**INDIVIDUAL PROFILE**

**Name – Ms.Suchitra**

**Assistant Professor, School of Commerce, Finance and Accountancy**

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Qualification:M.Com, KSET, Pursuing Ph.D.

**MINOR RESEARCH PROJECT (UGC sponsored):**

Modern banking services: A Study on customer perception and behaviour (2017).

**Books Authored:**

* Cost Accounting II Semester B.Com as per the NEP syllabus.
* Cost Accounting III Semester B.Com as per the NEP syllabus.

**Publications:**

* Published a paper titled “Intrinsic and Extrinsic Reward A Tool for Employee Motivation – A Study with Reference to Employees of Engineering colleges in Mangalore” in IOSR Journal of Business and Management (IOSR- JBM) Vol.–25, Issue –12, December 2023 (ISSN: 2278-487X, p-ISSN: 2319-7668), (page no:36-41)
* Published a paper titled “Challenges encountered by consumers due to Deceptive Advertising: An investigation in the context of Mangalore city” in conference on Consumer Protection in Globalized world: National and International Perspective. (ISBN- 978- 93-5987-810-2) on October 2023. (Page no- 60-77).
* Published a paper entitled “A SYSTEMATIC REVIEW OF ISSUES AND CHALLENGES ASSOCIATED WITH WOMEN ENTREPRENEURS” International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 7, No. 2, November 2022
* Published a paper entitled “WOMEN ENTREPRENEURSHIP IN BEAUTY PARLOUR SERVICES: A STUDY IN DAKSHINA KANNADA DISTRICT” International Advanced research journal in research, science and technology. Vol. 8, Issue 12, December 2021, ISSN (O) 2393-8021, ISSN (P) 2394-1588.
* Published a paper entitled “NYKAA: A Comprehensive Analysis of a Leading Indian E-Commerce Cosmetic Company” INTERNATIONAL JOURNAL OF CASE STUDIES IN BUSINESS, IT, AND EDUCATION (IJCSBE) Volume 5, Issue 2, 2021, ISSN Online: 2581 – 6942
* Published a paper entitled “CUSTOMER PERCEPTION OF REDRESSAL FORUM: A STUDY IN DAKSHINA KANNADA AND UDUPI DISTRICT” AC Journal, Volume IX, Issue VI, June-2020, ISSN NO:2231-3990, Impact Factor of 6.3
* Published a paper titled on the topic “MODERN BANKING SERVICES: A STUDY ON CUSTOMER PERCEPTION AND BEHAVIOUR WITH SPECIAL REFERENCE TO CENTRAL BANK OF INDIA” International Journal of research in commerce and management,VOLUME NO. 6 (2015), ISSUE NO. 10 (OCTOBER), ISSN 0976-2183, IC Value of 5.09

**Papers presented in Seminars/Conferences**

* Presented a paper titled “Green Hospitality: Implementing Sustainable Practices in the Hotel Industry” during the international conference on Sustainable Business Practices: Issues, Challenges and Prospects organised by department of commerce, St.Aloysius College, Mangaluru in collaboration with KVC academy and ISDC on 19th March, 2024.
* Presented a paper titled “Exploring Youth Perspectives on Environmental Sustainability: Insights, Challenges and Advocacy” during the international conference on Sustainable Business Practices: Issues, Challenges and Prospects organised by department of commerce St.Aloysius College, Mangaluru in collaboration with KVC academy and ISDC on 19th March, 2024.
* Presented a paper titled “Unveiling Attitudes and Actions: A study of household women’s environmental awareness and behavioural patterns.” during the international conference on Sustainable Business Practices: Issues, Challenges and Prospects organised by department of commerce St.Aloysius College, Mangaluru in collaboration with KVC academy and ISDC on 19th March, 2024.
* Presented a paper titled ‘Challenges encountered by consumers due to Deceptive Advertising: An investigation in the context of Mangalore city, Shankarrao Chavan Law College, Pune on 9th September, 2023.
* Presented a paper titled on the topic “Women Entrepreneurship in beauty parlour services: A study in Dakshina Kannada District” on 18 August 2021 at RSP conference hub in collaboration with SVS college, Bhantwal.
* Presented paper entitled “DIGITAL TOURISM” at Mangalore University on 4 & 5 of March, 2020.
* Presented paper titled “ A study on work place ethics and ethical dilemmas by the employees” on Feb 12,2020 at St.Aloysius College, Mangaluru.
* Presented a paper titled “Social Entrepreneurship and Women Empowerment” on 11-02-2020 at SDM college of Management, Mangaluru.
* Presented a paper titled “Impact of shopping malls on small retail outlets: A case study of Mangaluru City” at Srinivas University on 12 of December 2020.
* Presented paper titled “Services provided by Asta Academy-A study with special reference to Mangalore city” on 14 feb,2018 at St.Agnes college ,Mangalore
* Presented paper titled “The economic impact on microcredit Disbursed through self help groups: A study on Dakshina Kannada and Udupi Districts” on 29-30, 2016 january at Canara college, Mangalore.
* Presented paper titled “A study on consumer behavior and purchasing attitude towards malls in Mangalore” on 29th and 30th April, 2016 at Mangalore University, Mangalagangothri.
* Presented paper titled “Impact of shopping malls on small retail outlets: A case study of Mnagaluru city” on 6th April 2016 at Sri Bhuvanendra College, Karkala.
* Presented paper titled “Environment Sustainability with special reference to Union bank” At Kristu Jayanthi college ,Bangalore.
* Presented a paper titled “Career Growth and Interpersonal Relationship” at Besent womens college.
* Presented paper titled “A study on customer relationship management in Saraswat cooperative bank” at Srinivas Institute of Management Studies, Mangalore
* Presented paper titled “work life balance of female teaching faculty with reference to St.Aloysius College, Mangalore” at University College, Mangalore on 22 to 23rd April 2014.
* Presented paper titled “work life balance of female teaching faculty with reference to St.Aloysius College, Mangalore” at University College, Mangalore on 22 to 23rd April 2014.

**Courses Completed:**

* Completed three weeks FDP on “HOW TO TEACH ONLINE: PROVIDING CONTINUITY FOR STUDENTS” offered by FUTURELEARN, Accenture.
* Completed three weeks FDP on “DIGITAL SKILLS: DIGITAL MARKETING” offered by FUTURELEARN, Accenture.
* Completed five weeks FDP on “ACCOUNTING FUNDAMENTALS” BY Corporate Finance Institute.
* Completed two weeks FDP on “MANAGING ONLINE CLASSES and CO-CREATING MOOCS:2.0” from May18-June 03,2020 by Ramanujan College, University of Delhi.
* Completed “Entrepreneurship in Emerging Economies” course offered by HarvardX, Harvard University.
* Completed “Business Model Implementation” by Delftx, Delft University of Technology.
* Completed two weeks FDP on “INFORMATION AND COMMUNICATION TECHNOLOGY USAGE IN TEACHING” from 30-05-2020 to 12-06-2020.
* Completed “Financial Markets” course by Yale University offered through Coursera.
* Completed “Finance for Everyone: Markets” course by McMaster University offered through Coursera
* Completed “Portfolio and Risk Management” course by University of Geneva offered through Coursera
* Completed “Introduction to Psychology” course by Yale University offered through Coursera
* Completed “Leadership and Emotional Intelligence” course by Indian School of Business offered through Coursera
* Completed SWAYAM online course on “Business Research Methods”.
* Completed ARPIT Refresher Course in Commerce by Shri Ram College of Commerce.
* Completed “ Research Methodology” course from Srinivas University, Mangalore.
* Completed “Doing Doctoral-Level Research” programme from Srinivas University.
* Completed “ Online certificate course on Basic Research Methodology and Data analysis using SPSS” from Srinivas University, Mangaluru.
* Completed “Literature Review: Narrative and Systematic” course from NSS Hindu

College, Changanacherry.

**Seminars and workshop attended:**

* Attended online workshop “AI tools and advanced excel for enhancing paper writing and project report” on 4th June 2024 conducted by RSP conference Hub, Coimbatore, Tamilnadu.
* Attended workshop on “Emerging trends on research methodology” on 8th May 2024 conducted by St.Aloysius (Deemed to be University), Mangalore.
* Attended Workshop on “Navigating Academic conference, Journal Publications, and Digital Object Identifiers: A Comprejensive workshop” organised by RSP conference Hub, Coimbatore, Tamilnadu on 03rd May 2024.
* Attended five days’ workshop on “Stress management in education sector” from 06-10th May 2024 at Milagres college Mangalore.
* Attended seven days National level virtual FDP on “Contemporary Trends in Commerce and Management Teaching and Research” organised by the Consortium of Higher Educational Institutions for Research and Development from 22nd April to 29th April 2024.
* Attended international conference on “Sustainable Business Practices: Issues, Challenges and Prospects” organised by department of commerce St.Aloysius College, Mangaluru in collaboration with KVC academy and ISDC on 19th March, 2024.
* Attended One day Workshop on “OBE and Question Bank preparation using Qn-Smarti” Organised by St Aloysius (Autonomous) College and office of Registrar in association with IPSR Solutions Ltd on 14th July 2023.
* Attended a one-day National Conference on “New Perspective of the history of India: Socio- Cultural, Geo- Political and Economic aspects” organized by Department of Arts of Seth Hirachand Mutha College of Arts, College and science, Kalyan Mumbai on 13th October, 2023.
* Attended a one-day National Seminar on “Consumer Protection in Globalised World: National and International Perspectives” organized by Shakarrao Chavan Law College, Pune on 9th September, 2023.
* Attended FDP on Employability Skills at Balmatta Womens First Grade College, Balmatta,Mangaluru on 23rd November 2023.
* Attended one-day National seminar on “Women in Consumer Protection Movement: Issues and Challenges” organised by Shakarrao Chavan Law College, Pune in collaboration with Consumer Advocacy Group on 9th March 2024.
* Attended one day International conference onSustainable Business Practices: Issues, Challenges and Prospects organised by department of commerce in collaboration with KVC academy and ISDC on 19th March, 2024.
* Attended faculty development programme on soft skills held on 5-6 oct 2010 at St.Aloysius college, Mangalore
* Attended national conference on “Financial Reporting Standards and Tax Reforms” held at St.Aloysius college, Mangalore on 19th and 20th of March 2010
* Attended National level workshop on Soft-Skill & employability on 9th April 2010at Besant Women’s college, Mangalore.
* Participated in the training programme on the topic “Social Justice in Higher Education”
* Attended faculty development programme on Research Methodology on 8th Oct 2010at St.Aloysius college, Mangalore
* Attended two days national seminar on ‘Human Rights and Unorganized Labor in India’ on 1st March 2011 at St.Aloysius college, Mangalore
* Attended two days national seminar on ‘Research in Commerce and Management: Issues and Challenges’ held on 4th and 5th April, 2011 at St.Aloysius college, Mangalore
* Attended National conference on ‘Industry –Institution partnership in higher education:new directions and paradigms’ at Shree Gokarnanatheshwara College, Mangalore on 17th and 18th Feb,2011.
* Presented paper tiiled Industry-Institute partnership in business education at Shree Gokarnanatheshwara College, Mangalore on 17th and 18th Feb, 2011.
* Attended National conference on ‘Banking towards strengthening rural India new paradigms and directions’ at Kukke Shri Subrahmanyeshwara college, subrahmanya on 8-9 Sep 2011
* Presented paper tiiled ‘Co-operative movement in India problems and prospects’ at Kukke Shri Subrahmanyeshwara college, subrahmanya on 8-9 Sep 2011
* Attended one day national seminar on ‘Investing in challenging times’ on 3rd April 2012 at St.Aloysius college, Mangalore
* International seminar on “Sustainability-Success for Organisational Transformation” at Kristu Jayanthi College, Bangalore held on 26th and 27th of April,2013.
* Attended national conference on “Tomorrow’s Business Tigers” at Srinivas Institute of Management Studies, Mangalore held on 10th October 2013.
* Attended national seminar on “Effective partnership’s between commercial banks and micro finance institutions” on 21st September 2013 at Beasant first grade college, Mangalore.
* Attended national seminar on “Human resource as a strategic business partner”held on 1st October, 2013 at St.Aloysius College,Mangalore.
* Participated in the two days’ workshop on “SPSS” at St.Aloysius College, Mangalore.
* Attended national seminar on ‘Business sustainability through social value addition’ at St.Aloysius college Mangalore on 7th April 2014.
* Attended national seminar on ‘Feminine Qualities and Leadership’ at University college, Mangalore on 22 to 23rd April 2014.
* Attended National level seminar on “Global Contemporary Issues, Innovations and future challenges in Business and Management “held on 6th April 2016 at Sri Bhuvanendra College, Karkala.
* Attended Two days national seminar on “Business Education and Employability: Challenges and New Directions “held on 29th and 30th April, 2016 at Mangalore University, Mangalagangothri.
* Attended three days UGC sponsored Research Methodology workshop on “Empowering Scholars for an Effective Research Design” held on 25-27 April, 2016 at Besant Evening College, Mangaluru.
* Attended Ammembal Subbarao Memorial UGC national conference on “Micro Finance: Growth Engine for Rural Economy” held on 29-30 January, 2016 at Canara College, Mangaluru.
* Attended two days’ Workshop on GST organized by the Commerce department of St Aloysius College (autonomous), Mangalore-29th and 30th April 2016.
* Attended three days Faculty development Program on ACCA organized by Department of Commerce-13th, 14th and 15th November 2017
* Attended national level seminar on “Enhancing professional competency through skill development-Facing up to modernity” held on 14th Feb 2018 at St.Agnes College, Mangalore.
* Attended two days national conference on “Consumer protection-Issues and Challenges” organized by department of commerce, St.Aloysius College, Mangaluru-16th& 17th February 2018.
* Attended Faculty development Programme on ACCA organized by Department of Commerce St.Aloysius College,Mangaluru -2nd, 3rd April 2018 -7th and 8th May 2018-12th to 15th November 2018.
* Attended Faculty development Programme on ACCA organized by Department of Commerce in the month of May and November 2019.
* Attended seminar on “Financial reporting and analytics” Feb 15,2019 at St.Aloysius college, Mangaluru
* Participated in the Online Faculty Development Programme on Basic Research organized by Punjalkatte Belthangady.
* Attended “A two-day National conference on Emerging Business Trends-2020” organized by Mangalore University on 4 & 5 of March, 2020.
* Attended national conference on “Insolvency and Bankruptcy Code” on 12-02-2020 at St.Aloysius college.
* Attended national conference on “Social Entrepreneurship- A Gateway of Societal Transformation” at SDM college of Management at Mangaluru.
* Attended FDP on “Advanced Financial Management” conducted by ISDC at St.Aloysius college, Mangaluru on 1-04-2019
* Attended FDP on “Strategic Business Leader” conducted by ISDC at St.Aloysius college, Mangaluru on 2-04-2019
* Attended FDP on “Strategic Business Reporting” conducted by ISDC at St.Aloysius college, Mangaluru on 05-02-2019
* Attended one day National Level Faculty Development Programme on “Social Enterpreneurship” organized by K.P.B.Hinduja college of commerce, Mumbai.
* Participated in National Level workshop on “ Research and Publication Ethics” organized by Srinivas University, Mangaluru on Feb 08-15, 2021.

**Webinar attended:**

* Participated in the national webinar on “POST COVID SCENARIO-Role of teachers in building future generation” organized by Mahatma Gandhi Memorial College, Udupi on 01-06-2020.
* Participated in the national webinar on “CELEBRATING FUTURE” organized by Canara College, Mangaluru on 06-06-2020.
* Participated in the national webinar on “NAVIGATING THROUGH STRESS & ANXIETY DURING THE PANDEMIC” organized by St.Agnes College, Mangaluru on 28-05-2020.
* Participated in the national webinar on “Art and Science of Classroom Teaching in the Digital Age” organized by Sir Syed College, Taliparamba, Kannuru University on 13-05-2020.
* Participated in the national webinar on “Managing Finances and Investments during COVID 19” organized by St.Aloysius college, Mangaluru on 13-06-2020.
* Participated in the national webinar on “Revised Accreditation Framework for Autonomous Colleges” organized by by St.Aloysius college, Mangaluru on 07-09-2020
* Participated in the national webinar on “Discover the Diamond in you” organized by by St.Aloysius College, Mangaluru on 28-10-2020.
* Participated in the national webinar on “National Education Policy 2020” organized by by St.Aloysius college, Mangaluru on 25-08-2020.
* Participated in the national webinar on “The Digital Accountant” organized by St.Aloysius college, Mangaluru on 26-06-2020.
* Participated in the national webinar on “Managing Finances and Investments Proactively During Uncertain Times” organized by Jyothi Nivas College, Bangalore on 18-06-2020.
* Participated in the national webinar on “COVID 19- Potential Impact on Financial Reporting” organized by St.Joseph’s College, Bengaluru, on 29-06-2020.
* Attended Webinar on Business Action on Climate change at National on 27th September 2021at St Aloysius College
* Attended Webinar on Sustainability through consumer protection on 10th Jan 2021 at St Aloysius College
* Attended Webinar-on Youth and Athmanirbhar Bharath on 24th January 2022 at St Aloysius College
* Attended FDP on SPSS on 31st January to 1st February at St Aloysius College Mangaluru
* Attended webinar on “Sustainability through Consumer Protection - A Business Mantra”on January 10, 2022 at St. Aloysius College (Autonomous) Managaluru.