



VIJAYAKUMAR V

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‘Neelanjanam’
Moonnammail
Pullur (P.O)
Kasaragod-

Education.....

- Mcom (marketing) Calicut University April 2004
- M.Phil in Commerce, Annamalai University, ChidambaramJuly2010
- Post Graduate Diploma in Tourism and Hotel Management (PGDTHM) Srinivas College of Hotel Management , Mangalore UniversityApril 2005
- B.Ed Commerce, Kannur University Campus Mele ChovvaApril 2006
- UGC –NET DEC-2010
- SET 2008

Professional Experience.....

- ✚ Nehru Arts and Science College, Kanhangad2012-present
Assistant Professor, Department of Commerce
- ✚ Nehru Arts and Science College, Kanhangad2005-2008
Guest Lecturer, Department of Commerce
- ✚ HSST COMMERCE (Guest Lecturer) - GHSS Chayoth, GHSS Hosdurg, GHSS Bella East2008-2011

Research Experience

- Inter State Migration and Growth of Construction sector Inferences from kasaragod District Kerala’. **Minor Research Project(MRP) MRP(H)/13-14/KLKA012/UGC-SWRO Dtd.17-02-2014.arch Project(MRP)**

- Pursuing PhD in Commerce In Annamalai University Research Work *Titled 'A study on entrepreneurial start ups among young graduates in kerala state'*.

Book Published.....

'Entrepreneurship and Human Resource Management (SDE) Kannur University(Order NO.SDE-1-2/383/12Dtd.12-07-2012)

Presentations-----

- Presented a research paper in International conference organized by Dept.of Tourism ,Mangalore University titled "Satisfaction and Loyalty in Tourisms Products: - A contextual study with reference to Bekal Tourism in Kasaragod District of Kerala"
- "Be prepared, prepared and prepared 'Module designed and presented 3 colleges as a part of external mentoring of the programme "WALK WTH SCHOLAR".
- "*Entrepreneurship A Clear Road To Self –Sufficiency*" training module for cultivating entrepreneurial traits among college students was designed and developed and the same presented in the Arts And Science colleges across Kerala.
- **Presented** a paper titled '*Banking Sector Dynamics*' in UGC Sponsored National seminar on '*service sector dynamism and Indian economic growth: probles andprospects*'.OrganizedbySri.AchuthamenonGovt.College,Kuttanellur,Thrissur, Kerala .
- **Presented** a paper titled '*Business Correspondents Model :An Antibiotics To Financial Exclusion*' in UGC Sponsored National seminar on '**Emerging Trends in Banking Sector in the Globalised Scenario**' Organised by Department of Commerce,EKNM Govt college ,Elerithattu
- **Chaired** a technical session '*E-Banking: Indian Experience*' in UGC Sponsored National seminar on '**Emerging Trends in Banking Sector in the Globalised Scenario**'Organised by Department of Commerce,EKNM Govt college ,Elerithattu

- Presented in '*Training the Trainer Workshop*' Organized by School of Distance Education, Kannur University at Kannur University Campus.
- Presented a paper in 'Human Right Issues'UGC Sponsored National Seminar Organized by Dept.of Political Science NAS College Kanhangad.
- Presented a paper in 'the marketing of financial services: Opportunities and challenges in the modern Era''UGC Sponsored National Seminar.(Nov.25-26,2015) Govt.College ,Attingal Kerala.
- Chaired a technical session 'E-Banking :The Indian Experience'UGC Sponsored National Seminar Organized by EKNM Govt.college Elerithattu kasaragod Kerala.
- Financial Literacy programme were conducted to the different sections of the society on behalf of SEBI.
- Presented a research paper Titled An empirical study on the Intention ,Attitude of Students in Start Up's in three day national seminar on ethics in commerce and management research sequel an panacea organized by Government college attingal sponsored by directorate of collegiate education.
- Presented a Research Paper Titled Satisfaction and Loyalty in Tourism Products : A Contextual Study with Reference to Bekal Tourism in Kasaragod district of Kerala in International Seminar on Tourism and sustainable development Issues,Challenges and Best Practices Organized by Department of MBA Mangalore University.
- Chaired a Technical Session on Non performing assets –causes ,effects and remedies in the two day national seminar organized by the department of commerce government college kasaragod
- Attended Two Day International Seminar on Entrepreneurship and Innovations: Dreaming, Scanning and Discovering New Horizons organized by Sri.Achithamenon Govt.College Kuttanellur.

- Attended National Webinar on Impact of Covid -19 on the Economy and its Effect on Banking Sector organized by PG Department of commerce and Research Centre St.Pauls College Kalamassery.
- Attended a national webinar on Covid-19 and Maslow Hierarchy of Needs :How is our motivation changes organized by PG DEPARTMENT OF COMMERCE MES ASMABI Collge.
- Participated in the international Webinar on Responding to changing business the covid-19 effect organized by LOYOLA ACADEMY In collaboration with Wiley and Miles Education.
- Participated online faculty Development Programme on IPR Awareness conducted by KEY RESEARCH.
- Attended the international webinar on “RESPONDING CHANGES TO BUSINESS- the Covid effect”Organized by department of Commerce and BBA ,Loyola Academy.
- Attended a National Webinar on “Covid-19 and Maslow’s Hierarchy of NeedsHow is our Motivation Changing?” organized by Resaerch and PG Department of Commerce MES Asmabi College.
- Participated the National Webinar on “Impact of Covid -19 on the Economy and its Effect on Banking Sector”organized by PG Department of commerce and Research Centre St.Pauls College Kalamassery.
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- Participated the National Webinar on “Impact of Covid -19 on the Economy and its Effect on Banking Sector” organized by PG Department of commerce and Research Centre St.Pauls College Kalamassery.
- Resource Person in the Orientation Programme ‘IMPORTANCE OF COOMERCE AND ITS SIGNIFICANCE’ Organised by PG Department of Commerce ,WIRAS COLLEGE Velayankod.
- Resource person on seminar Entrepreneurship –Road to Self Sufficiency organized by DE PAUL ARTS AND SCIENCE College Kannur.
- Resource Person in the Orientation Programme ‘FILL IN THE BLANKS ’ Organised by PG Department of Commerce ,Ambedkar Arts and Science college periye.
- Attended the workshop on University Heritage Project and Work shop for NSS PO,s organized by Kannur University.
- Resource person on seminar Entrepreneurship –Entrepreneurship Development organized by Department of Commerce IHRD MODEL COLLEGE Madikai.

- Attended International Webinar on “Financial Sector: The new normal in the post Covid Scenario” Organized by GPM Govt. College Manjeswar.
- Participated in the TWO Day Online Orientation Programme on DISASTER MANAGEMENT Organized by DSS Kannur University.
- Attended National Webinar on “Use of online resources in teaching-learning process” organised by Uka Tarsadia University Gujarat.
- Participated the State Level Webinar on FITNESS PORTFOLIO MANAGEMENT Organised by Physical Education Department PKM College of Education Madampam.
- Attended a webinar on the topic titled Consequence and Challenges of Reverse Migration in India Organized by IIHMR University.
- Attended a UGC Sponsored webinar on the topic titled **Teaching Strategies for Google Generation** Organized by IQAC of Nehru Arts and Science College Kanhangad.
- Attended a UGC Sponsored webinar on the topic titled **Digitalized LMS –Need for the Hour** Organized by IQAC of Nehru Arts and Science College Kanhangad
- Attended a UGC Sponsored webinar on the topic titled **Covid 19 Pandemic :What we should know** Organized by IQAC of Nehru Arts and Science College Kanhangad.
- Attended a UGC Sponsored webinar on the topic titled **Food Adulteration :Health Risk and Detection Methods** Organized by IQAC of Nehru Arts and Science College Kanhangad.
- Attended a UGC Sponsored webinar on the topic titled **Class Rooms to Computers-A Paradigm** Organized by IQAC of Nehru Arts and Science College Kanhangad.
- Attended a UGC Sponsored webinar on the topic titled **Value the Values** Organized by IQAC of Nehru Arts and Science College Kanhangad.
- Attended a UGC Sponsored webinar on the topic titled **Graduating the Corona Times** Organized by IQAC under UGC-PARAMARSH of Nehru Arts and Science College Kanhangad.

- Resource Person WWS Programme as Externa Mentor in Govt.College Peringome.
- Attended a UGC Sponsored webinar on the topic titled **A RE-LOOK AT TEACHERS AT THE BACK DROP OF NEP-2020** Organized by IQAC under UGC-PARAMARSH of Nehru Arts and Science College Kanhangad.
- Participated the webinar organized by NSS Cell Kannur University in connection with MAZHAKKU MUNPE Programme.
- Convenor of the National Webinar Conducted by PG Department of Commerce NAS College Kanhangad on the topic ‘Business Climate :A Post covid Outlook’.
- Attended IP Awareness training programme under NATIONAL INTELECTUAL PROPERTY AWARENESS MISSION .
- Participated Two Day International Conference on ‘Behavioural Nudges for Public Policies in India-Opportunities and Criticisms’ Organised by Department of Commerce,University of Kerala on 28th January,2022.
- Participated ONE DAY Leadership Workshop For NSS PO’s Organised by kannur university NSS Cell.
- **External mentoring session under WWS** on ENTREPRENEURSHIP A ROAD TO SELF SUFFICIENCY held at St.Pius X College Rajapuram.
- Act as resource person for TWO DAYS Workshop **UPDATE An orientation to Commerce Students** organized by dept of commerce MALIK DINAR COLLEGE OF GRADUATE STUDIES.
- Resource Person for MCom Project Orientation for PG Students organized by PG Departnmt Of Commerce St. Joseph College Pilathara.

Conferences/Seminars/Workshops

- ✓ 25 workshops on 'Entrepreneurship- a Road to Self Sufficiency' were conducted In Higher Secondary Schools and Colleges across Kerala.
- ✓ 100 Motivational classes were conducted for school and college students in kerala and outside.
- ✓ 150 Financial literacy programmes were conducted for different sections of people particularly home makers and kudumbasree members
- ✓ Attended 120 seminar /work shops /webinars on different topics conducted by colleges and other sponsoring agencies.

Short term Courses-----

1. 1 Week Faculty Training Programme in Tata Institution of Social Science (TISS) Sponsor by FLAIR.
2. FTP-Good Learning' PHASE I &II FLAIR-directorate of Collegiate Education Govt.of Kerala
3. One week Short Term Course in Research Methodology - HRDC Kannur University.
4. Short term FDP by KHIEDC
5. Five Day Shortb Term Course on FUTURISTIC ACCOUNTING conducted by Indian Accounting Association.
6. Three Day Virtual Faculty Development Programme "Resilient Business Strategies: Preparing for a Pandemic World"organised by SRI RAMAKRISHNA college Coimbatore Tamilnad .
7. Five Day National Work Shop on Research Methodology and Data Analysis in Social Science Research conducted by Govt College ,Mananthavady.
8. THREE Day Short Term Course on Research Methodology (online mode)By UGC-HRDC Kannur University
9. FIVE Day Online Workshop on Teaching and Learning Technologies Organized by Teachers Organization.

10. FIVE Day Online Workshop on Higher Education : Power, People and Democracy Organized by Teachers Organization.
11. UGC-Approved Short –Term Professional Development Programme Under Pandit Madam Mohan Malaviya National Mission on Teachers and Teaching.
12. ONE WEEK Online Faculty Development Programme on the Theme ‘New Reforms in Higher Education with Reference to NEP2020’.
13. THREE DAY Immunity Enhancement Programme through Yoga, Breath and Meditation organised by NSS and IQAC With Art of Living Foundation
14. SEVEN DAY Empanelled Training for NSS PO’s Attended at Calicut University.

Orientation/Refresher Courses

- Orientation Programme UGC Human Resource Development Centre, University of Hyderabad.
- Refresher course in commerce UGC Human Resource Development Centre, University of Hyderabad 21 days .
- ✓ Participated SEBI Financial Education Resource Persons Refresher Workshop at Bengaluru.
- Completed REFRESHER COURSE ON RESEARCH METHODOLOGY FOR FACULTY OF SOCIAL SCIENCES organized by Human Resource Development Centre ,University of Hyderabad .

Invited Talks/Resource Person

- 200 Invited talk on different subject delivered on request of different agencies educational institution, corporate firms ,kudumbasree mission and SEBI.
- Resource Person in the Webinar Titled ‘Students start up’s- The way forward’ organized by PG Department of Commerce Gurudev College Mathil.
- Resource Person for UGC Sponsored Webinar on the topic titled ‘**Entrepreneurial Mindset: A post Covid Necessity**’ Organized by IQAC under UGC-PARAMARSH of Nehru Arts and Science College Kanhangad
- Co-ordinator for conducting NIYUKTHI Job fair
- Coordinator of UGC Sponsored Workshop on **Preparation and submission of SSR for NAAC Accreditation** under UGC PARAMARSH Scheme organized by IQAC ,NASC.
- Coordinator of UGC Sponsored Workshop on **SSR preparation and SOP for DVV** under UGC PARAMARSH Scheme organized by IQAC ,NASC.
- Coordinator of UGC Sponsored Workshop on **Institutional Preparedness for NEP 2020 A perspective from Assessment and Accreditation** under UGC PARAMARSH Scheme organized by IQAC ,NASC.
- Coordinator of National Webinar conducted by PG Department of Commerce NASC On the topic titled Trends in Digital Marketing.
- Engaged a Session in TWO-DAY Residential Orientation Workshop For NSS PO’s at Mangattuparamba campus Kannur University.

Training Undergone.....

- ✚ TWO day training programme on Local Administration, By KILA, 7Days Empanelled training programme by Calicut University.

- ✚ Attended JCI India Zone Trainer Training and Graduated as Zone Trainer JCI India.

- ✚ Participated Two Day Residential Training Camp on Plastic Free Campus ,Waste Management and Bio Diversity Conducted by Kannur University NSS Cell.

Certificate courses

- Online Course on Enhancing Research Instincts By adhyapana Bangaluru
- Online Course on naac revised guidelines by adhyapana Bangaluru
- Online Course on Health care Market Places, University of Minnesota through Coursera
- Online Course on Micro Economic Principles, Illionois throughCoursera
- Online Course on International Business The University of New Mexico, throughCoursera
- Online Course on Manage Human Resources The University of Minnesota, throughCoursera
- Online Course on Financial Market The University of Yale, through Coursera
- Online Course on Developing Entrepreneurial Mindset :First steps towards success Michigan State University, throughCoursera
- Online Course on Accounting Principles for Financial Accounting The IESE Business School, throughCoursera
- Online Course on Developing winning Marketing Strategy The University of ILLINOIS, throughCoursera
- Online Course on Creating a Resume and Cover Letter with Google Docs coursera project Net work, throughCoursera

- Online course through SWAYAM Financial Markets and Emerging Business Models
- Online course through SWAYAM Curriculum, Pedagogy and Evaluation for Higher Education

Positions held-College level

- ✓ NSS Programme office.
- ✓ Member, Scholar Support Programme
- ✓ Member, admission committee 2020-21.
- ✓ Member, Internal Quality Assurance Cell
- ✓ Chairman (Construction) , RUSA
- ✓ Coordinator NET/SET Coaching for minorities.
- ✓ President IIC
- ✓ Co-ordinator CCIG
- ✓ Director NDRF
- ✓ Internal Auditor -PTA
- ✓ Internal Auditor-Computer centre

Publications

Sl.NO	Title	Name of JOURNAL	ISSN NO.
1	The Effectiveness of Anti-Smoking Advertisement among Youth -With Special Reference to Kanhangad Municipality in Kasaragod District, Kerala.	IRJMSH	ISSN 2277 – 9809 2017-18
2	Student Entrepreneurship and Self Sufficiency: An Empirical Study Special Reference to Student Entrepreneurial Activities in Kasaragod District, Kerala	IJMETMR	ISSN 2348-4845 2017-18

3	A Comparative Study on The Perception of Customers Towards The Use of Cash and Cashless Payments in Retail Sector With Special Reference to Kasaragod District, Kerala	IJMSRR	ISSN - 2349-6746 2017-18
4	A study on customer awareness about online banking and perception about cashless economy with special focus Kannhangadmunicipalityofkasaragod District,Kerala	IJHSSI	2018-19
5	Entrepreneurship education in india and covid 19:a challenges ahead	International research journal of management sociology and humanities	2022 ISSN-2277-9809

Positions held others.....

- ❖ Senate Member ,kannur University.
- ❖ NEET EXAm observer
- ❖ Observer CUCET
- ❖ Chairman SNEHAVEED
- ❖ Member Task force covid vaccination.
- ❖ SEBI Financial education resource person
- ❖ Zone trainer jacee india
- ❖ Trainer kudumbasree missin
- ❖ Sectratary north loins club nilswar.
- ❖ District coordinator ,national services scheme kannur university.
- ❖ Kila certified trainer
- ❖ Academic counselor, IGNOU
- ❖ Examination Inspection squad member, Kannur University 2021-2
- ❖ Question paper setter of Various Universities in Kerala
- ❖ External Examiner of Kannur University MCom &BCom Practical Examinations.
- ❖ Inspection committee member course allotment.

- ❖ External mentor WWS
- ❖ NISM Certified Trainer
- ❖ NSS Programme officer
- ❖ Member, Committee on Amendment to Statute
- ❖ Co-ordinator UGC PARAMARSH Scheme
- ❖ Member, IQAC NAS College Kanhangad
- ❖ Master Trainer , ToT Survey of Ministry of Youth Affairs India.

Professional Organizations

- Member Indian Accounting Association.
- Member JCI
- Professional Member Institute for Engineering Research and Publication
- Member, Lions Club International.

Achievement

- Best NSS Programme officer award & Best Unit award in 2020-21 and 2023-24
- BEST Coordinator of BODHYAM 2022 Programme jointly organized by NSS Cell Kerala State and Kerala Excise Department.
- University Coordinator for National Integration Camp of NSS in Gulbarga University Karnataka.
- General Convenor for conducting NIC in Kannur University.
- Certificate of Recognition from Mahathma Gandhi Council of Rural Education ,Department of Higher Education, Ministry of Education Govt of India.
- Recognition From Youth Welfare Ministry For Coordination of Yuva Camp.
- Selected as Master Trainer By Ministry of Youth Affairs Govt of India.
- Empanelment as NISM (National Institute of Security Market) Resource Person.
- Appointed as DISTRICT COORDINATOR of National Service Scheme
- Appointed as District Coordinator ASAAD Sena Constituted by State NSS Cell ,Kerala
- Co-ordinator For Digital Literacy Campaign conducted jointly by PN Panicker Smaraka Trust and NSS State Cell Kerala.

VIJAYAKUMAR V

