

NISHA T.V

ASSISTANT PROFESSOR OF COMMERCE

ADMINISTRATIVE DISTINCTION

- ETHICS COMMITTEE CONVENOR (2016-2022)
- TEEN CLUB MEMBER (2017-2019)
- GROUP TUTORIAL SYSTEM MEMBER (2017-2022)
- LITERARY AND DEBATING CLUB MEMBR (2017-2021)
- SCHOLARSHIP COMMITTEE MEMBER (2017-2020)
- ADMISSION COMMITTEE MEMBER (2017-2020)
- NSS PROGRAMME OFFICER (2019-2022)
- ANTI-SEXUAL HARASSMENT CELL CONVENOR (2020-2022)
- CAREER GUIDANCE & COUNSELLING CENTRE CONVENOR (2020-2022)
- RED RIBBON CELL CONVENOR (2020-2022)
- SREE NARAYANA STUDIES FORUM MEMBER (2020-2022)
- DE- ADICTION CLUB CONVENOR (2020-2022)
- INTERNATIONAL CENTRE FOR SREE NARAYANA STUDIES MEMBER (2021-2022)
- NATURE CLUB (CONVENOR)(2022-2025)
- ADMISSION COMMITTEE MEMBER (2022-2025)
- UNION ELECTION MEMBER (2022-2025)
- ENTREPRENEURSHIP DEVELOPMENT CLUB-CONVENOR (2022-2025)
- GENDER JUSTICE FORUM -MEMBER (2023-2025)
- DANCE, MUSIC AND THEATRE CLUB-CONVENOR (2023-2025)
- TOURISM CLUB MEMBER-(2023-2025)
- I BCom TUTOR (2019-2020)
- II BCom (CA) TUTOR (2022-2024)
- III BCom (TT)TUTOR(2025-2026)

Mankuzhy
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QUALIFICATIONS:

MCom, Bed, SET, NET, JRF

DATE OF JOINING:

22/01/2016

EXPERIENCE IN YEARS:

9 years 9 months

AREA OF RESEARCH:

Production and Marketing
practices of
Ayurvedic medicine
manufacturing units in kerala

AWARDS & ACHIEVEMENTS

- ▣ Awarded the prestigious UGC, Junior Research Fellowship (JRF) Government of India in 25. JUN 2014,(UGC-Ref No745(NET- DEC 2013)
- ▣ NSS AWARD 2021-2022 (CERTIFICATE OF APPRECIATION FOR NSS PO)

TRAINING PROGRAM

- Participated in One Day Workshop on Master Mentor Training Programme of Walk With a scholar programme organised by the New initiatives in Higher Education, Directorate of Collegiate Education.
- Participated in Programme Officers Meeting Organised by NSS University of Kerala on October-2019

PUBLICATIONS

- Mukht Shabd journal- -Role and Opportunity of Ayurvedic Industry Infight Against Pandemic Diseases (Certificate ID msj/2276)
- Marketing Practices of Ayurvedic Pharmaceutical Companies in Kerala-An Overview of Unexplored Avenues of Digital Marketing (Edited book ; Cyber Security and Digital Marketing)
- RESEARCH SCHOLAR VOL.5 No 1 March 2015, ISSN 2249-6696-"Impact of Foreign Direct Investment in Insurance Sector"
- POSEIDON,Journal of Commerce Management and Social Science Vol.4 No.1 June 2015 ISSN;2319-6238-Role of Kudumbasree in Empowering Rural Women.
- "Ayurvedic medicine and marketing perspectives; A bibliometric evaluation of research trend" in mamagement researcher-ISSN;2230-8431, VOL.XXX NO.4 OCT-DEC 2024

PUBLICATIONS (INTERNATIONAL)

- MIRROR, Vol No.2 September 2014, ISSN-8117, Peer Reffered Bi-annual International Research Journal of Commerce, Management and Social Science-AStudy on Virtual Banking -Product and Customer Satisfaction.

WORKSHOPE

- Participated in the Three Day National Workshop "Business Research Methods &Data Analytics" organised by PG Dpt of Commerce Govt College Nedumangadu & sponsored by Directorate of Collegiate Education Govt of Kerala on 28th 29th and 30th Nov 2017

- Participated in the Workshop on Application of Econometrics in Business Research jointly organised by SN College Kollam & Kerala State Higher Education Council on 28th Feb 2018
- Participated in the Cluster Workshop for Internal Mentor of Walk with a Scholar Programme (2018-2019) Kollam Dst, under the New initiatives of Govt of Kerala held at BJM Govt College Chavara on 16-10-2018.
- Participated in the Three Day National Workshop on Time Series Analysis and Basics of Behavioural Finance, Sponsored by Directorate of Collegiative Education and PG Dpt of Commerce BJM Govt College, Chavara Kollam on 28th 29th and 30th Nov 2018.
- Participated in the Skill Building in Business Research organised by the Research and PG Dpt of Commerce SN College Kollam on 15th March 2018

WORKSHOPS

- Presented a paper entitled” GST AND ITS IMPACT ON TELECOME SECTOR” in the One Day National Seminar on Goods and Service Tax organised by PG Dept of Commerce in association with Indian Accounting Association -Kerala Branch on 9th October 2017.

Presented a paper entitled’ IMPACT OF GST’ in the two day National Seminar on GST- Indirect Tax Reforms in India ORGANISED by PG Dpt of Commerce Mannaniya, College of Arts and Science, Pangode, held during 16th,17th March 2018

- Paper presented on the topic “Scope of E Commerce in Digital Economy in the Two Day National Seminar on “E Business and E Banking challenges in the Digitalisation Era” held on the 13th 14th Dec,2018at MMS Govt Arts &Science College Malayankeezhu.
- Presented a paper on Phases of Economics Reforms -during post monetisation at the National Seminar on Economic Reforms-Post demonetisation organised by Research Committee MG College TVM on 15th &16th March 2019
- Presented a paper on” A Study on Security issues in cloud computing’ in the Two Day National Seminar on “Business Analytics” organised by Govt Arts College TVM and Directorate of Collegiative Education, Govt of Kerala, on 4th, 5th Dec 2019

PAPERS PRESENTED IN INTERNATIONAL

- Presented a paper on “Marketing Practices of Ayurveda Pharmaceutical Companies in Kerala-An overview of unexplored avenues of digital marketing” in the International seminar on Cyber Security and Digital Marketing” organised by the PG

Dpt of Commerce MG College TVM in association with Kerala State Higher Education Council on 02 March 2020

- Presented a paper on “Post covid strategies and Business model for marketing of ayurvedic medicine in Kerala’s health and medical tourism product” in In the International conference on Business Education in the new millenium,organised by School of management and business studies,Mahatma Gandhi University ,Kottayam,Kerala,India and Association of ACCA-London on 6th march 2023.
- Presented a paper on “leveraging artificial intelligenceto enhance the shelflife of ayurveda medicine”in the international coference on shaping future business models;role of emerging technologies”organised by Christ Nagar College on 5th march 2025.

PARTICIPATION IN NATIONAL WEBINAR

- Participated in the webinar on Opportunities and Challenges in the MSME Sector; Post Covid era on 25th May,2020 organised by Dpt of Commerce School of Business Mgt and Legal Studies, university of Kerala, Kariavattom Campus TVM.
- Participated in the webinar on Econometrics of Event Studies in Finance on 12th June,2020 Organised by the Dpt of Commerce School of Business Mgt and Legal studies University of Kerala,Kariavattom campus TVM .
- Participated in Community Survey and Two Day National Webinar on Redefining Child Rights for the New Normal Society’ held on 9th and 10th Jan 2021organised by KESCPCR , UGC HRDC, TVM and SIRA.
- Participated in the programme in association with the celebration of World IP Day organised by IPRICKS, Kerala State Council for Science, Technology and Environment on April-26,2022.
 - Prticipated in online course on “Introduction to cyber law’ conducted by Dpt of Commerce,Sri Krishna Adithya College of Arts and Science,Kavaipudhur,Coimbatoreon3.5.2020
 - Participated in the National Level Webinar on “Academic e-content development and online course delivering ‘’organised by PG Dpt of Commerce and Research centre ,Bishop Abraham Memorial College Thuruthicadu on 30.05.2020.
 - Participated in the Webinar on Quality teaching and research” organised by the SN Chathannur on 29-July-2020.
 - Participated in National Seminar on Financial empowerment and carrer option in securities market “organised by Dr B R Ambekar Post Graduate CentreSuvarnagangothri,(mysore University) onn28th Apr 2022
 - Participated in the webinar series on “Academic writing basics “organized by Govt College Attingal on 26th Aug 2020

- Participated in the Webinar Titled Shaping focused Research-Finding answers to ten questions' organized by DPT of Commerce University of Kerala Kariavattom Campus on 5th August -31st August,2020
- Research design basic auto mobile industry challenges and opportunities post covid 19 overview of intellectual property rights organized

PARTICIPATION IN INTERNATIONAL WEBINAR

- Participated in the International Webinar on Contagion Effects of COVID-19 Outbreak; An Analysis of the Indian Economy organised by Dpt of Commerce SN COLLEGE Kollam
- Participated in the Two Day International Webinar on Entrepreneurship and start up ; Opportunities Ahead organised by Dpt of Commerce S N College Chempazhanthy TVM, during 29-3,-2020
- Participated in International Webinar on Financial Market Trend; Paradigm shift in the post pandemic scenario; organised by Dpt of Commerce SN College for Women ,Kollam on 30th July 2020
- Participated in the in the International Webinar on 'Marketing Challenges and Employee Engagement During and Post Covid 19' organised by Institute of Mgt in Kerala ,University of Kerala ,Kariavattom Campus TVM,30th July 2020
- Participated in one day International Webinar on 'Significance of Behavioural Finance in Business'' organised by Dpt of Commerce &Hotel Mgt in association with IQAC SN College Varkala.on 11th Aug 2020
- Participated in the International Webinar on "Impact of covid -19on banking sector organised by the PG Dpt of Commerce, All Saint's College TVM, Kerala on 1-Aug-2021.
- Participated in the International Webinar on Heritage and Value Chain Management'' on 1-Aug-2020, organised by PG and Research Dpt of Commerce and IQAC,SD College ,Alappuzha.
- Participated in the One day International Webinar on "Significance of behavioural finance in business'' organised by Dpt of Commerce &Hotel Mgt in association with IQAC S N College Sivagiri,Varkala on 11-Aug-2020
- Participated in the International Webinar on "Tourism :prospects and challenges in the Post Covid Scenario''organised by the Dpt of Commerce in association with IQAC ,Mannaniya College of Arts and Science Pangode,on12th August 2020.

- Participated in UGC -Sponsored Short Term Course in Business Mathematics &E-Business by HRDC TVM(From15-01-2019 to 17-01-2019)
- Participated in One Week FDP Programme organised by MHRD IIT Bombay from(May-04-10.2020)
- Participated in UGC Sponsored Orientation Programme for four weeks(June-04-July 01,2020) Conducted by Teaching Learning Centre-Ramanujan College University of Delhi, MHRD
- Participated in UGC Sponsored FDP Programme for two weeks(May-18-June 03,2020) Conducted by Teaching Learning Centre-Ramanujan College University of Delhi,MHRD
- Participated in UGC sponsored Refresher Course in Commerce conducted by HRDC TVM from 17-11-2020 to 30-11-2020
- Participated TWO DAY NATIONAL FACULTY DEVELOPMENT PROGRAMME on the topic ‘Need for Examination Reforms in Changing Scenario’ conducted on 12th &13th AUG 2020 organised byBishop Moore College ,Mavelikkara in association with Kerala State Higher Education Council.
- Participated NEP-2020 Orientation &sensitization programme under (MM-TTP) of UGC organised by University of Kerala.Kariavattom, TVM from 04-11-2024-14-11-2024.