinar on “Gamification Tools in Teaching” organized by IQAC, St Xavier’s College for Women, Aluva.
- Participated in the Webinar on “Research in Accounting” organized by the post graduate Department of Commerce, Government College, Tripunithura.
- Participated in the UGC Sponsored National Webinar on “Academic Quality Enhancement through Outcome Based Education” organized by the IQAC, St Teresa’s College, Ernakulam.
- Participated in the Webinar on “Facing Online Learners; Overcoming the obstacles” organized by the Institutions Innovation Council (IIC), TKM Institute of Management.
- Participated in the National Webinar on “Impact of Covid- 19 on global and national economy” organized by the Department of Commerce, Central University of Jharkhand, Ranchi.



- Participated in the Webinar on “Advanced web search strategies for social science” organized by the Research and PG Department of Commerce, KSMDDB College, Sasthamcotta.
- Participated in the National Webinar on “Future of higher education” organized by Shri Vaishnav College of Commerce.
- Participated in the International Webinar on “Role of women entrepreneurs in Logistics and Supply Chain Management” organized by the Post Graduate Department of Commerce and Research Centre, St Xavier’s College for Women, Aluva.
- Participated in the National Webinar on “Financial aftermaths of the pandemic of Indian economy” organized by the Post Graduate Research Department of Commerce, The Cochin College, Kochi.
- Participated in the Webinar on “Insurance for Business Enterprise” organized by Department of Commerce, Kalasalingam Business School.
- Participated in the Webinar on “Research Gateway” organized by Department of BCA, Annai college of Arts and Science, Tiruchirapalli.
- Participated in the National Level Webinar on “Entrepreneurship Opportunities and Entrepreneurial Ethics” organized by MIT Arts, Commerce and Science College, Pune.
- Participated in the Webinar on “Research Hypothesis” organized by PG & Research Department of Commerce and IQAC, Sree Narayana College, Kollam.
- Participated in the UGC Sponsored National Level Webinar on “Criteria VI: Governance, Leadership and Management, Criteria VII: Institutional Values and Best Practices” organized by IQAC, St Teresa’s College, Ernakulam.
- Participated in the UGC Sponsored National Level Webinar on “Criteria III: Research, Innovations and Extension, Criteria V: Student Support and Progression” organized by IQAC, St Teresa’s College, Ernakulam
- Participated in the three days Webinar on “ Future of Entrepreneurship and Employment Opportunities” organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore.
- Participated in the national Webinar Series on “Social Science Research” organized by Department of Commerce, Sree Sankara Vidyapeetom College, and Ernakulam.

- Participated in the national level Webinar Series on “Re-evaluating Covid-19 for new business opportunities ” organized by IQAC & Department of Economics, Thakur College of Science and Commerce.
- Participated in the Webinar on “Money Moves in fluctuating Times” organized by Department of Commerce, SRM Institute of science and Technology, Chennai.
- Participated in the National Webinar on “Impact of Covid-19 on Global Economy” organized by Inspira Research Association (IRA) and Indian Accounting Association (IAA) Jaipur.
- Participated in the National level Webinar Series on “Corona Pandemic and Indian Economy” jointly organized by IQAC & PG Department of Commerce, Sree Narayana College, Kollam.
- Participated in the International Webinar on “Stress Management” organized by the Department of English Language, NGM College, and Pollachi.
- Participated in the International Webinar on “Impact of post Covid-19 on Indian Economy” organized by the Department of Commerce, Rathinam College of Arts and Science.
- Participated in the National Webinar on “Transcending Lockdown Barriers through Academic Outreach” organized by IQAC, KSMDDB College, Sasthamcotta.
- Participated in the National Webinar on “Business and Society: Post Covid Thoughts” organized by Department of Commerce and Business Administration, Rajagiri College of Social Sciences, Kalamassery.
- Participated in the Webinar on “Selection of appropriate Statistical tools: a critical way for successful research” organized by Research Advisory Committee, St Mary’s College, Thoothukudi.
- Participated in the National Webinar on “Micro Entrepreneurship and Employability” organized by PG Department of Commerce, Dhenkanal Autonomous College, Dhenkanal.
- Participated in the National Level Webinar on “NAAC; Its new framework and Quality Enhancement Techniques” organized by IQAC, Udala College, Udala.
- Participated in the National Level Webinar on “Strategy for managing Personal Finance including Mutual Funds and NPS” organized by School of Commerce, Hyderabad and Business Management in collaboration with Association of Mutual Funds in India (AMFI).

- Participated in the National Level Webinar on “Investor Awareness Programme” organized by Govt Arts and Science College, Lalgudi in association with Ambition Learning Solutions.
- Participated in the International Level Webinar on “Building an impactful study; Steps for successful research and publication” organized by PG & Research Department of Commerce, Salem Sowdeswari College, Tamil Nadu.
- Participated in the Webinar on “Idea to invoice (i2i), A successful innovator journey” organized by MHRD’s Institutions Innovation Council (IIC) of Vidya Jyothi Institute of Technology, Hyderabad.
- Participated in the National Level Webinar on “Current Scenario and Future Challenges with Emphasis on Awareness about Covid-19 Pandemic” organized by c.
- Participated in the Webinar on “National Consumer Day – Right to Information” organized by Department of Management Studies, NSRIT, Visakhapatnam.
- Participated in the International Webinar on “Challenges and Concerns Related to Trans genders” organized by Govt VYT PG Autonomous College, Chhattisgarh in association with Vidhi Bhawana Foundation.
- Participated in the Webinar on “Review of Literature and finding the Research Gap” organized by PG Department of Commerce, Seshadripuram First Grade College, Bengaluru in association with Nilai Field Consultancy and Training- Malaysia and Gopal Narayan Singh University, Jamuhar.
- Participated in the Webinar on “Outcome Based Education” organized by Department of Business Administration, VELS Institute of Science Technology and Advanced Studies.
- Participated in the Webinar on “Intellectual Property Rights – Entrepreneurial mindset for Innovative Ideas” organized by IIC, Sree Ayyappa College for women, Tamil Nadu.
- Participated in the Webinar on “Money Moves in Fluctuating Times” organized by Department of Commerce, SRM Institute of Science & Technology, Chennai.
- Participated in the International Webinar on “Child Rights in Conflict zones of Asia” organized by St Joseph's College of Commerce.
- Participated in the International Webinar on “Financial Empowerment of masses- The post Covid 19 scenario” organized by the Govt College for Women, TVM.

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- Participated in the International Webinar on “Strategies for Managing Personal Finance including Mutual Funds during and after Covid-19” organized by the Centre for Corporate Law Studies, Institute of Law, Nirma University, Ahmedabad in association with Association of Mutual Funds in India (AMFI) and Securities and Exchange Board of India (SEBI).
  - Participated in the National Webinar on “Entrepreneurial Challenges and Opportunities” organized by the Rathinam College of Arts and Science, Coimbatore.
  - Participated in the Webinar “Govt Schemes for Start-up and Qualities to become a Successful Entrepreneur” Organised by Infinite Desire Entrepreneurship Solutions.
  - Participated in the Webinar “Govt Schemes for Start-up and Qualities to become a Successful Entrepreneur” Organised by MIC-Innovation Cell-Institutions Innovation Councils (IIC) and National Innovation Start up Policy (NISP) of Vidhya Jyothi Institute of Technology, Hyderabad.
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