**BIODATA**



1**. PERSONAL DETAILS**

Name :**PRASAD C V**

Designation:Assistant Professor

Department :Commerce

Permanent Address :DEVARAGAM HOUSE, ANGADI P.O, KUMARANELLUR VIA PALAKKAD DIST, 679552

Date of birth and Age :19-04-1976, 44years

Mobile No. :9446077806

Email ID :cv.prasad@yahoo.com

**II EDUCATIONAL QUALIFICATIONS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course** | **Subject** | **University/Board** | **Year of passing** | **% of marks** |
| M.Com | Commerce | Calicut | 1998 | 67 |
| B.Ed. | Commerce | Calicut | 2000 | 67.5 |
| B.Com | Commerce | Calicut | 1996 | 68 |
| M Phil | Commerce | Madurai Kamaraj University | 2013 | 50 |
| NET | Commerce | Dec 2003 | 2003 | Qualified |

**III PROFESSIONAL DETAILS**

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| **Date of Entry in to service** | 12.01.2011, Collegiate Education, Govt. of Kerala |
| **Previous Service** | HSST COMMERCE- Govt.Higher Secondary schools from 22.01.2005 to 11.01.2011 |
| **Academic /Teaching Experience** | PG Level: 10 years  UG Level: 10 years |
| **Area of Specialization** | Accounting and Taxation and Finance |
| **Post Graduate level:**   * Business Environment * Taxation * Financial Management * Advanced Cost Accounting * Financial Derivatives | **Graduate level:**   * Managerial Economics * Management Concepts and Business Ethics * Basic Numerical skills * Quantitative Techniques * Marketing Management * Corporate Regulations * Income Tax Law and Practice * Financial Accounting * Banking and Insurance * Financial Management |
| **Research Experience** | Doing Ph.D in Bharathi Dasan University, Trichy. |
| **Highlights of Professional Experience** | Nil |
| **Professional Affiliations** |  |
| **Academic Honors & Awards** | **Nil** |
| **Conference/Seminar/Workshop Presentations**  **2021. I presented a paper** Customer’s perception towards online shopping with special reference to palakkad district in kerala in the National Webinar Held at Jamal Muhammed College Trichy.  **2020**  **1.**Presented a paper titledwork life balance with special reference to working women in Pattambi Muncipality, Palakkad district in the National Webinar held in Jamal Muhammed College,Trichy.  **2019**  1.I Presented a paper titled “The Customer perception towards life insurance products with special reference to Pattambi Muncipality in the International seminar held in Govt.College Pattambi  2. I Presented a paper titled “User’s perception towards E-Wallets: A study with special reference to Pattambi Muncipality in Nov 2019” in the National Seminar held in Jamal Muhammed College ,Trichy  **2018**  1. I Presented a paper entitled “ Dimensions of International Financial Reporting Standards in the One day National Seminar organized by Govt.Arts and Science College Thrithala.  2.I Presented a paper titled “Customers perception towards green products with special reference to Pattambi Muncipality “ organized by Department of Commerce Govt.Victoria College Palakkad on 12 to 15 September 2018.  3. I presented a paper “Green banking practices of ICICI Bank with special reference to Palakkad District” organized by Department of Commerce , SNGS College Pattambi on 30th and 31st October 2018.  .  **2017**  1.Presented a paper titled “GST , Benefits and impact on Indian Economy” in the National Seminar conducted by Department of Commerce SNGS college Pattambi on 21 and 22 November 2017.  2016  I presented a paper titled “HR Practices of Leading Pvt.Hospitals in Thrissur District” in the two day national seminar organized by Department of Commerce SNGS College Pattambi on 24 and 25 Jan 2017  **Conferences/Seminars/Workshops Attended**  **2020**   1. Attended the international seminar on “Gateway to research organized by Department of Commerce , University of Calicut on 4 th March 2020. 2. Participated in the National Seminar organized by AKGCT on 06/03/2020 at Town Hall Trissur. 3. Attended webinar on Systematic Literature Review and Bibliographic Analysis on 27.08.2020, conducted by Department of Economics, ST.Paul’s College Kalamassery. 4. Attended Webinar on Introduction to Qualitative Research on 26.08.2020 conducted by Department of Economics, ST.Paul’s College Kalamassery. 5. Attended Webinar on 02.11.2020 on Prospects and Challenges of Marketing in New Decade organized by Department of Commerce and Management Studies, Sreekrishnapuram V.T Bhattathirippad College, Mannanpatta, Palakkad. 6. Attended National webinar series on 19 to 23 Aug 2020 Series on Research Methodology-Axiom 2020 conducted by R.Sankar Memorial SNDP Yogam College Koyilandy.   **2019**   1. Participated in the international seminar cum Workshop on Research in social science :Emerging trends organized by Department of Commerce SNGS College Pattambi on 10 and 11 2019 2. Attended the National conference on “advancement in business in the digital era 2019” conducted by PG Department of Commerce Jamal Muhammed College , Tiruchirappalli   **2018**  1.Attended the National seminar on “Business Sustainability: perspectives, practices and prognoses” conducted by Department of Commerce, Govt.college, Trissur.  2Attended the Online Short term Course on Inlusive Learning Environment conducted through MOOC platform from 10/6/2020 to 18/6/2020 .   1. Attended a National workshop on Statistical Analysis in Social Science Research by Department of Commerce from 10 to 13 December 2018. 2. Attended a National Seminar on Implications of Financial Reporting Standards on 22nd October 2018. Organized by Govt.College Thrithala.   **2017**  1.Attended National Seminar on “Commercialisation of Higher Education in India” organized by AKGCT on 17.March 2017 at Tirur  2Participated in the National Seminar entitled Application of Secondary Data in Commerce and Management conducted by Department of Commerce Govt.Victoria College Palakkad.  3. Attended in the National Seminar on Statistical Packages in the arena of Business Research conducted by Govt.College Mananthavady from 5th Dec to 9th Dec.2017.  4. Attended the Two day National Seminar on Statistics: Life and Praxis, organized by Department of Statistics Govt.College Pattambi on 11 to 12 Dec 2017.  5.Co-Ordinated the National Seminar on Innovative Management Practices for Business Excellence organized by Department of Commerce, Sree Neelakanta Govt.Sanskrit College Pattambi on 24 to 25 Jan 2017.  **2016**  1.Attended National Webinar on IFRS-The Modern Perception on Accounting Standards conducted by Department of Commerce on 28,29 Jan 2016 at SNGS College Pattambi  2.Attended National Workshop on Interventions of Innovative Software Intiatives in Social Science Research, Conducted by Department of Commerce , Govt.College Manathavady.  3 Attended National workshop on Data Analysis Using SPSS conducted by Department of Statistics,SNGS College Pattambi on 9,10 March 2016. | |
| **Selected Publications** | 1. Published a paper entitled “User’s Perception towards E-Wallets : A study with special reference to Pattambi Muncipality” in JAC A journal of Composition Theory , ISSN NO 0731-6755/Impact Factor-5.7 .Vol.XII issue XI Nov.2019. 2. Published a Research paper titled The Customer perception towards life Insurance Products with special reference to Pattambi Muncipality in Our Heritage with ISSN No 0474-9030 vol.68 issue 21 month Dec.2019. 3. Published a paper Work Life Balance with special Reference to working woman in Pattambi Muncipality in The journal of Indian Arts History Congress vol no 26 no 2 XXVII-2021 impact factor 6.125. |

**IV. Other Activities**

1. **Additional Responsibilities**

**1.Board of Studies Member BBA**

**2. Class Tutor**

**3. PTA executive Member**

**4.NSS Programme Officer**

**5.Red Ribbon Club Co-Ordinator**

**6.Anti-Ragging Committee Member**

**7.Campus Beatification Committee Member**

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