

# Dr. Berny B Raj

Asst Professor & HOD (IC)

## ADMINISTRATIVE DISTINCTION

Member-College Council(2015-17) 2019 onwards  
Head of the Department (2015 to 2017,2019 onwards)  
Admission Co-Convenor (UG-2023-24)  
Placement Officer( 2014-15 & 2023 onwards)  
Coordinator-Career guidance cell(2014 onwards)  
Entrepreneurship Development Cub -Coordinator (2016 )  
Consumer Club -Coordinator (2016)  
Institution Innovation Council-Internship Coordinator  
NIRF – Nodal Officer(2023-24 & 2024-25)  
IQAC-Member (2024-25)  
PTA Executive Member (2014 to 2017) 2019-20  
ASAP-College level Coordinator (2024)  
Kerala Knowledge Economy Mission's Connect Career to Campus initiative-  
Nodal Officer  
Treasurer:Staff Association: 2014-15 & 2023 -24, 2024-25  
Internship coordinator-Institution Innovation Council (2021 onwards)  
Library Advisory Committee-Member(2015 onwards)  
Internal Complaints Committee-Member (2024-25)  
College Level Monitoring Committee -Member

## SEMINARS/WORKSHOPS ORGANIZED

- Organized a Seminar on “*Decentralised Planning in Kerala Prospects & Problems*” on March 9,2015 at Sree Narayana College for Women, Kollam for UG Students as part People's Planning Programme Initiative.
- Organized “*Placement readiness Workshop*” on 7-1-2015 for Commerce students at Sree Narayana College for Women,Kollam in association with Happy Valley Business School,Coimbatore.



## ADDRESS

Anagha  
Sreebhadra Nagar 50,  
Uliyakovil Post  
Kollam-691019

E mail-  
bernybaburajan@gmail.com

## QUALIFICATIONS:

M.com, MBA, PhD

## DATE OF JOINING:

17/09/2012

## EXPERIENCE IN YEARS:

13 years

## AREA OF RESEARCH

Women & Investment,  
Migration, Cyber Security

- Organized a *Seminar on Careers in Design & Media Industry* for the B.Sc Home science Students @ Sree Narayana College for Women,Kollam on 5-12-2014 in association with ,Image Creative Education-training partner of National Skills Development Corporation.
- Organized *Campus recruitment drive in association with TVS-TS Chennai for ICICI Bank* for the final year students and Alumni at Sree Narayana College for Women,Kollam (2014)
- Organised *Career Profile Mapping*” test in association with Guiders Education-An Educational Consultancy based in Cochin for the Students of Sree Narayana College for Women,Kollam (2014)
- Organized a Seminar on “*Eligibility requirements of Indian Military and Para military forces*” in association with National Academy for Pre recruitment training for the Students of Sree Narayana College for Women on 29/01/2015
- Organised *One day Career guidance Seminar* in association with Malayala Manorama daily for the students of Sree Narayana College for Women,Kollam on 12/02/15
- Organized a *Seminar for CA aspirants* in association with Institute of Chartered Accountants of India ,Kollam Chapter in the Department of Commerce ,Sree Narayana College for Women ,Kollam on On 6/9/2015
- Organised awareness session on *Cyber Crime* for Commerce Students at Sree Narayana College for Women ,Kollam (2016)
- Organised Workshop on “*Fundamentals of Capital Market Operation* in the department of Commerce at Sree Narayana College for Women ,Kollam in association with Fin Market Solutions , Cochin(2016)
- Organised Awareness class on *Importance of Business skills* in association Synergy school of Business skills in the department of Commerce at Sree Narayana College for Women ,Kollam.(2016)
- Organized *Seminar on Post Union Budget Analysis* in association with TKM Institute of Management ,Kollam in the Department of Commerce ,Sree Narayana College for Women ,Kollam on March 8 ,2017
- Organised Workshop on ‘*Resume Writing and Interview Skills.*’in association with Amity Global Business School,Cochin on 19 February 2020.
- Organized *one day Seminar on Career Guidance* for the Students of Sree Narayana college for Women funded by PTA (February,2020)
- Organized *One day Seminar on Careers in Industrial Accounting* in association with the esteemed daily Kerala Kaumudi and Capital Academy ,Kollam on 26/02/2020
- Organized Awareness class on *logistics courses* in association with Level three education, Cochin ) on October 31 ,2019 for Final year B.com students at Sree Narayana college for Women,Kollam

- Organised an Orientation class on *Tally software* in association with Cyberia Softwares -Academic Partner ,Kollam
- Organised Seminar on *Chartered Management Accountancy Course* in association with IAT Professional Campus,Kottarakkara,Kollam on February 18, 2020.
- Organised a One day Seminar on *Passionpreneur culture :Exploring new horizons in career prospects*.by Jacob Mathew (Recipient of Best TrainerAward by Bisgate,Kerala) February 6,2020 in the department of Commerce at Sree Narayana college for Women,Kollam
- Organised Awareness class on *Skill and training enhancement programme* for the final year B.com students on February 25,2020 by SMEC LAB .
- Organised International webinar session on *Financial Market Trends:Paradigm shift in the post-pandemic scenario*” in association with the IQAC of SNCW as part of the International Webinar series Crossroads 2020 for diverse community comprising of students, research scholars , faculty members of other educational institution and industrial expert on July 30 ,2020
- Organised Webinar on *financial planning for young investors* on (23/3/21) & (25/03/22) as part of Global Money Week - Global Financial awareness raising campaign of OECD(sponsored by SEBI )for B.com Students
- Organized One day Career guidance seminar ‘*Career Opportunities after Degree*’ under Career Guidance cell of SNCW for the final year UG and PG students(17/02/2022)
- Coordinated Webinar on *Behavioural Finance : Understanding human Psychology in Personal Finance*” was organized by the department of commerce in association with the IQAC of the college as part of the International Webinar series ECLECTICS 2022 for diverse community comprising of students, research scholars , faculty members of other educational institution and industrial experts(2/12/22)
- Organized Two Day *National Literacy Programme* supported by National Institute of Securities Markets on 12& 13 of August 2023 at SNCW for Commerce and Economics Students.
- Organised Seminar on ‘*Internship Opportunities in IT sector*” for the students of SNCW in association with Qninfo Technologies,Kollam (9/11/23)
- Organised an invited talk on Invited Talk on *Preparation for Management Aptitude Test* with the Academic Partner TIME,Kollam Branch (14/09/23)
- Coordinated *Job Fair in association with University Placement Cell*, on behalf of the University of Kerala, Kerala Knowledge Economy Mission (KKEM), and Information & Communication Technology Academy of Kerala (ICTAK), Technopark Campus, Thiruvananthapuram on 6<sup>th</sup> July 2024 at Sree Narayana College for Women, Kollam.

- Co-ordinated 30 hours Add on Course leading to Certification in Financial Services and 1 month Internship for first and Second year B.com in association with Hedge School of Applied Economics for B.com Students of SNCW.(December 2023 to June 2024)
- Co-ordinated 10 hours session of the program “Kona Kona Shiksha”, conducted by National Institute of Securities Markets (NISM) under the aegis of CSR program of Kotak Securities Limited On 15-Sep-2023.

## PUBLICATIONS

Published a research paper titled “Strategies to Improve the Academic performance of Under achievers” in the proceedings of International Conference (15 -17 ,June 2012) on Applied psychology in Transforming Education and Management Sciences in the Context of Globalization organized by Toc H institute of Science & technology ,Ernakulam,Kerala

Published a research paper titled “Data Security in Unorganised Retail Sector –An observation of Debit and Credit information management among small scale retailers”.Conference proceedings in the Book titled International Marketing in Asia pacific –Issues and Challenges (ICIM 2015) ISBN 978-93-5235-798-7

Published a research paper titled.“A Study on Investment Behaviour among the Housewives of Non Resident Keralites in Middle East ,Journal of management Research ,Special issue ,March 2018. ISSN 2320-3951

Published a research paper titled “A Study on Investment alternatives preferred by NRI Women Working in the Middle East Ajanta Volume VII,Issue III July –September 2018 ,Part –VIII ISSN 2277-5730

Published a research paper titled “A study on degree of independence in investment decision by Indian Women Working in Oman in the Proceedings International Conference on Banking and Financial Studies held on April 24 -25 ,2019 at College of Banking and Financial Studies (CBFS) Muscat,Sultanate of Oman ISBN 97899969-824- 2-2

Published a paper titled “Savoir Fair:The transition from Campus to Corporate” in the proceedings of the National Seminar on Challenges in AQAR and SSR preparation organized by Sree Narayana College for Women, Kollam on 19 & 20 December 2019 sponsored by NAAC, Bengaluru.

Published a research paper titled Ransomware attacks on Banking, Financial services, and Insurance sector in 2022: Major threat actors and preventive measures in the Proceedings International Conference on Banking and Financial Studies held on March 15 -16,2023 at College of Banking and Financial Studies (CBFS) Muscat,Sultanate of Oman.

Published a chapter in a book titled Integrative Scholarsight -ISBN:978-81-958612-7-9 by Response Books, Kollam First Edition 2024.

## AWARD

Teacher Fellowship awarded by UGC for pursuing Research (2017)

## ORIENTATION/REFRESHER /FDP ATTENDED

Participated in the UGC sponsored Orientation Programme (IT Oriented )Conducted by the UGC Academic Staff College ,University of Kerala from 27-06-14 to 24-07-14

Participated in the UGC Sponsored Refresher Course in Women's Studies and Women Empowerment (Multidisciplinary ) conducted by the UGC –Sponsored Refresher Course in Women's Studies and Women Empowerment conducted by UGC –HRDC ,University of Kerala ,Kariavattom, Trivandrum from 24/01/2019 to 14/02/2019

Undergone Two weeks online Refresher Course in “Advanced Research Methodology” from 21 June to 05 July 2023 sponsored by Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching organized by Teaching Learning Centre ,Ramanujan College, University of Delhi.

Undergone one week Online short term Faculty Training Programme (Interdisciplinary )on Digital Content Management on e –learning that was delivered as MOOC with four quadrants ,organized by Sree Narayana College for Women,Kollam in academic collaboration with Kerala State Higher Education Council from June 13 to June 19 th of 2021

Undergone Two weeks Faculty Development Programme sponsored by Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching on “ Mangaing Online Classes and Co-creating Moocs” from April 20 to May 06 ,2020 organized by Teaching Learning Centre ,Ramanujan College, University of Delhi

Undergone Two weeks Refresher Course in Commerce and Management from 14/07/2023 to 27/07/23 Sponsored by UGC HRDC ,University of Kerala ,Thiruvananthapuram ,Kerala

Completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grant Commission (UGC) Organized by UGC – MMTTC, Sri Venkateswara University ,Tirupati from 10 - 12 - 2024 to 19 - 12 - 2024 .

Attended International Faculty Development Programme from 22-29 Nov 2024 which was the joint venture of the PG and Research Department, Rani Anna Government College for Women, Tirunelveli and Globethics Academy, Geneva Switzerland.

## TRAINING /WORKSHOPS/ ATTENDED

Attended 6 day teacher training programme held from 31 January 2011 to 5 th February 2011 conducted by Kerala State IT Mission in connection with the project “ Skill Enhancement Computer Training and Women Resource Centre in College of Kerala.

- Participated in the Two day Workshop on “Methodology Course in Commerce at UG level” conducted by the Department of Commerce ,FMN College,Kollam on 25 & 26 August 2011 and Sponsored by the Kerala State Higher Education Council

- Participated in “Three day Workshop on Restructuring the Syllabi of First Degree Programme in Commerce under the Choice Based Credit and Semester System organized by the Kerala State Higher Education Council and the Board of Studies in Commerce (Pass) ,University of Kerala from 20 to 22 March 2014 as Member of Faculty.

Participated in the Two day Workshop on “Methods and Techniques in Social Science Research organized by the Post graduate Department of Commerce,Government College ,Attingal Sponsored by the Directorate of Collegiate Education ,Government of Kerala on 27 and 28 th November 2014

Attended One day Workshop for Coordinators/Internal Mentors of the Walk with a Scholar Programme of the Department of Collegiate Education,Government of Kerala ,held at SN College for Women,Kollam on 27/10/14.

Participated in the two day National Seminar on “Research Methodology for Social Science Research organised by the PG Department of Commerce ,NMSM Govt College kalppetta held on 7 & \* December 2017

Participated in the Three day Research methodology workshop entitled “Quality Research and Knowledge Creation “ Organized by the IQAC ,university of kerala in association with Indian Council of Social Science Research –Southern Regional Centre (ICSSR- SRC)during 22 to 24 November 2018 at University of Kerala,Trivandrum

Participated in the Workshop on “Statistical Elucidation: The Social Science Constructs” .held at Fatima Mata National College ,Kollam on March 7 & 22 2019

Attended One day Workshop on “Mendeley –Reference Managing Software for Improving Literature Review and Referencing on 2nd August ,2019 at Research Centre Department of Commerce ,Govt Arts College,Trivandrum



Attended National Seminar on Challenges and Changes in AQAR and SSR Preparation organized by IQAC ,SreeNarayana College for Women,Kollam ,Kerala Sponsored by NAAC Bengaluru on 19 & 20 th December 2019

Undergone 30 days International online workshop on “Academic Writing and Communication Skills,Research Methodology ,Reference Management and Academic Publishing conducted from 24 july-23 August 2021 by Assumption College (Autonomous) ,Changanasery in association with ArchBishop Kavukattu Central Library and Lores& ED Research Associates,Kottayam,Kerala

Undergone Innovation Ambassador Training programme of the Ministry of Education’s Innovation Cell and AICTE through the Institution Innovation Council (2019)

## MEMBERSHIP IN PROFESSIONAL BODIES

Life Member -Indian Commerce Association (2014 onwards)

## PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL

Presented Paper on “ Challenges in Online Share trading “in the two day National Seminar on Emerging Trends in E Commerce on 8 & 9 March 2012 organised by the Post Graduate Department of Commerce, Govt College Attingal,Trivandrum, Kerala.

- Presented Paper entitled “Strategies to Improve the Academic performance of Under achievers” in the International Conference (15 -17 ,June 2012) on Applied psychology in Transforming Education and Management Sciences in the Context of Globalization organized by Toc H institute of Science & technology ,Ernakulam,Kerala.

- Presented paper entitled “Basel III Norms and Impact of its implementation on Public Sector Banks –A Study in Indian Context” in the UGC Sponsored Seminar on Basel III- Adaptability of Indian banks Organized by the Department of Commerce ,Sree Narayana College,Sivagiri held on 26 th and 27 th September 2014

- Presented Paper on “Data Security in Unorganised Retail Sector –An observation od Debit and Credit information management among small scale retailers” in the 3rd International Marketing in Asia Pacific – Issues and Challenges (ICIM)-2015” GRD Institute of Management and GRD School of Commerce & International Business,Coimbatore

- Presented a paper entitled “Need for Strengthening Digital literacy among Elderly’s in Cashless economy” in the Three day National Seminar sponsored by Directorate of Collegiate education ,Government Kerala and organized by the Research and PG Department of Commerce,Government College ,Attingal from 4 to 6 December 2017.

- Participated and present a paper titled “A Study on the Impact of Financial Innovation towards the growth of Indian Financial Market “ in the Seminar on Revamping the Indian Financial System –The Democratic Approach jointly organized by the Research and Post Graduate Department of Commerce and The Institute of Company Secretaries of India ,Trivandrum Chapter on 14 March 2018.

- Participated and presented a paper on “A Study on Investment Behaviour among the Housewives of Non Resident Keralites in the Middle East” in a Two day International Conference on 5S-“Strategy ,System and Service for Sustainability and Scalability of Business on 23 and 24 of March 2018 at School of management ,Department of Management Studies ,Pondicherry University

- Presented a Paper entitled “A study on degree of independence in investment decision by Indian Women Working in Oman”at the International Conference on Banking and Financial Studies-ICFB 2019 held on April 24 -25 ,2019 at the College of Banking and Financial Studies (CBFS) Muscat,Sultanate of Oman.

Participated &Presented a research paper titled Ransomware attacks on Banking, Financial services, and Insurance sector in 2022: Major threat actors and preventive measures in the Proceedings International Conference on Banking and Financial Studies held on March 15- 16,2023 at College of Banking and Financial Studies (CBFS) Muscat,Sultanate of Oman