

Mrs. NEETHU LEKSHMI G V



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Positions held in Co-curricular and Extra-Curricular Activities

Sl. No	Name of the Activity	Year	Chairman / Coordinator / Member
1	College Council	2012 onwards	Member
2	American Management Association	2021 onwards	Member
3	All India Council for Technical Skill Development	2021 onwards	Member
4	SC/ST/OEC Welfare and Grievance Redressal Cell	2020 onwards	Member
5	Rural Entrepreneurship Development Club	2020 onwards	Student Development Officer
6	Entrepreneurship Development Club	2019 onwards	Co-ordinator
6	Womens' Grievance Redressal Cell	2019 onwards	Member
7	IQAC Criteria 6	2019 onwards	Convenor
8	Anti-Ragging Cell	2019 onwards	Member
9	Graduation day	2018 & 2019	Co-ordinator
10	Class Teachers' Co-ordinator	2015-16	Co-ordinator
11	Bridge course	2014-15	Co-ordinator
12	Nature club	2013-15	Co-ordinator
13	Women Cell	2012-13	Co-ordinator

Academic Preparation/ Research Experience:

- Part-time Research Scholar at PRIST University, Thanjavur.
- M.Phil in Management, PRIST (Ponnaiyah Ramajayam Institute of Science and Technology) University, Thanjavur, 2018.

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

- Master of Business Administration, Conspi Academy of Management Studies, Cochin University of Science and Technology, 2009.
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
- BSc Botany, All Saints' College, University of Kerala, 2007.
- Plus Two, Secondary Board of Education, G.H.S.S. Karamana, 2004.
- 10th Std, Kerala Board, Cottonhill.G.H.S.S, 2002.

Professional Experience:

- Assistant Professor, Christ Nagar College, Maranalloor, affiliated to University of Kerala, Trivandrum from 13/08/2012 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

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	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
2	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
3	Customer Discernment towards Online Food Ordering System	Recent Trends in Commerce, Management and Economics	South Indian Researchers Association (SIRA)	04/06/2021	National
4	Desideratum for Social Entrepreneurship and its Prominence in the Topical era	Entrepreneurship- Owning your career	Conspi Academy of Management Studies	12/02/2020	National
5	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	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 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	SJIF 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	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
2	“Accreditation: Different aspects and Key points”	IQAC, Hindu Kanya College Kapurthala	01/05/2021 to 08/05/2021	National	Capacity Building Workshop
3	“Fintech: Disrupting the Financial Sector”	SRM Institute of Science and Technology	25/03/2021 & 26/03/2021	International	Management Development Programme
4	“Developing Mentoring Competency”	St.Teresa’s College, Ernakulam	20/03/2021	National	Workshop
5	“Global Collaborations in Science, Technology, Education, Mathematics & Humanities to Advance the frontiers of knowledge & Innovation”	Saint Francis De Sales College, Nagpur	08/03/2021 & 13/03/2021	International	Conference
6	International Tech Conclave	BVM Engineering College	26/04/2020 to 30/04/2020	International	Conclave
7	“Reference Management tools & Online Citation Database”	Indian Academic Researchers Association, Tiruchirappali	19/04/2020 to 21/04/2020		Workshop
8	“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
9	Empowerment through Entrepreneurship	Kerala Institute of Co-operative Management	26/02/2020	National	Conference

10	“Social Innovations”	Christ University, Nodal Office, Trivandrum	18/01/2020	National	Workshop
11	“Quantitative Analysis in Management, Commerce & Economics using SPSS”	Kerala Institute of Co-operative Management	31/01/2020 & 01/02/2020	State	Workshop
12	ED Club Conclave-Enlight 2020	Department of Industries and Commerce	30/01/2020 & 31/01/2020	State	Conclave
13	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	International Online FDP on “Teaching Learning & Evaluation: A Paradigm Shift” organized by IQAC of Yeldo Mar Baselios College, Kothamangalam, Kottayam, Kerala.	5 th to 11 th July 2021	1 week
2	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 to 05 th June 2021	1 week
3	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
4	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
5	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
6	FDP “Academia 2021”, organized by Institute of EMS and Jewellery in association with Eranad Knowledge City Technical Campus.	19 May 2021	1 day

7	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
8	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
9	FDP on "Fundamentals of Research Methodology in Law", organized by Marathwada Mitra Mandal's Shankarrao Chavan Law College, Pune.	07 May 2021	1 day
10	"One Week Online National Faculty Development Program on E-Contents and ICT Tools for Innovative Teaching & Learning", organized by RCP Universe Group of Institutions, Roorkee.	01 st to 07 th May 2021	1 week
11	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
12	Three Week FDP Organised by Saint Francis De Sales College, Nagpur	1 st to 23 rd December 2020	3 weeks
13	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
14	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
15	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
16	FDP on "Inclusive Research Methods" Organised by Kristu Jayanti College (Autonomous), Bengaluru.	17 th to 24 th June 2020	8 days
17	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
18	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

19	FDP on “R Programming” Organised by St. Joseph’s College (Autonomous), Irinjalakuda in association with Spoken Tutorial, IIT Bombay.	4th to 10th May 2020	7days
20	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
21	FDP on “Entrepreneurship: Research, Critical thinking and Innovation” Organised by Indian Academic Researchers Association (IARA) in association with ED Cell, Acharya Institute of Graduate Studies, Bangalore.	22nd to 28th April 2020	7days
22	Faculty Development Programme on “Being a mentor-Building the right attitude” organized by Conspi Academy of Management Studies	7 December 2018	1 day
23	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

Conferences, Seminars, Symposia and Workshops Organized as Convener/Coordinator:

Sl. No	Name of Programme	Dates	Venue/ Platform	Position held
1	Workshop on “The Art of Terrarium Making”	28/08/2021	Google meet	Coordinator
2	Workshop on “Life from Scrap”	14/08/2021	Google meet	Coordinator
3	Webinar on “Start-up Ecosystem”	27/06/2021	Google meet	Coordinator
4	National Webinar Series II on “Empowering Investors Through Education – Path to Secure Your Financial Future”	07/06/2021	Zoom Meeting	Coordinator
5	National Webinar Series on “Capital Markets Awareness”	24/05/2021	Zoom Meeting	Coordinator
6	Webinar on “Savings in Productive Channels”	30/10/2020	Zoom Meeting	Coordinator
7	International Webinar on “Fintech & the Future of Banking”	25/07/2020	Zoom Meeting	Coordinator
8	Webinar on “Empowering the Entrepreneur in You”	27/05/2020	Google meet	Coordinator
9	Session on “How a village can be turned to an Entrepreneur Hub”	06/02/2020	Chavara Chamber	Coordinator

10	Session on Employability Skill Development	23/01/2020	Chavara Chamber	Asst. Coordinator
11	Session on “Transcending Dreams”	21/01/2020	Chavara Chamber	Coordinator
12	Session on “Bake a cake for Christmas”	10/10/2019	Seminar Hall	Coordinator

Place: Trivandrum

Date: 30/08/2021

Signature