**Ms Deshel Levines Fernandes**  
Assistant Professor - Stage II  
Department of Commerce,  
St Aloysius (Deemed to be University) Mangalore 575003  
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**Educational Qualification**

Pursuing PhD at Srinivas University, Mangalore

Karnataka State Eligibility Test

Master of Business Administration through Sikkim Manipal University

Master of Commerce through Mangalore University

Diploma in IATA/UFTAA Foundation and EBT Course through IATA Training and Development Institute, Montreal, Canada.

**Responsibilities at SAU**

Class Guide

Association President

NRI Co-Ordinator

**Experience**

1. Current
   1. Assistant Professor
   2. 2016
2. Previous
   1. St. Mary’s Pre-University College, Kundapur
   2. Lecturer in Commerce
   3. 2014- 2016

**Publications**

* A Review on E-commerce and Rural Consumers: A Study on the Motivational Factors for Online Shopping among Rural Youth in the International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 1, February 2023
* Rural Marketing and Product Promotion: An Analysis of the Project Shakthi by Hindustan Unilever Limited in the International Journal of Case Studies in Business, IT, and Education (IJCSBE), ISSN: 2581-6942, Vol. 6, No. 2, December 2022
* A chapter titled “Impact of Digital Marketing on Travel Agencies — A Study in Mangalore City” in the book Advances in ICT and Knowledge Management in Cyber Space published by New Delhi Publishers, New Delhi, India
* ‘Impact of Digitalised Education on Students – A study in Mangalore’ in the Journal titled ‘Emerging Trends in Management, IT and Education published by Srinivas University.

**Papers Presented**

* Presented a paper titled “Green Marketing in Motion: Youngsters Perception about Distribution of Reusable Bags by Businesses” in the International Conference on Sustainable Business Practices held at St.Aloysius College(Autonomous).
* Presented a paper titled ‘A study on the role of self-help group in empowering the rural women- A study in Belthangady’ in the national level seminar titled Rural opportunity – An Unexplored Terrain held at Shri Dharmasthala Manjunatheshwara Post Graduate centre for Management Studies and Research, Mangaluru on 24th February 2018
* Presented a paper titled ‘Awareness of Consumer Rights: Problems and Strategies – A study in Mangalore’ in the national level seminar titled Consumer Protection – Issues and Challenges held at St. Aloysius College (Autonomous) Mangalore  on 16th and 17th February 2018
* Presented a paper titled ‘Empowering Rural India though Financial Inclusion’ in the national level seminar titled Financial Inclusion – Opportunities and Threats held at Milagres College Kallianpur on 19th and 20th August 2016

**Seminars/Webinars and Conferences Attended**

* National Webinar on ‘Youth and Athmanirbhar Bharath’ organized by Department of Commerce, St Aloysius College (Autonomous)Mangalore
* Teachers Conference on Empowering Educators’ organized by the Company Secretaries of India.
* National Webinar on ‘Business Action on Climate Change’ Organised by Department of Commerce St Aloysius College (Autonomous), Mangalore
* Webinar on Research Methodology in Commerce and Management using R-Studio, conducted by department of commerce in collaboration with ISDC & IOA
* National Webinar on ‘Research Paper Writing and Publications’ organised by Trisha College of Commerce and Management.
* International Conference on ICT, Cyber Security, and Forensic (ICONICYSEC-2021) organized by Srinivas University, Mangalore.
* International Webinar on ‘Is Technical Analysis Prime for Stock Selection?’ conducted by Department of Commerce, Loyala Degree College, Bangalore.
* National Conference on Insolvency and Bankruptcy Code organised by St Aloysius College, Autonomous Mangalore in Collaboration with ISDC.
* National Webinar on ‘Federalism and State Capacity’ organised by St Aloysius College Mangalore.
* National Level Webinar on “Is Online Teaching Supplementary or Substitute for Classroom Teaching?’ organized by Mahaveera College, Modabidri.
* Webinar on ‘The Power of A Teacher’ organized by ICT Academy
* International Conference on Emerging Trends in Management, Information Technology and Education organised by Srinivas University, Mangalore.
* National Seminar on “Consumer Protection — Issues and Challenges organized by St.Aloysius College Autonomous, Mangalore.
* National Seminar on Financial Inclusion- Opportunities and Challenges organised by Milagres College, Kallianpur, Udupi.

**Resource Person/Guest**

* Delivered a talk on ‘Self- Motivation’ for the First year degree students of St.Aloysius College (Autonomous)Mangalore in the integral formation programme for Students.
* Delivered a talk on ‘Marriage and Family’ for the Final year degree students of St.Aloysius College (Autonomous) Mangalore at the integral formation programme
* Delivered a talk on “Civic Sense” at Jeevan Jyothi Camp, Kinnigoli Deanery
* Quiz master and Chief Guest for the program ‘Avinya 2023, at St.Mary’s Pre-University College, Kundapur.
* Chief Guest for the program ‘Little Artists’ at Nisarga Play School, Mangalore.

**Short-term courses attended**

## Online certificate course on Create A Social Media Marketing Campaign by University of Leeds.

## Online certificate course on Collaborative Working in a Remote Team by University of Leeds

* Diploma in Computer Application
* Certificate Course in MS-Excel and Tally. ERP 9

**Faculty Development Programmes**

* Attended online FDP on ‘Innovative teaching and learning pedagogy’ by Kristhu Jayanthi College, Bangalore
* Attended online FDP on ‘Uses of Tools &amp; Techniques for Research Writing’ by Kristhu Jayanthi College, Bangalore
* Attended FDP on the theme “Re-Imagining Internationalization” organized by AIACHE along with the IQAC St Aloysius College (Autonomous).
* Workshop on SPSS organised by SAC & ISDC
* 7 Days National Level Workshop on ‘Research and Publication Ethics’ organised by Srinivas University Mangalore
* 30 hours FDP on Teaching Excellence -Intensive Training in Teaching organised by HR Department St Aloysius College, Mangalore
* 5 Days Workshop on Outcome Based education Organised by St.Aloysius College in association with IPSR Solutions Ltd.
* Faculty Development Program on Strategic Business Reporting conducted by ISDC at St Aloysius College (Autonomous), Mangalore
* One Day Workshop on ACCA F3-Financial Accounting conducted by ISDC at St Aloysius College (Autonomous) Mangalore
* One Day workshop on Case Developing and Publishing organised by the Department of Business Administration, St Joseph Engineering College, Vamanjoor, Mangalore

**Refresher Course**

* Attended One Week (13th September 2022 to 26th September 2022) UGC Sponsored Refresher Course in Commerce (Online mode) organized by the Human Resource Development Centre, University of Mysore