**Claret Vinaya Pereira**

**Assistant Professor**

**Head of the Department, School of Business and Management**

**St. Aloysius Deemed to be University**

**Mangaluru – 575003**

**Official Email ID**

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**EDUCATIONAL QUALIFICATION**

* Master of Commerce (Financial Management and Investment Science) – Mangalore University, Mangalore. (2001)
* Master of Philosophy – Faculty of Management, Alagappa University, Tamilnadu (2012)
* Cleared Karnataka State Eligibility Test 2019

**Additional Qualifications:**

* Certificate Course in Labour Laws. (2013)
* Certificate Course in Mathematics of Investment. (2014)

**Academic Experience**

* Currently serving as Assistant Professor- Stage III and Head of the Department of School of Business and Management.

 2012 – Till date.

* Served as Senior Grade Lecturer in Commerce at Indian High School Dubai, UAE

2010 – 2011

* Served as Lecturer in Faculty of Commerce, St. Aloysius College, Mangalore, India

June 2001 – April 2009

## RESEARCH EXPERIENCE

1. Pursuing Doctor of Philosophy in Management from Mysore University on the thesis titled “Factors influencing Consumers Expectation and Satisfaction towards Online Food Services in select cities of Karnataka.”
2. Pursued Minor Research on “E Tailing – A study on Consumer behavior and its impact on Retailing in Mangalore Taluk”. Sponsored by UGC dated February 2015. with seed money of Rs INR 1,60,000/-.
3. Pursued Master of Philosophy in Commerce from Alagappa University, Tamilnadu, on the dissertation titled- “A study on Comparative Analysis of Investment Avenues of Individual Investors with Reference to Mangalore” 2012

**Research Publication:**

* Published a paper titled “Measuring *and Communicating Product Impact in Marketing with Special Reference to Green Products* “in World Journal of Economics, Business and Management ISSN: 3049-2181 | Vol. 2, No. 1, January, 2025
* Published a paper titled “*The impact of Investor Behaviour on Investment Decision Making in the capital Market* “Vol 9, Issue 12, December 2024, METZET
* “Exploring the Role of Hedonic Motivation in Customer Satisfaction with Online

Food Delivery: An AHP Perspective” Journal of Informatics Education and Research

ISSN: 1526-4726 Vol 4 Issue 3 (2024).

* “Digitalization of tax – A study in South India: Sahyadri Journal of Management. Volume 5, Issue 1, June 2021.
* ” A pragmatic study of the business students’ perception of business ethics ideology and corporate social responsibility” at the International Interdisciplinary Research Conference in Economics, Commerce, Management and Technology International Research Journal of Commerce, Business and Social Sciences. Vol. II, Issue 3, June 2013

 **Research Presentations in Conferences / Seminars:**

* Presented Paper on “Women leadership: Breaking the glass ceiling in the field of Entrepreneurship” in One Day Inter-National Conference ‘CEANNAIRE-2018’ on Intellectual Property Rights, Entrepreneurship & Leadership Skills organized by Milagres College, held on July 31st 2018.
* Presented paper titled Role of Women Entrepreneurs in “Make in India” campaign at the Two-day National Conference on the theme “Skill India to leverage Make in India: Initiatives and Challenges” organized by A. J. Institute of Management, held on 12th and 13th April, 2017.
* Presented paper titled: “E – tailing in Digital India: Unleashing the new Potentials” at the 3rd International Conference cum Workshop on ‘Multidisciplinary Business Research- The New Driver of Business Innovation” held at AIMIT, Beeri, held on 31st March, 2017
* Presented a paper titled: Women Entrepreneurship: Prospects, Social Support and Constraints of Indian Economy” in ICSSR- Sponsored 2-day National Conference organised by the Department of Social Work, Mangalore University held on 28th and 29th April 2015.
* Presented paper titled “Work Stress and Leadership Development: The Role of Self-Leadership in Managing Job Demands” at the National level seminar on “Leadership Effectiveness” organized by SDM College of Post graduate Studies, Mangalore held on 13th February, 2015.
* Presented a paper in UGC sponsored National Seminar on “Managing and Preserving Indigenous knowledge in the knowledge management era” organised by Shree Gokarnatheshwara College. Mangalore held on 26th and 27th July, 2013.
* Presented a paper in UGC sponsored National Seminar on “Liberalisation: Women in the unorganised sector.” Organised by Sri Sharada College, Basrur, Udupi district, held on July19th to 20th 2013.
* Presented paper titled” A pragmatic study of the business students’ perception of business ethics ideology and corporate social responsibility” at the International Interdisciplinary Research Conference in Economics, Commerce, Management and Technology held on 1st June 2013.

## SHORT TERM COURSES ATTENDED

|  |  |  |  |
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| **TITLE** | **PLACE** | **DURATION** | **DATE** |
| NEP 2020 Orientation & Sensitization Programme | Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by MMTTC, Kannur University |  10 days | 21.05.2024 to 30.05.2024 |
| “Global Skills Enhancement Program” | Progeon at Infosys Leadership Institute, Mysore |  20 days | 11.04.2005 to30.04.2005 |
| Diploma in E- Commerce Concepts | ZED Career Academy |  30 days | 01.06.2000 to30.06.2000 |

**PARTICIPATION IN CONFERENCE, SYMPOSIUM, SEMINARS AND WEBINARS**

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| **TITLE OF CONFERENCE /SEMINAR** | **ORGANISER** | **INTERNATIONAL / NATIONAL / STATE / REGIONAL / COLLEGE / UNIVERSITY LEVEL** | **Year** |
| Research Essentials: A journey through Methodologies | Don Bosco College, Bengaluru | National | 14th and 15th March 2025 |
| Conference in on Insurance and Risk Management- A Road Map for 2025 | St. Aloysius Deemed to be University | International | 14th December 2024. |
| 5-day Webinar on Research and Publication Ethics | Mangalore University | Regional | August 3, 10, 17, 24th and 31st, 2024 |
| Emerging Trends in AI for Industry & Education: Opportunities and Challenges | Xavier Institute of Management and Entrepreneurship, Bangalore  | International | 22nd, 23rd, February 2024 |
| Webinar on Intellectual Property Rights | Internal Quality Assurance Cell (IQAC) & Learning and InformationResource Centre (LIRC) of St. Francis Institute of Management and Research | National | 15.01.2022 |
| Google Apps for Education and Moodle | Rajaram College, Kholapur | National | 2020 |
| Data Analysis & Statistical Computing | Dr. Bhimrao Ambedkar University, Agra | National | 2020 |
| Yogic solutions to Physical and Mental Problems amidst Covid 19 Pandemic | SDJ International College, Surat | National | 2020 |
| Navigating through stress and anxiety during the Pandemic | St. Agnes College, Mangaluru | State | 2020 |
| “Sensitisation and awareness of COVID-19 among students and faculty: Handling post lockdown challenges” | SM Shetty College Mumbai | National | 2020 |
| How to prepare a good Power Point | St. Aloysius College Autonomous Mangaluru | National | 2020 |
| IPR and E Content Development | Rajaram College, Kholapur | National | 2020 |
| Writing Research Paper | Sahyadri College of Engineering and Management. | Regional | 2019 |
| “Data Analysis and Interpretation using SPSS and AMOS” | Department of Post Graduate Studies in Research in Commerce, Mangalore University. | Regional | 2019 |
| ‘Multidisciplinary Business Research- the New Driver of Business Innovation” | AIMIT, Beeri | International | 31.03. 2017 |
| “Relevance of the Concept of “Make in India” in transforming Business Strategies. | St. Aloysius College Autonomous Mangaluru | National  | 20.02.2016 |
| Higher Education: Special Emphasis on Management Education.  | Justice K S Hegde Institute of Management, Nitte. | International | 29.12.2014 to30.12.2014 |
| “Social Entrepreneurship – Business Transforming the Society” | St. Aloysius College Autonomous Mangaluru | National | 23.08.2014 |
| “Dakshina Kannada after 1947 | St. Aloysius College Autonomous Mangaluru | National | 14.02.2014 to15.02.2014 |
| Human Resource as a Strategic Business Partner. | St. Aloysius College Autonomous Mangaluru | National | 1.10. 2013 |
| Tomorrow’s Business Tigers | Srinivas Institute of Management Studies | National | 10.04.2013 |
| Public Private Partnership with special reference to Infrastructure Development, Industrialisation & Tourism. | SDM College of Business Management | National | 28.01.2013 |
| “Professional and Human Resource Enhancement”. | St. Aloysius College Mangaluru | Regional | 20.03.2007 |
| “Human Resource Development: New Paradigms and Directions”. | Department of PG Studies and Research in Commerce, Mangalore University. | National | 17.03.2006 to18.03.2006 |
| “Accounting Practices… An Interactive Dialogue with Professionals”. | St. Aloysius College Mangaluru | National  | 27.01.2006 to28.01.2006 |
| “Value Added Tax and Banking Sector reforms”. | St. Aloysius College Mangaluru | College | 18.03.2005 |
| “Quality Concerns in Collegiate Education”. | St. Aloysius College Mangaluru | College | 31.03.2004 |
| “Industry – Institution Interaction towards setting up of Commerce Laboratory”. | St. Aloysius College Mangaluru | College | 16.03.2004 |
| “Corporate Challenges to Commerce and Management Education” as main theme and “Corporate Ethics and Accounting Standards”, “Human Resource Development: Contemporary Issues and Challenges” and “Rural Marketing” as sub – themes. | MUCTA | State | 16.10. 2003 to17.10.2003 |
| “Finance Sector Reforms and Investment Planning”. | St. Aloysius College Mangaluru | College | 21.09.2002 |
| “Accounting Standards and Capital Market” | St. Aloysius College Mangaluru | College | 01.09.2001 |

**Workshops/Seminars Attended**

* Attended Two-day National Conference organised by the Department of Social Work, Mangalore University.
* National level seminar on “Leadership Effectiveness” organized by SDM College of Post graduate Studies, Mangalore
* Attended UGC sponsored National Seminar on “Managing and Preserving Indigenous knowledge in the knowledge management era” organised by Shree Gokarnatheshwara College. Mangalore.
* Attended UGC sponsored National Seminar on “Liberalisation: Women in the unorganised sector.” Organised by Sri Sharada College, Basrur, Udupi district.
* Attended a Workshop on “Financial Accounting and Cost and Management Accounting”.
* Attended a workshop on “Principles of management and Business Statistics and Mathematics”.

**PARTICIPATION IN FDP/ WORKSHOP**

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| **Title** | **Organiser** | **National/ International/ University/ College** | **Year** |
| FDP Programme on 'Unlocking Insights: Advanced Research Methodology and Data Analysis | PSGR Krishnammmal College for Women, Coimbatore |  | 27th January 2025 to 29th January 2025 |
| “Empowering Educators for Excellence: From learning to leading | Don Bosco College, Bengaluru and St. Johns University, USA | International | 17.01.2025 to 25.01.2025 |
| Faculty Development Programme | Human Resources Department of St Aloysius (Deemed to be University), Mangaluru. | University | 7 December, 2024 |
| “Empowering Educators: Leveraging Advanced Methodologies and Analytical tools for Academic Research | Consortium of Higher Educational Institutions for Research and Development and St. Aloysius Deemed to be University Mangaluru | National | 29.08.2024 to 05.09.2024 |
| Faculty Development Programme | Human Resources Department of St Aloysius (Deemed to be University), Mangaluru. | University | 27 & 28 June, 2024 |
| NEP 2020 Orientation and Sensitization Programme under Malaviya Mission Teacher Training Programme of UGC | MMTC, Kannur University | Regional | 21.05.2024to 30.05.2024 |
| FDP on Contemporary Trends in Commerce and Management Teaching and Research | Consortium of Higher Educational Institutions for Research & Development (CHIRD) | National | 22nd April to 29th April 2024 |
| FDP on Pedagogical Tools Fostering Innovation in Teaching for Generation Z Learners | Department of Management, Kristu Jayanti College (Autonomous), Bengaluru | National | February 12th 2024 to February 19th 2024 |
| Education: Opportunities and Challenges. Innovation in Teaching for Generation Z Learners  | Department of Management, Kristu Jayanti College (Autonomous. | National | 12-02-2024 to10.02.2014 |
| Workshop on V Semester NEP | MUCTA | University | 02.09.2023 |
| Workshop on OBE and Question Bank Preparation Using QnSmarti | St. Aloysius College (Autonomous) | College | 14.07. 2023 |
| Workshop on Publishing Quality Research Papers | Xavier Institute of Management | Regional | 28.06.2023 to 30.06.2023 |
| Workshop on Quality Assurance and SSR Benchmarks | St. Aloysius College (Autonomous) & St. Ann’s College of Education (Autonomous) | College | 05-05-2023 |
| FDP on Contemporary Issues in Taxation, Investment, Banking & Analytics | Milagres College | College | April 10- April 14 2023 |
| Workshop on National Education Policy 2020 Fifth Semester BBA Syllabus | FOBMAT, Mangalore University in Canara College | University | 01-01-2023 |
| Social Science Research and Professional Development of Teachers | Shree Durga Parameshwari Temple First Grade College | University | 27.10. 2022 to05.11.2022 |
| FDP on Re-imagining Internationalisation  | AIACHE | National | 21-01-2022 |
| Workshop on Research Methodology, | XIME | National |  |
| FDP on Transformation in Indian Education through New Education Policy- Challenges and Opportunities” | Government First Grade College for Women, Balmatta | National | 05-07-2021 to 11-07-2021 |
| Research methodology in Commerce and Management using R Studio | Department of Commerce, St. Aloysius College (Autonomous) | International | 12-05-2021 to 20.05.2021 |
| Online FacultyDevelopment Programme on “Information and CommunicationTechnology Usage in Teaching” | Government of KarnatakaDepartment of Collegiate EducationGFGC SIDDAKATTE | State Level | 30-05-2020 to 12-06-2020. |
| Online Faculty Development Programme on Basics of Research | Government of KarnatakaDepartment of Collegiate EducationGFGC, Punjalkate, Belthangady | Regional | 22.05.2020 |
| “Art of Thesis Writing” | Rehoboth Academic Services. | Regional | 03.08.2019 |
| Workshop on Structural Equation Modeling | AIMIT, Beeri | International | 31.03.2017 |
| “Services Marketing and Persuasive Communication to B2B Customers” | School of Management at NITK, Suratkal. | Regional | 21.12.2015 |
| Workshop on “B Com New Curriculum”. | MUCTA | University | 24.6.2006 |
| Workshop on “Communication and Presentation Skills” | International Academy for Creative Teaching. | Regional | 17.12.2005 |
| Workshop on Cost and Management Accounting and Business Taxation. | MUCTA | University | 30.07.2005 |
| Workshop on “Science and Craft of Social Research". | Mangalore Sociology Association and St. Aloysius College, Mangalore. | College | 12.03.2005 |
| Workshop on” Structure of the B. Com Course under Autonomous Status”. | SDM College, Ujire. | College | 25.10.2004 |
| Workshop on “Financial Accounting and Cost and Management Accounting”. | MUCTA | University | 25.09.2004 |

# **RESOURCE PERSON/JUDGE FOR EVENT**

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| **TOPIC** | **TITLE** | **PLACE** | **DATE** |
| Judged the Debate Competition | Debate for Future Leaders | Xavier Institute of Management, Bangalore | 28.10.2024 |
| Judged the Debate Competition | Debate for Future Leaders | Xavier Institute of Management, Bangalore | 02.12.2023 |
| Judged the event Turncoat | ECONOVANZA | Department of Economics, St. Aloysius College (Autonomous), Mangalore | 21.08.2019 |
| Judged the event Presentation Skills | MOCK INTERVIEW | St. Aloysius College (Autonomous), Mangalore | 19.01.2019 |
| Judged the event Turncoat | ECONOVANZA | Department of Economics, St. Aloysius College (Autonomous), Mangalore | 07.08.2018 |
| Judged the event Turncoat | ECONOVANZA | Department of Economics, St. Aloysius College (Autonomous), Mangalore | 08.08.2017 |
| Talk on Time Management | Integral Formation Programme | St. Aloysius College (Autonomous), Mangalore | 05.07.2017 to06.07.2017 |
| Talk on Physical fitness | Integral Formation Programme | St. Aloysius College (Autonomous), Mangalore | 28.06.2016 to29.06.2016 |
| Talk on Self-Motivation | Integral Formation Programme | St. Aloysius College (Autonomous), Mangalore | 30.06.2015 to01.07.2015 |
| Talk on Self Awareness | Integral Formation Programme | St. Aloysius College (Autonomous), Mangalore | 01.01.2014 to02.07.2014 |

**Responsibilities undertaken at St Aloysius College/ St. Aloysius College (Autonomous)/ St. Aloysius Deemed to be University**

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| **Year** | **Position** |
| June 2001 – March 2002 |  President of Commerce Association  |
| June 2012 – March 2013 | President of AICUF |
| June 2013 – April 2015 | Exam Co-Ordinator |
| June 2015 – April 2016 | Chief Exam Co-Ordinator |
| 2014-2015 | Spinout Coordinator |
| June 2016 – March 2017 | Examination Reforms Committee |
| June 2016 – April 2018 | Member of Committee against Sexual Harassment (CASH) |
| June 2016 – April 2017 | Member of Women’s Cell |
| June 2016 – July 2017 | Secretary of Staff Association |
| June 2016 – April 2023 | Ladies Welfare Officer |
| July 2016 | Convener of Sixth Graduation Ceremony |
| 14.12.2016 | Swimming Pool Inauguration- Organizing Committee |
| 2017 | Authored a chapter in the Value Education Text book |
| June 2017 – March 2018 | President of Music Association |
| 2017-2018 | Member of Malpractice Enquiry Committee |
| 2017-2018 | Member of Publicity Committee. |
| 2017 – 2022 | Organizing Committee for College Day – Certificate Distribution |
| 2018 | Member of Anti-Ragging Committee |
| June 2018 -March 2019 | President of Dramatic Association |
| 2017- 2018 | Convener of Astitva |
| Dec 9th 2018 | Convener for Cyclo walkathon 2018 |
| 2018- 2019 | Organizing Committee for Eight Graduation Day Certificate Distribution |
| 2018 -2020 | Organizing Committee of "Indian Music Competition" |
| 2018 -2020 | Member Student Council |
| 2019 – 2020 | Assistant Co Ordinator for ECCC  |
| 2022-2025 | Organizing Committee for College Day – Reception  |
| 2022-2025 | TEDx SAC Finance Coordinator and Assistant Coordinator  |
| 2020 -2022 | Member of NAAC Criterion 1 |
| 2022-2025 | Head of NAAC Criterion 1 |

**Memberships:**

1. Member of Board of Studies at Alvas College in the BBA Department w.e.f. April 2024.

 2. Member of Board of Studies at St. Aloysius Deemed to be University in the PGDBM w.e.f. June 2024.

 3. Member of UG Staff Council.

 4. Criterion Head for AQAR Criteria 1 Curriculum Design and Development.

**Books published/Chapters contributed/ Books edited/Memberships in the editorial Boards**

Contributed to book chapter of Business Environment, A textbook for BBA Second Semester, according to SEP syllabus.