



Dr. Jayapriya J.

Associate Professor

Department of Commerce

SreeNeelakanda Government Sanskrit College, Pattambi

Educational Qualifications

- **Ph.D. in Commerce**
- **NET, JRF (UGC) – 2007**
- **M.Com (Commerce) – University of Calicut, 2001**
- **B.Ed (Commerce) – University of Calicut, 2005**
- **B.Com (Commerce) – University of Calicut, 1999**

Teaching Experience

- **UG Level: 16 years**
- **PG Level: 12 years**

Area of Specialization

- Marketing
- Social Marketing
- International Business
- Research Methodology

Courses Taught

Postgraduate Level

- Research Methodology
- Business Environment and Policy
- International Business
- Financial Markets and Institutions

Undergraduate Level

- Managerial Economics
- Management Concepts and Business Ethics
- Foundations of Business Analytics
- Corporate Regulations
- Business Research Methods
- Emerging Trends in Management
- Income Tax Law and Practice

Research Profile

- **Ph.D. Awarded**
- Actively engaged in research in **social marketing, public health campaigns, consumer behavior, and marketing strategies**

Selected Publications

1. *Significance of Mutual Funds as a Mode of Investment after Demonetization in India – International Journal of Research and Analytical Reviews (IJRAR).*
2. *The Customer Perception towards Digital Transformation of PDS with Special Reference to Vaniyamkulam Panchayat – International Seminar cum Workshop on Research in Social Science: Emerging Trends.*
3. *Impact of Anti-Smoking Campaigns among Youth: With Special Reference to Pattambi Municipality – International Journal for Innovative Research in Multidisciplinary Field, 2024.*
4. *Social Marketing in the Public Health Sector – Prospects and Challenges of Commerce, 2024.*
5. *Unleashing the Power of Social Marketing: A Catalyst for Positive Change – Jinjaasa, 2024.*
6. *Public Awareness of Social Marketing Campaigns: Evidences from Kerala's Health Sector – International Journal of Creative Research Thoughts, 2025.*
7. *Effectiveness of Green Marketing Strategies by Starbucks: A Consumer Perspective from Ernakulam District – International Journal for Multidisciplinary Research, 2025.*

Professional Affiliation

- Life Member, **Indian Accounting Association**

Additional Responsibilities

- PTA Executive Member
- FYUGP BBA First Batch Coordinator
- Member, Women Cell
- NAAC Department Documentation Committee Member
- College Beautification Committee Member
- Tutorial Committee Member

