



REKHA R

ASSISTANT PROFESSOR

PUBLICATIONS

“How Meme Marketing creates brand image by Influencing Teenagers” ISBN: 978-19561024

“India in the path of digital banking” published in Media of intellectual reading and research of researchers (MIRROR) ISSN 2249 – 8117. VOL 8. No. 4 June 2018.

“Influence of stress on the health and work life of employees in health care sector” Journal of Management Research and Analysis (JMRA)|e-ISSN 2394-2770 | ISSN 2394–2762

A study on Human Capital Management with special reference to potential enhancement among teachers in Trivandrum District-Studies in Indian Place Names ISSN 2394- 3114

A Study on career growth and enhancement of employees in Pharmaceutical companies with special reference to Trivandrum - international Journal of Advanced Science and Technology ISSN 2005 - 4238 IJAST



WORK HISTORY

ASST PROFESSOR - CHRIST NAGAR COLLEGE, MARANALLOOR, TRIVANDRUM FROM 2013 TILL DATE

ACADEMIC COUNSELLOR, INDIRA GANDHI NATIONAL OPEN UNIVERSITY

SKILL DEVELOPEMENT EXECUTIVE (SDE) ADDITIONAL SKILL ACQUISITION PROGRAMME(ASAP)FOR CERTIFIED ACCOUNTING TECHNICIAN COURSE 2014 TO 2018



ACADEMIC HISTORY

PhD. Pursuing (Commerce)

Master of Business Administration ALAGAPPA UNIVERSITY 2016 .

Masters of Commerce KERALA UNIVERSITY 2012

Bachelor of Commerce KERALA UNIVERSITY 2009



OTHER ELIGIBILITY

UGC: NATIONAL ELIGIBILITY TEST FOR LECTURSHIP JUNE 2013

STATE ELIGIBILITY TEST 2013

ACHIEVEMENT

FIRST RANK -M.COM FINANCE - UNIVERSITY OF KERALA



SEMINARS

TWO DAY NATIONAL SEMINAR ON “BUSINESS ANALYTICS” BY GOVERNMENT ARTS COLLEGE TRIVANDRUM. DEC 2019

TWO DAY NATIONAL SEMINAR ON “ENVIRONMENTAL ACCOUNTING AND GREEN PRACTICES IN BUSINESS” MG COLLEGE TRIVANDRUM FEB 2020

INTERNATIONAL SEMINAR ON “CYBER SECURITY AND DIGITAL MARKETING” ORGANISED BY MG COLLEGE TRIVANDRUM. MARCH 2020

TWO DAY NATIONAL SEMINAR ON “COMMON PROPERTY AND CITIZENS RIGHT: ISSUES OF RECONSTRUCTION OF KERALA” 2018.

TWO DAY NATIONAL SEMINAR ON “FINANCIAL SECTOR REFORMS IN INDIA EXPECTATIONS, APPREHENSIONS AND CONSEQUENCES” OCT 2018

THREE DAY NATIONAL SEMINAR ON “ETHICS IN COMMERCE AND MANAGEMENT

RESEARCH SEQUEL AND PANACEA” OCT 2018

THREE DAY NATIONAL SEMINAR ON “CASH TO CASHLESS ECONOMY OPPORTUNITIES AND CHALLENGES” DEC 2017

NATIONAL SEMINAR ON “TEACHING LEARNING AND EVALUATION” ORGANISED BY IQAC, CHRIST NAGAR COLLEGE MARANALLOOR AS PART OF PARAMARSH ON FEB 2020

NATIONAL WEBINAR SERIES ii – social science Research 2020

WRITING RESEARCH REVIEW /ARTICLES FOR PUBLISHING IN PEER REVIEWED JOURNALS.25TH MAY2020 ORGANISED BY MES COLLEGE ERUMELY

HOW TO USE TURNITIN SOFTWARE FOR YOUR RESEARCH: TURNITIN ORGANISED BY GURU NANAK INSTITUTE OF MANAGEMENT STUDIES 4TH MAY 2020

SCIENTIFIC APPROACH OF QUANTITATIVE ANDQUALITATIVE RESEARCH K S RANGASAMY COLLEGE OF ARTS 13TH JUNE 2020

USE OF ELSEVIERTOOLS IN RESEARCH WORKFLOW 5TH MAY 2020

AWARNNESS AND UTILISATION OF E-RESOURCES THROUGH OPEN ACCESS SYSTEM

AWARNNESS AND UTILISATION OF E RESOURCES THROUGH OPEN ACCESS SYSTEM 2020

REGULATORY FRAMEWORK FOR START UPS AND MSMEs POST PANDEMIC 2020

GAMIFICATION TOOLS IN TEACHING 20 NATIONAL LEVEL WEBINAR ON INVESTMENT OF FUTURE 2020

PRODUCTION MANAGEMENT DURING CORONA VIRUS PANDEMIC 2020





MEMBERSHIP

Life Timemember Indian
Academic Researchers Association

Life Time Member TERA
(Teaching and Education
Research Association)

INTERNATIONAL CONFERENCES

REIMAGING BUSINESS
RESILIENCE IN CURRENT
ECONOMY 7th 8th 9th may 2020

7 TH INTERNATIONAL
CONFERENCE
ICHTM 2K19 4th 5thfeb 2019

CONFLUENCE 4.0 2ND INTERNATIONAL
CONFERENCE - ICRBR 2K20
7TH 8TH 9TH MAY 2020

OTHERS

ONE MONTH INTERNSHIP IN
RESEARCH TRAINING BY MSME,
GOVT OF INDIA

NATIONAL LEVEL MULTI
DISCIPLINARY RESEARCH
CONFERENCE (MDRC 2021) ON 17TH
APRIL 2021

FACULTY DEVELOPMENT. PROGRAMME

Research methods, tools and innovation
organised by Indian Academic Researchers
Association

Online faculty development program - **MODERN
TOOLS AND TECHNIQUES FOR TEACHERS
AND RESEARCHERS 2020**

Faculty development programme on **MOODLE
LEARNING MANAGEMNT SYSTEM 2020**

National faculty development programme -
**CURRENT RESEARCH TRENDS IN SOCIAL
SCIENCE 2020**

Faculty development programme on **NUTURING
ENTREPRENEURSHIP LAW AND ICT
PERSPECTIVES 2020**

One week online course **RESEARCH
METHODOLOGY IN SOCIAL SCIENCE 2020**



FUTURISTIC ACCOUNTING 2020 Organised
by INDIAN ACADEMIC RESEARCHERS
ASSOCIATION

**THE ESSENCE OF RESEARCH
METHODOLOGY 2020**

**STRATEGIES TO ADDRESS THE SOFT
SKILL GAP 2020**



WORKSHOP

- ONLINE NATIONAL WORKSHOP ON RESEARCH METHODOLOGY AND ACADEMIC WRITING A TAILORED APPROACH (RMAW 20-21)- KERALA STATE HIGHER EDUCATION COUNCIL 12-4-21
- Workshop series on Research Methodology II organised by SD College Alappuzha OCT 2019
- INTERNATIONAL ONLINE WORKSHOP ON BASIC STATISTICAL ANALYSIS AND ITS INTERPRETATION USING SPSS. JUNE 2021 
- NATIONAL WEBINAR ON RESEARCH METHODOLOGY AND ACADEMIC WRITING A TAILORED APPROACH ORGANISED BY MES COLLEGE, MARAMPALLY IN COLLABORATION WITH KERALA STATE HIGHER EDUCATION COUNCIL 2021
- THREE DAY WORKSHOP- IN RESEARCH AND POST GRADUATE DEPARTMENT OF COMMERCE GOVT. COLLEGE NEDUMANGADON "APPLIED FINANCIAL ECONOMETRICS" NOV 2018
- WORKSHOP SERIES ON RESEARCH METHODOLOGY II ORGANISED BY SD COLLEGE ALAPPUZHA OCT 2019
- WORKSHOP ON INFORMATION SEARCH & RETRIEVAL ORGANISED BY GOVT ARTS COLLEGE-TRIVANDRUM OCT 2019
- WORKSHOP SERIES ON RESEARCH METHODOLOGY III - PREPARATION OF QUESTIONNAIRE 2019 
- THREE DAY RESEARCH METHODOLOGY WORKSHOP "QUALITY RESEARCH & KNOWLEDGE CREATION" ORGANISED BY IQAC-UNIVERSITY OF KERALA IN ASSOCIATION WITH INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH NOV 2018

WORKSHOP SERIES ON RESEARCH METHODOLOGY IV SD COLLEGE ALAPPUZHA JAN 2020

USING CASE STUDIES FOR PARTICIPATIVE LEARNING AND EVALUATION AUG 2019

- ONLINE RESEARCH METHODOLOGY WORKSHOP APRIL 2020

- ONE DAY WORKSHOP ON "RESEARCH PRODUCTIVITY MEASURES AND INSTITUTIONAL RANKING" ORGANISED BY MARIVANIOUS COLLEGE- TRIVANDRUM NOV 2018

