

**1. Personal Details:** NAME : Dr. CAROLEENA JANEFER

**2. Education Qualifications**

- Qualification Level: MCOM
- University: MANGALORE UNIVERSITY
- Completion year:2009

**3. Responsibilities at SAU: CLASS GUIDE COORDINATOR**

**4. Experience**

1. Current
  - a. Designation: ASSOCIATE PROFESSOR
  - a. Start Date: JUNE 2009

**5. Research Areas: MARKETING**

**6. Journal Publications:**

1. Published Paper Entitled — Customer Perception Towards Shopping Mall In Mangalore City Areal In International Journal Of Recent And Innovation Trends. Volume 3, Issue 5, May 2015, Issn:2321- 8169, Impact Factor 5-837
2. Published Paper Entitled —Challenges In Retail Marketing: A Study With Reference To Organic Food In Mangalore | And —Recent Trend In Fast Food Retailing In Mangalore| In International Journal Of Management & It, Vol 5, Issue—7, July 2015, ISSN :2249-0558 Impact Factor 5.29
3. Published Entitled —The Quest For Quality Education Through Innovative Practicel And —Training Learning Practices In New Generation Study In Mangalore| In International Journal Of Management & It, Vol 6, Issue 1, January 2016, ISSN :2249-0558, Impact Factor 5.29
4. Business Education And Employability: Challenges And New Directions, 2016, 978-93-84262-24-2, Titled “An Insight Into Organic Food.
5. International Conference On Green Banking: Perception And Challenges.Isbn:978-93-86256-39-3,Titltd “Customer Perception And Satisfaction Towards E- Banking –An Empirical Study
6. Published Paper Entitled “Customers’ Awareness Regarding Banking Ombudsman Scheme” In International Journal of Business, Management and Allied Sciences (IJBMAS), A Peer Reviewed International Research Journal. Vol.5.Issue.1.2018.Jan-Mar.Pp:147-151.Issn:2349-4638
7. “Performance Review Of Banking Ombudsman Scheme” In International Journal of Research and Analytical Reviews (Impact Factor 5.75), Volume 5, Issue 4, Oct. – Dec, 2018.

8. Published Paper Entitled “A Study On Awareness Of Consumer Rights In D.K And Udupi District” In Our Heritage Journal ISSN 0474-9030. Impact Factor 4.912
9. Published Paper ‘Customer Perception of Redressal Forum: A Study In Dakshina Kannada and Udupi In Alochana Chakra Journal (UGC-Care Group-1), ISSN 2231-3990, 9(6), June 2020.
10. Published Paper ‘Mapping Consumer Behaviour During Lockdown’ In Alochana Chakra Journal (UGC-Care Group-1), ISSN 2231-3990,9(12), December 2020
11. Published paper on “A Study on Buying Behaviour towards Kids Branded Clothing” in Vidyabharathi international interdisciplinary research journal. UGC care list. ISSN 2319-4979(OCT 2021)
12. Published paper on “a study on consumer awareness on food adulteration” in “the QUEST Journal of multidisciplinary research and development, vol.1 no.2 (2022), ISSN 1908-3211.
13. Published paper entitled “consumer protection and sustainable consumption” in scopus “ international Journal of applied engineering and technology technology” ISSN 26334828, vol5. no 4 December 2023.

#### **7. Research Grants:**

MINOR RESEARCH PROJECT: COMPLETED MINOR RESEARCH PROJECT ENTITLED “LARGE RETAIL MALLS IN MANGALORE: A STUDY ON CONSUMER BEHAVIOR”-SPONSORED BY UGC

**8. Awards:** THREE TIMES BEST PAPER AWARD

**9. Membership:** MEMBER OF CONSUMER ADVOCACY GROUP

#### **10.Conferences:**

1. Attended National Seminar On “Soft Skills And Employability” On 9th April2010 In Besant College, Mangalore
2. National Seminar On “Hubs Of 21st Century Life”-How Should Universities And College Adopt To These Changes On 9th Sept2010, Besant College, Mangalore
3. Attended National Conference On ‘Financial Reporting Standards And Tax Reforms’, Held At St Aloysius College (Autonomous) , Mangalore On 19th And 20th March 2010.
4. Attended National Conference On “Role Of Higher Education In Entrepreneurship Development In India” On 19th And 20th January 2011 In Mangalore University
5. Attended National Seminar “Research in Commerce and Management: Issue and Challenge” India on 4th And 5th April 2011 in St Aloysius College.

6. Attended The Seminar On “Social Justice In Higher Education” Organized On 9/10/2010 By Pathways Cell In St Aloysius College
7. Attended Counseling Programme on 13 -14th September at St.Aloysius College.
8. Attended National Conference On “Relevance Of Customer Relationship Management India” At St Agnes College On March 14th And 15th 2011.
9. Attended National Conference on “Banking towards Strengthening Rural India-New Paradigms and Direction” At Kikke Shri Subrahmanyeshwara College on Sept 8th And 9th 2011.
10. Attended National Seminar On “Emerging Trends In Dian Service Sector” On April 26th And 27th2012, In Srinivas Institute Of Technology
11. Attended National Conference On “Innovation In Management Practices” At Kristu Jayanti College On April 20 And 21, 2012
12. Attended national Conference On “Sustainable Growth In Developing Economies-Challenges Faced In Turbulent Times” At Srinivas Institute Of Management Studies On April12, 2012
13. Attended National Conference On “Information Technology And Its Implication On Banking Sectors: Challenges And Prospects” At Department Of Post Graduate Studies In Commerce, Mangalore On April 17th ,18th And 19th April 2012
14. Attended Workshop On “Investing In Challenging Times” At St Aloysius College On April 2,2012
15. Attended International Conference On “Sustainability-Success for Organization A Transformation” At Kristu Jayanti College on April 26 and 27, 2013.
16. Attended International Conference on “Global Economic Turbulence and Its Implication On Indian Financial Environment” At Kristu Jayanti College On September 26 And 27, 2013.
17. Attended National Level Seminar On” Human Resource As A Strategic Business Partner” At St Aloysius College On 1st October2013
18. Attended Work Shop On “SPSS” At St Aloysius College On 2nd And 3rd October 2013
19. Attended National Level Seminar On “Effective Partnership Between Banks” At Besant College On 12 September.2013
20. Attended National Level Seminar On “Tomorrow’s Business Tigers” At Srinivas Institute Of Management Studies On 10th April 2013

21. Attended International Conference on “Managing Uncertainty and Complexity,” at Kristu Jayanti College on April 3 and 4, 2014.
22. Attended National Level Conference On “Business Sustainability Through Social Value Addition” At St Aloysius College On 7t April 2014
23. Attended National Conference on “Feminine Qualities and Leadership” At Mangalore University College On April 22 And 23, 2014.
24. Attended National Conference on “Technology and Banking “At Mangalore University College on Jan 6, 7 And 8, 2015.
25. Attended National Conference On “Recent Advances In It, Management And Social Science” At Srinivas College On April 23rd ,2015.
26. Attended National Conference On “Innovative Practices In It, Management And Social Science” At Srinivas College On October 17th, 2015.
27. Participated In A National Level Seminar On Global Contemporary Issues, Innovations And Future Challenges In Business And Management” Held On 6th April 2016 In Sri Bhuvanendra College Karkala.
28. Participated In A National Level Seminar on “Business Education and Employability: Challenges And New Directions” Held At Mangaluru University Campus, Mangalagangothri On 29th And 30h April 2016.
29. Participated In Workshop On “Empowering Scholars For An Effective Research Design” Held At Besant Evening College On 25-27 April 2016.
30. Attended National Conference On “Manegma-2017” At Srinivas College On March 23rd And 24th 2017.
31. Attended ACCA Workshop On F3-Finacial Accounting Conducted By ISDC At St Aloysius College On 10th June 2017
32. Attended Workshop On “Goods And Service Tax” At St Aloysius College On 3rd And 4th October 2017
33. Attended ACCA Workshop On International Management Accounting Conducted By ISDC At St Aloysius College On 13th And 14th November 2017
34. Attended National Conference on “Democratization and Globalisation of International Business-Issue and Challenges” At Mangalore University College on March 30th And 31th 2017.
35. Participated In International Conference On “Green Banking: Perception And Challenges” Held At Mangalore University On 1, 2 And 3 Feb. 2017

36. Participated In National Seminar On “Consumer Protection: Issue And Challenges” February 16-17, 2018 At St Aloysius College(Autonomous)
37. Attended ACCA Workshop On Financial Reporting Conducted By ISDC At St Aloysius College On 7th And 8th May 2018
38. Attended ACCA Workshop On Performance Management Conducted By ISDC At St Aloysius College On 2nd and 3rd April 2018
39. Attended ACCA Workshop On Auditing And Governance Conducted By ISDC At St Aloysius College On 12th November 2018
40. Attended ACCA Workshop On International Financial Management Conducted By ISDC At St Aloysius College On 13th And 14th November 2018
41. Attended ACCA Workshop On Risk ,Ethics And Governance Conducted By ISDC At St Aloysius College On 15th November 2018
42. Attended National Seminar On ‘Financial Reporting And Analytics Held At St Aloysius College On 15th February,2019
43. Attended Two-Day International Conferences On ‘Contemporary Innovation In Industry And Commerce’ Held At Mangalore University On 22nd And 23rd February,2019
44. Attended National Seminar On ‘Advances In Management, It, Education And Social Science’, Held At Srinivas University, Mangaluru On April 27 ,2019
45. Attended ACCA Workshop On Management Accounting ,Performance Management, And Advance Performance Management Conducted By ISDC At Gateway Hotel ,Mangalore, On 17th July 2019
46. Attended National Seminar On ‘ Banking Before And After Nationalization” Held At St Aloysius College On 19thjuly ,2019
47. Attended ACCA Workshop On Advance Performance Management Conducted By ISDC At St Aloysius College On October 3rd And 4th 2019
48. Attended National Conference On ‘Innovation Practices In Banking , Management, It, Education And Social Science’, Held At Srinivas University, Mangaluru On November 30 ,2019
49. Attended International Conference On ‘Emerging Issues AND Trends In Intellectual Capital And Innovative Management Practices In The Global Economy ’, Held At Govinda Dasa College, Mangalore On January 13-14, 2020.

50. Attended Webinar On 'Impact of Covid-19 on Indian Economy, Organized by Kristu Jayanti College, Bangalore on May 13, 2020
51. Attended National Webinar On 'E-Content Development Methodology: Four Quadrant Model, OER and Copyright Issues', Organized by St Aloysius College, Mangaluru on May 15,2020
52. Attended International Webinar On 'Post Covid-19:Opportunities and Challenges for Education, Industry and Economy', Organized by Poona College, Pune on May 16,2020
53. Attended National Webinar on 'Women In Higher Education: Issues And Challenges During Corona Pandemic', Organized by MHRD, Mangaluru on May 27,2020
54. Attended National Webinar On 'Marketing During Covid19', Organized by IIM Bangalore College on May 28,2020
55. Attended National Webinar On 'Post Covid Scenario-Role of Teachers in Building Future Generation', Organized by Mahatma Gandhi Memorial College, Udupi on June 1,2020
56. Attended online national conference on 'Covid-19: Implication For Economy', Organized by Jain College, Bengaluru on June 12,2020
57. Attended workshop On 'Blended Learning', Organized by SNDT Women's University ,Mumbai, on June 13,2020
58. Attended National Webinar On 'Managing Finances And Investments During COVID-19', Organized by St Aloysius College, Mangaluru on June 13,2020
59. Attended international conference on 'Current Trends, Policies And Issues In Field Of Commerce, Management , Economies , Law And Social Sciences', Organized by M.B. Harris college and A.E. Kaisekar College Of Commerce, Maharastra, on June 14,2020
60. Attended Webinar On 'The Digital Accountant', Organized by St Aloysius College, Mangaluru on June 26, 2020.
61. attended international conference on 'emerging opportunities and challenges in Indian economy: an interdisciplinary approach' organised by Rizvi College Of Arts , Science And Commerce on 18th october 2020
62. Attended National Webinar On 'Discover the Diamond in you', Organized by St Aloysius College, Mangaluru on October 28,2020
63. Attended International Webinar On 'Leveraging Culture for Organisational growth', Organized by St Aloysius College, Mangaluru on November 9,2020

64. Attended National Webinar On 'IT>Returns Practical Approach', Organized by St Aloysius College, Mangaluru on November 11 ,2020
65. Attended National Webinar On 'Startups at the New Normal- A Journey of an Entrepreneur', Organized by St Aloysius College, Mangaluru on November 17 ,2020
66. Attended National Webinar On 'Lets Dream to Innovate', Organized by St Aloysius College, Mangaluru on November 18 ,2020
67. Attended National Webinar On 'research paper writing and publication', Organized by Trisha College Of Commerce and Management, Mangaluru on February 6th ,2021
68. Attended National Webinar On 'Innovative Teaching Methodology in Higher Education', Organized by Clara's College of Commerce, Mumbai on march 27 ,2021
69. Attended National Webinar On 'Starts-Ups,Innovation and Entrepreneurship', Organized by Government College of Commerce, Goa on march 30 ,2021
70. Attended National Webinar On 'Strategy of Managing Personal Finances', Organized by Bikaner Technical University, Bikaner on march 31 ,2021
71. Attended National Webinar On 'Stock markets', Organized by St Aloysius College, Mangalore, on may 25 ,2021
72. Attended National Webinar On 'Capital Market Awareness', Organized by Christ Nagar College, Trivandrum on may 24 ,2021
73. Attended National Webinar On 'Contribution of Family Managed Business in Development of Indian Economy', Organized by Acropolis Institute of Management Studies and Research, Indore on may 29 ,2021
74. Attended National Webinar On 'Banking- The Battle for Customer', Organized by Canara College, Mangalore on June 7 ,2021
75. Attended National Webinar On 'Analysis of the Impact of Monetary Policy during Pandemic in India', Organized by Badruka College, Hyderabad on June 3 ,2021
76. Attended National Webinar On 'Digital Marketing in COVID Era', Organized by ABS Academy of Science, Technology and Management ,Durgapur on May 29 ,2021
77. Attended professional development programme on "Learning through Gamification: Fun is the Future" organised by Nirmal College, Muvattupuzha from September 22 to 24, 2021.
78. National Webinar On 'Research Methodology in Commerce and Management using R-Studio', Organized by St Aloysius College, Mangalore on may 17-20 ,2021

79. Attended National Webinar On 'Contemporary Issues in Commerce and ,Management', Organized by Besant Women's College, Mangalore on June 23-25 ,2021
80. Attended National level student research paper competition held on 19th June 2021by St Francis Institute of Management and Research.
81. Attended International Conference On 'Atmanirbhar Bharat: Building Global Competitiveness Through Innovation, Integrity And Inclusion', Organized byJain University, Bangalore on 25-26 june,2021
82. Attended national webinar on "Business Action on Climate Change" organized by st Aloysius College, Mangalore on 27th september2021.
83. Attended one day international symposium on "Reaserch Concave on Industry 4.0" organised by M.L.Dahanukar College of Commerce, Mumbai on 4th October 2021.
84. Attended one day webinar on "Investors Awereness Program " organised by Sraddha Acedemy for Financial Education , Mangalore on 18th October 2021.
85. Attended one day National webinar on "Sustainability Through Consumer Protection- A Business Mantra " organized by St Aloysius College Autonomous , Mangalore on 10th January 2022.
86. Attended international level entrepreneurship summit "AVLOKAN2.0" organized by JAIN COLLEGE from 10 to 22 January 2022
87. Attended National Webinar Titled "Youth And Atmanirbhar Bharat" Organized By Department Of Commerce St Aloysius College Mangalore ON January 24,2022
88. Attended one day National webinar on "new trends in privatization and the Indian economy" organized by department of commerce and economics of Janvikas Mahavidyalaya Bansarola on 24th January 2022
89. Attended national seminar on "Innovative Trends In Public Relation To Introduce And Promote Products" organised by sathyabam, institute of science and technology on 2nd February
90. Attended one day national conference on "Paradigm Shift In Business Management: Emerging Trends And Competitive Strategies" Organized By D.Y.Patil Institute Of Management Studies,Pune on 4th AND 5TH FEBRAUARY 2022
91. Attended one day national conference on "CRYPTO TAXATION" organised by Milagros college,mangalore on 7 February 2022
92. Attended National level webinar on "Futures and Options" organised by Department of Commerce St Aloysius College Autonomous Mangalore in association with Mangalore University Commerce Teachers Association of 13th April 2022

93. Attended two days National conference on "Demystifying Literature Review in Management and IT Research" held on 22 and 23rd April 2022 at Allana Institute of Management Science,Pune.
94. Attended two days International conference on "Current Trends and Challenges in Education, Research and Social Sciences" held on 21 and 22nd May 2022 at Government College Hisar, India.
95. Attended one day national webinar on "wealth creation through management of personal finance" held on 16, August 2022 at Carmel College mala, Kerala
96. Attended one day national webinar on " National intellectual property awareness" held on 16, September 2022 organised by Intellectual Property Office India
97. Attended National level symposium on "New age social media research reels post and feeds" on 23rd September 2022 organised by research and development cell ,Jain deemed to be university Bengaluru
98. Attended National webinar on wealth creation through management of personal finance organised by Lucknow intellectual foundation, Uttar Pradesh on October 16 2022
99. Attended three days International conference on "advancing Technology Development, Research Excellence and Innovative leadership in the Next Normal" held on 20-22 October 2022 at Nueva Ecija University of Science and Technology-Philippines
100. Attended two day, fourth national level workshop on NIRF India ranking 2023”held on 21st and 22 December 2022 through online conducted by institute of academy excellence, Hyderabad in collaboration with collegiate education and technical education department, govt of Telangana
101. Attended national seminar in IP awareness training programme under national intellectual property awareness mission on 16 December 2022, organised by intellectual property office, India
102. Attended MIMANSA 2023 2ND international research conference in “INNOVATION PRACTICES FOR SUSTAINABLE BUSINESS” on 17 and 18 march 2023, organized by Sri Balaji University, Pune
103. Attended an international seminar on Carrer Opportunities of Research and Higher Education in Foreign University on 8 april, 2023, organised by the Department of Chemistry MSP Mandal Chhatrapati Shalu Arts, Commerce and Science College, Aurangabad.
104. participated the National Conference Collaborating Disciplines Through Interdisciplinary Research on 19 April 2023, organized in collaboration with Scheme for Trans-disciplinary Research for India's Developing Economy (STRIDE) held at St Aloysius College (Autonomous), Mangaluru.

105. participated in the webinar session entitled "From Campus to Corporate" organised by IQAC and Department of Commerce, Government First Grade College Bidi, on May 16, 2023

106. Participated in the Two-Day International Conference on "BRIDGING THE GAP: On the Intersection of Science, Technology, Education, Commerce and Management", Organized by De Paul Degree College, Mysore in Collaboration with Xavier Board and ATRIO on 15th and 16th July 2023 in Hybrid Mode.

107. participated in "National Webinar on Entrepreneurship Skills " on 26 July 2023. organised by

Smt. Bangaramma Sajjan Arts, Commerce & Science College for Women, Vijayapur in Collaboration with

Centre for Women Entrepreneurship (CWE) & Institution Innovation Council of St. Mira's College for Girls, Pune.

108. participated in the International Conference on "Data Driven Sustainable Business Practices During Turbulent Times "held on 4th August. 2023 organized by Mount Carmel College, autonomous Vasanthnagar, Bengaluru.

109. participated in IP Awareness/Training program under NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION on October 03, 2023

110. Participated in the coastal MSME and start-up conclave 2023 held on 4 November 2023 at St Aloysius College Autonomous Mangalore.

111. participated in the One Day National Seminar on "Consumer Protection in Globalized World: National and International Perspective" held on 9th September, 2023 at Marathwada Mitra Mandal Shankarrao Chavan Law College, Pune

112. Participated in an international conference on sustainability and technological advancement in business organised by the Department of commerce and accounting and finance Patrician College of arts and science. Chennai in collaboration with Shobha College Coimbatore held on 15 December 2023.

113. Participated in International Conference on Sustainable Business, Practice, Issue, Challenge and Prospects organised by Department of Commerce and collaboration with KVC Academy and International Skill Development Corporation held at St Aloysius (Deemed to be University) Mangalore on 19 March 2024

114. participated at the international Conference on HARNESSING STRATEGIES FOR EXPONENTIAL AND SUSTAINABLE ECONOMY (ICHSESE) organised by the Department of Professional Accounting and Finance, Kristu Jayanti College, Autonomous, Bengaluru.

115. Participated in the webinar session entitled "from campus to corporate" organised by IQAC and department of commerce government, first grade College Bidi, on May 16, 2023.

116. Participated in national conference on 19 April 2023, organised in collaboration with scheme for transdisciplinary research for India's developing economy held at St Aloysius College, Mangalore.

