 **BIODATA**

1**. PERSONAL DETAILS**

Name : JAYAPRIYA J

Designation : Assistant Professor

Department : Commerce

Permanent Address : Pandari House

Kallippadam Post, Shoranr 2

Palakkad Dist PIN: 679122

Date of birth and Age : 07-02-1979, 42 years

Mobile No. : 9496316915

Email ID : rameshjayapriya2@gmail.com

**II EDUCATIONAL QUALIFICATIONS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course** | **Subject** | **University/Board** | **Year of passing** | **% of marks** |
| NET,JRF | Commerce | UGC | 2007 |  |
| M.Com | Commerce | Calicut | 2001 | 60 |
| B.Ed | Commerce | Calicut | 2005 | 65 |
| B.Com | Commerce | Calicut | 1999 | 59 |
| Pre Degree | Commerce | Calicut | 1996 | 61 |
| S.S.L.C |  | Kerala Board | 1994 | 68 |

**III PROFESSIONAL DETAILS**

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| **Date of Entry in to service** | 27/02/2010 at Aided College  01/08/2014 at Govt. College |
| **Previous Service** | Assistant Professor at MPMM SN Trusts College, Shoranur from 27/02/2010 to 31/07/2014 |
| **Academic /Teaching Experience** | PG Level: 8 years  UG Level: 11 years |
| **Area of Specialization** | Marketing |
| **Courses Taught**  **Post Graduate level:**   * Research Methodology * Marketing * International Business * Financial Market and Institutions | **Graduate level:**   * Managerial Economics * Management Concepts and Business Ethics * Basic Numerical Methods * Corporate Regulations * Business Research Methods * Emerging Trends in Management * Income Tax Law and Practice |
| **Research Experience** | Doing Ph.D. |
| **Highlights of Professional Experience** | Nil |
| **Professional Affiliations** | Life Member of Indian Accounting Association |
| **Academic Honors & Awards** | **Nil** |
| **Conference/Seminar/Workshop Presentations**  **2020**  1.Presented a paper titled “Tourism potential of Palakkad district” in the International Seminar on New Trends in Tourism, M.P.M.M.S.N.Trusts College, Shoranur on 7th February 2020.  **2019**  2. Presented a paper titled “The Customer perception towards digital transformation of PDS with special reference to Vaniyamkulam panchayat” in the two day International Seminar cum workshop on ‘Research In Social Science: Emerging Trends’ conducted on 10th and 11th Dec 2019 by the P.G. Dept. Of Commerce and Manangement Studies, SNGS College, Pattambi.  3. Presented a paper titled “Statistics in Data Analysis”in the two day National Workshop organized by AMC Group of Institutions on 1st and 21st Dec 2019.  **2018**  4. Presented a paper entitled “Significance of Mutual Funds as a mode of Investment after Demonetization in India”in the National Conference on Émerging Trends in Trade and Investment’held on 24th September 2018 in AJK College of Arts And Science, Coimbatore.  5. Presented a paper titled “A Study on Customer Attittude towards Online Advertising” in the National Workshop on Academic Project Preparation and research Methodology organized by AMC Group of Educational Institutions, Manissery on 21st and 22nd September 2018.  6. Presented a paper titled “SEM- Uses and its Applications” in the two day National Workshop on ‘’SPSS-New Horizons’ conducted on 30th and 31st October 2018 by SNGS College, Pattambi.  **2017**  7. Presented a paper titled “TQM in Manangement” in the two day National Seminar on ‘Innovative Management practices for Business excellence’ conducted on 24th and 25th Janu 2017 by the P.G Dept of Commerce and Mgt Studies, SNGS College, Pattambi.  **Conferences/Seminars/Workshops Attended**  **2020**   1. Attended the webinar on “Framing Research Objectives and Selection of Suitable Statistical Tools” organized by theIQAC, Vimala College (Autonomous) Thrissur, on 11th August 2020 As part of “Éxplorigate” , Research Webinar series. 2. Participated in the National level FDP on Structural Equation Modelling Basics on 17th October 2020 organized by the Research Committee, Govt. College Tripunithura. 3. Participated in the National level Workshop on Measurement, Scaling and Data Entry Basics on 16th October 2020 organized by the Research Committee, Govt. College Tripunithura. 4. Attended the Webinar on “Science of Covid – 19 and Changing Nutritional Dynamics” organized by IQAC, Seven Hills College of Pharmacy, Tirupati on 25th July 2020 5. Attended the National Webinar series on Research Methodology- AXIOM 2020 organized jointly by the Dept of Commerce and Mgt Studies, R. Sankar Memorial SNDP Yogam Arts and Science College Koyilandy held on 19th August to 23rd August 2020 6. Attended the Online Short term Course on Inlusive Learning Environment conducted through MOOC platform from 10/6/2020 to 18/6/2020 . 7. Attended a National Webinar on behavioural Finance – A Prelude organized by Research and Post graduate Dept of Commerce, Bharata Mata College, Thrikkakara on 20/6/2020 8. Attended a Refresher Course on Research Methodology for Faculty of Social Sciences organized by the HRDC, Uty of Hyderabad during 20th July 2020 to 1st August 2020. 9. Attended a National Seminar organized by the Association of Kerala Government College teachers on ‘Public Funded Education Under NDA two’ at Town hall, Thrissur on 6th March 2020.   **2019**  **10.** Attended a Short Run Course on professional development for Faculty in Universities and affiliated colleges organized by MHRD- Teaching Learning Centre(TLC) under PMMMNMTT, Dept of Education, Uty of Calicut from 15/05/2019 to 21/05/2019.  **2017**   1. Attended two day National Seminar on “GST and Indian Economy” organized by Govt Art and Science College, Thrithala during 22nd and 23rd Nov 2017 2. Participated in the UGC – Sponsored Refresher Course of HRDC, Kannur Uty in the Subject “Commerce and Banking” from 08/02/2017 to 01/03/2017.   **2016**   1. Attended Two day National Seminar on Research Methodology in Social Sciences sposored by The Directorate of Collegiate Education, Govt of Kerala and organized by Maharaja’s College Ernakulam on 4th and 5th November 2016. 2. Attended a three day National Seminar on ‘Philosophy Goes to the Theatre’organized by the Dept of philosophof philosoph, Govt Brennen College, Thalassery from 5th to 7th Dec 2016. 3. Participated in the National Seminar on Ïn the Flux: Mobilities of Literature and Cinema” held at Govt Arts and Science College, Chelakkara on 19th and 20th of Dec 2016. 4. Attended 6 days Workshop on IFRS from 20th June 2016 to 25th June 2016 conducted by University of Calicut as part of the syllabus revision.   **2015**   1. Attended One day National Workshop on Research-Multifaceted Dimensions organized by Dept of Commerce, N.S.S College Ottapalam on 5th August 2015. | |
| **Selected Publications** | 1. Published a paper entitled “Significance of Mutual Funds as a mode of Investment after Demonetization in India” in International Journal of Research and Analytical Reviews (IJRAR)Volume 5 Issue 3 September 2018 E- ISSN 2348-1269, P-ISSN 2349-5138, Impact Factor 5.75 2. Published a Research paper4 titled The Customer perception towards Digital transformation of PDS with Special reference to Vaniyamkulam Panchayath in Our Heritage with ISSN No. 0474-9030 Vol:68 Issue:21 Month:Dec Year: 2019 Impact Factor: 6.3. The Journal is indexed,peer reviewed and listed in UGC Care. |

**IV. Other Activities**

1. **Additional Responsibilities**

PTA Executive Member,

Department UG Co-Ordinator,

WWS Internal Mentor

Women Cell member

Tutorial Committee Member

NAAC Dept Documentation Committee Member

1. **Other Information:**

**Life time Membership in Indian Accounting Association**