

<b>DETAILED FACULTY BIODATA FOR COLLEGE WEBSITE JUNE 2024 TO MAY 2025</b>		
<b>Sl. No.</b>	<b>Name</b>	<b>DR. ANUJI S</b>
<b>1</b>	<b>Designation</b>	<b>ASSISTANT PROFESSOR</b>
<b>2</b>	<b>Department</b>	<b>COMMERCE</b>
<b>3</b>	<b>Contact Number</b>	<b>9495974260</b>
<b>4</b>	<b>Whatsapp Number</b>	<b>9495974260</b>
<b>5</b>	<b>Email</b>	<b>Anuji2011@gmail.com</b>
<b>6</b>	<b>Institutional Email ID</b>	
<b>7</b>	<b>PEN Number</b>	<b>715258</b>
<b>8</b>	<b>Personal Web Page</b>	
<b>9</b>	<b>Date of Entry into Service</b>	<b>17/09/2012</b>
<b>10</b>	<b>Date of Retirement</b>	<b>31/5/2038</b>
<b>11</b>	<b>Edu. Qualifications</b>	<b>M.COM, B.Ed, P.hD</b>
<b>12</b>	<b>Areas of Interest/Specialisation</b>	<b>Finance</b>
<b>13</b>	<b>Courses/Subject Taught</b>	<b>UG &amp; PG</b>
<b>14</b>	<b>Field of Research</b>	<b>HRM</b>
<b>15</b>	<b>Guideship Details (Guideship order number and date, Research Centre, Number of PhD students &amp; title of their research topic)</b>	

	<ol style="list-style-type: none"> <li>1. <b>Affiliated University: KERALA UNIVERSITY</b></li> <li>2. <b>Subject: COMMERCE</b></li> <li>3. <b>Guideship Order Number &amp; Date: 7160/2022/UOK, 14-09-2022</b></li> <li>4. <b>Research Centre: S N COLLEGE, KOLLAM</b></li> <li>5. <b>Number of Full time PhD Research Scholars:4</b></li> <li>6. <b>Number of Part time PhD Research Scholars: 1 submitted</b></li> <li>7. <b>Details of PhD Research Scholars (Full Name, Title of Topic, Year of Joining):</b> <ol style="list-style-type: none"> <li>1. <b>Abhinand S S, THE BUSINESS MODELS AND THEIR RELATIONSHIPS ON THE GROWTH OF MOLYWOOD INDUSTRY, 2023</b></li> <li>2. <b>Navya P R, PRISON INDUSTRY PROJECTS OF KERALA FOR ENPOWERMENT AND ENTREPRENEURIAL ORIENTATION, 2023</b></li> <li>3. <b>Ganga J, APPLICATION OF ARTIFICIAL INTELLIGENCE IN BANKING SECTOR, 2023</b></li> <li>4. <b>Aneenavandrews ,OUT-MIGRATION OF HEALTH WORKFORCE AND IMPACT ON HEALTH CARE SECTOR , 2023</b></li> <li>4. <b>Sajitha.S AN EVALUATIVE STUDY ON THE PROBLEMS AND PROSPECTS IN MARKETING OF MINOR FIREST IN KERALA,2023</b></li> </ol> </li> </ol>
16	<b>Google Scholar Profile Link/ORCID ID/Research Gate Profile Link (Give the links)</b>

<b>17</b>	<b>Patent Obtained/Applied (Give the details)</b>
<b>18</b>	<b>Teaching Experience (Permanent) (Give the details)</b>
	1. SN COLLEGE , KOLLAM 2012-2014 2. SNCW, KOLLAM 2014-2019 3. SN COLLEGE, KOLLAM 2019-2024 4. TKMM COLLEGE, NANGIARKULANGARA 2024-2025 5. SNCW, KOLLAM ( CURRENTLY WORKING
<b>19</b>	<b>Teaching Experience (Contract) (Give the details)</b>
	1.
<b>20</b>	<b>Research Experience</b>
	1. submitted one P.hD thesis in kerala University
<b>21</b>	<b>Memberships in Learned Bodies/Societies, If Any</b>
	1.
<b>22</b>	<b>Scholarships/Fellowships Obtained</b>
	1.
<b>23</b>	<b>Research Papers Published (Mention UGC Care Listed/Peer-reviewed). Include Name of Authors, Year, Name of Journal, Volume, Page numbers, ISSN Number, DOC if any</b>
	➤ “Financial Analysis of Pharmaceutical Industry in India-An Evaluative study” Journal: Management Researcher, Jan-Mar 2016, Vol.XXII No.3, PP 6-15, ISSN: 2230-8431, Published by Institute of Management Development and Research.

	<ul style="list-style-type: none"> <li>➤ ” Occupational Work Stress among Medical Representatives in Kerala” Journal: Management Researcher, March 2018, Vol. XXIV, PP 145-152, ISSN: 2230-8431, Published by Institute of Management Development and Research.</li> <li>➤ “A STUDY OF RELATIONSHIP BETWEEN JOB STRESS AND QUALITY OF WORK LIFE AMONG MEDICAL REPRESENTATIVES.” Journal “AJANTA”-Dr.Anuji S -ISSN Number: 2277-5730 with Impact Factor 5.5</li> <li>➤ Corporate Social Responsibility Approach of Sun Pharma Ltd: An Evaluative Study,Journal of Alagappa University- Dr.Anuji S-vol.1, pp 160-165, ISBN: 978-93-90082-70-4</li> <li>➤ How new marketing tactics impact mollywood audiences, Mr. Abhinand S S, Dr. Anuji S, Dr. John Britto J, July-December 2024, International Journal of Cultural Studies and Social Sciences Volume 10 Issue 02 No 50, ISSN 2347-4777, Double blind Peer reviewed, Referred and open assess, UGC CARE Listed Journal</li> <li>➤ Artificial Intelligence Revolutionised Customer Experience in Banking: An Empirical Study-UGC Care Listed) Ganga J, Dr.Anuji S, Dr.John Britto J. 2024(July-December), International Journal of Cultural Studies and Social Sciences,Vol- 10,Issue-02, No.-50, ISSN: 2347-4777</li> <li>➤ Inflence of push and pull: the factors fueling health workers migration from keralaResearch Papers- Dr Anuji S ,Dr. John Britto J , Aneena Andrews Published - UGC Care Listed - July -December 2024, International journal of cultural studies and social sciences, Volume - 10,Issue – 02, Page number -50, ISSN Number - 2437-4777</li> <li>➤ Tribal empowerment through Sustainable livelihoods: An exploration of Minor Forest Product procurement and marketing in Southern Kerala- Sajitha S &amp; Dr. Anuji S, July- December 2024, International journal of cultural studies and social sciences, Volume 10 Issue -02, No. 50, Page number 1-12 ISSN: 2347-4777(UGC CARE Journal)</li> </ul>
24	<b>Popular Article Published</b>
	1.
	2.

<b>25</b>	<b>Books Published (Include ISBN/ISSN Number)</b>
	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> </ol>
<b>26</b>	<b>Papers Presented</b>
	<ul style="list-style-type: none"> <li>➤ Participated and presented a paper entitled “Role of FDI in Education Sector in India” in the International Seminar on Foreign Direct Investment-The Indian Scenario, organized by Department of Commerce, School of Business Management and Legal Studies, University of Kerala, Thiruvananthapuram, India during March 23-24, 2013.</li> <li>➤ Participated and presented a paper entitled “Basel III- Adaptability of Indian Banks” in the UGC Sponsored National Seminar on Basel III- Adaptability of Indian Banks organized by Department of Commerce, Sree Narayana College, Sivagiri, held on 26th&amp; 27th September 2014.</li> <li>➤ Participated and presented a paper entitled “ Impact of Leadership skills of Marketing Leader” in the national Seminar on “Life Skills and Personal Leadership Skills” sponsored by UGC and organized by the P.G.Department of Commerce, Sree Narayana College, Chathannor on 10th&amp; 11th December 2014.</li> <li>➤ Participated and presented a paper entitled “Problems and Prospects of Tourism Industry with special reference to Kollam District” in the three day National Seminar on Sustainable Tourism And Emerging Trends, Challenges and Issues in HRM organized by the PG Department of Commerce, NSS College Pandalam, held on 29th ,30th&amp;1st October 2015.</li> <li>➤ Participated and presented a paper entitled “Financial Analysis of Pharmaceutical Industry in India-An Evaluative study” during the National Seminar organized by Institute of Management Development and Research (IMDR) at Kerala Institute of Tourism and Travel Studies, Trivandrum on 23rd April 2016.</li> <li>➤ Participated and presented a paper entitled “ Trade Relation between India &amp; East Asia: The Emerging Perspective” in the National Seminar on Reinventing Indian-East Asia Relations under NDA II: Cultural and Strategic Perspective Sponsored by Indian Council of World Affairs, Ministry of External Affairs, government of India, New Delhi organized by V.K.krishna Menon Study Centre for International Relations, University of Kerala, &amp; Society for social Empowerment, New Delhi on 23rd&amp; 24th September 2016 at University of Kerala Senate Chamber, Thiruvananthapuram.</li> <li>➤ Participated and presented a paper entitled “Impact of GST on Tourism Industry” in the two day National Seminar on Protection of Western Ghats: Issues, Concerns and Political Alternatives sponsored by the University Grants Commission, Bangalore and organized by the P.G.Department of Political science,</li> </ul>

	<p>S.N.College, Kollam in association with the Association of Political Scientists-Kerala, TVM on 27th and 28th October 2016 held at seminar hall, S N College, Kollam.</p> <ul style="list-style-type: none"> <li>➤ Participated and presented a paper entitled “Occupational Work stress among Medical Representatives in Kerala” in the Modernism, Inventiveness and Trends in Commerce in connection with the Annual research Conference organized by Research Committee, MG College, Thiruvananthapuram in association with department of commerce during 16th&amp;17th February 2018.</li> <li>➤ Participated and presented a paper entitled “A study on the Impact of Financial Innovation towards the growth of Indian Capital market” in the seminar on Revamping the Indian Financial System- The Democratic approach jointly organized by the Research and Post Graduate Department of Commerce and The Institute of Company Secretaries of India, Thiruvananthapuram on 14th March 2018.</li> <li>➤ Participated and presented a paper entitled “Growth of Development of Equity derivatives Market in India” in the Two Days National seminar on “Financial Derivatives- Basics and Applications” sponsored by the Directorate of Collegiate Education, Govt. of Kerala, organized by P.G.Department of Commerce, GPM Govt. College, Manjeswaram on 14th&amp; 15th September 2018.</li> <li>➤ Collection of malayalam films: From tradition to present-Mr. Abhinand S S, Dr. Anuji S-November 2024-South Indian History Congress-43rd Annual Session-Malabar Christian College, Kozhikode</li> <li>➤ Evolving marketing strategies in malayalam cinema: From tradition to digital innovation-Mr. Abhinand S S, Dr. Anuji S, Mr. Johnson J-INTERACT 2025-Three day multidisciplinary international seminar-SN College, Sivagiri, Varkala</li> <li>➤ Evolving women narratives in malayalam cinema: A socio cultural and political perspective on progress, challenges and future trends-Mr. Abhinand S S, Dr. Anuji S, Mr. Johnson J-INTERACT 2025-Three-day multidisciplinary international seminar-SN College, Sivagiri, Varkala</li> <li>➤ Artificial Intelligence Revolutionised Customer Experience in Banking: An Empirical Study - Dr Anuji S, Ganga J- International conference on Viksit bharat Role of Indian Business,Amity school,Amity University Madhya Pradesh- Date : 22 November 2024-Mode : online</li> <li>➤ Influence of push and pull : the factors fueling health workers migration from Kerala- Dr Anuji S, Aneena Andrews-International conference on Viksit bharat Role of Indian Business,Amity school,Amity University Madhya Pradesh -Date : 22 November 2024- Mode : online</li> </ul>
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<b>27</b>	<b>Invited Talks/Public Talks delivered</b>
	1. 2.
<b>28</b>	<b>Collaboration/Consultancy/Linkages</b>
	1. 2.
<b>29</b>	<b>Orientation Courses Attended</b>
	<ul style="list-style-type: none"> <li>• HRDC Academic staff college, Trivandrum, 28 days from 01-01-2015 to 28-01-2015</li> <li>• Refresher course in commerce and management –UGC –HRDC TVM from 27-07-2018 to 16-08-2018</li> </ul>
<b>30</b>	<b>Refresher Courses Attended</b>
	<ul style="list-style-type: none"> <li>➤ HRDC Academic Staff College, Trivandrum, 27/07/2018 to 16/06/2018 HRDC, Hyderabad University 14th sep to 26th sep</li> <li>➤ Refresher course on Research Methodology for Faculty of Social Sciences organized by Human Resource Development Centre, University of Hyderabad during 14th to 26th September, 2020</li> <li>➤ Short term course in student Counselling and Mentoring conducted by UGC HRDC TVM from 20-08-2020 to 26-08-2020</li> <li>➤ Short term course in Business Mathematics &amp; E- Business by HRDC Academic College Tvm from 15-01-2019 to 17-01-2019</li> </ul>

<b>31</b>	<b>Seminars/Workshops/Training Organised</b>
	1. 2.
<b>32</b>	<b>Workshops Organised</b>
	1. 2.
<b>33</b>	<b>Training Organised</b>
	1. 2.
<b>34</b>	<b>Orientation Programmes/Induction Programmes Organised</b>
	1. 2.
<b>35</b>	<b>FDP/Any Other Programmes Organised</b>
	1. 2.
<b>36</b>	<b>Startups/Innovation/Incubation Centre (Give the details)</b>
	1.
<b>37</b>	<b>Seminars/Conferences Attended</b>
	➤ Participated in the International Conference on “Global Partnership towards Peace, Development and Human Rights: India and the UN” organized by the UN Information Centre for India and Bhutan & V.K.krishna Menon Study Centre for International Relations and Department of Political Science, University of Kerala, on 5th December 2015 at Kerala University Senate Chamber, Thiruvananthapuram.



- Successfully completed the “Research methodology for social science research” awareness online test conducted by Internal Quality Assurance Cell (IQAC) of MES Asmabi College, P Vemballur, Kodungallur, Kerala, India on 28-04-2020
- participated in the International Webinar on ‘Financial Market Trends : Paradigm shift in the postpandemic scenario’,organised by the Department of Commerce, Sree Narayana College for Women ,Kollam on 30th July 2020.
- Attended the National-level Webinar on “How to Have a Financially Secured Life?”organised by the Department of Commerce in association with the IQAC, HHMSPBNSS College for Women, Neeramankara, Thiruvananthapuram, Kerala on 27 July 2020.
- participated in the International Webinar on ‘Data Visualisation: How to communicate research effectively’,organised by the Department Of Economics, Sree Narayana College for Women, Kollam on 24th July, 2020.
- Participated in the National Webinar “Vichintana Webniar Series 2020” on the topic entitled “Strategies For Academic Publicatons” organized by Internal Quality Assurance Cell (IQAC) & IETE Student’s Forum of Sree Ayyappa College, Chengannur, Kerala on May 20 ,2020.
- Participated in the National Level Webinar on”Corona Pandemic and Indian Economy” Jointly organised by P.G & Research Department of commerce & Internal Quality Assurance Cell (IQAC) , Sree Narayana College, Kollam on 22nd May 2020
- participated National webinar on Financial Planning to Navigate Uncertain times organized by Nirmala College, Moovattupuzha, on 19th May 2020.
- participated in the webinar on“RESEARCH HYPOTHESIS” Jointly organised by P.G & Research Department of commerce & IQAC, Sree Narayana College, Kollam, on 18<sup>th</sup> May 2020.
- Participated in the Webinar,A Special Lecture on Education 4.0 organised by the Internal Quality Assurance Cell, V.O.Chidambaram College on 08.05.2020.
- Participated in the National Webinar on “Financial Aftermaths of the Pandemic on Indian Economy”organized by the Post Graduate and Research Department of Commerce, The Cochin College on 15th May,2020.
- Participated in 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 Paul’s College, Kalamassery on 13-05-2020
- Completed the Online Awareness Test on “Methodology for Social Science Research” conducted by the Department of Commerce, Sree Sankara Vidyapeetom College,Valayanchirangara, Perumbavoor, Kerala, India on 6-5-2020.

<b>38</b>	<b>Workshops Attended</b>
	<ul style="list-style-type: none"> <li>➤ Participated in the workshop on Skill Building in Business Research organized by the Research and Post Graduate Department of Commerce, held on 15th March 2018.</li> <li>➤ Participated in the One day National workshop on Consolidated Financial Statements:Preparation, Presentation &amp; Disclosure in the Context of Companies Act, 2013 organized by PG Department of Commerce, MES Asambi College, P.Vemballur, Kodungallur, Thrissur, and Kerala on 26th June 2018.</li> <li>➤ Completed Two Week Online Workshop on "Comprehensive e-Learning to e-Training guide for Administrative Work" organized by Teaching Learning Centre, Ramanujan College, University of Delhi, from May 25 – June 05, 2020.</li> <li>➤ Participated in the Two day Workshop on Methods and Techniques in Social Science Research organized by the Post Graduate Department of Commerce, Government College, Attingal, sponsored by the Directorate of Collegiate Education, Government of Kerala on 27th and 28th November, 2014.</li> <li>➤ Participated in the Two day workshop on Research Methodology in social science sponsored by Kerala Higher Education Council, Thiruvananthapuram and organized by the postgraduate and Research Department of Political Science, Sree Narayana College, Kollam on 30 &amp; 31 January 2015 at the seminar Hall, Sree Narayana College, Kollam, Kerala.</li> <li>➤ Participated in the Financial Service Industry Workshop "Gateway to Financial Freedom" foundation Programme in Capital market at Fathima Matha National College, Kollam on 15th December 2016.</li> <li>➤ Participated in the " Revisiting CSR in the post covid era – statutory guidelines and societal concerns" organized by Department of Corporate Secretary ship, Alagappa University from 12-10-2020 to 13-10-2020</li> <li>➤ Participated in Two week Faculty Development programme on 'Managing online courses and co-creating MOOCS' organized by Teaching Learning Centre, Ramanujan College, University of Delhi, from April 20 to May 6 2020.</li> <li>➤ Completed 10 days FDP on 'The Scenario of Commerce, Management and Economics Education after covid 19' conducted by Maratha Vidya prasarak Samaj's, K..T.H.M, College, Maharashtra from 29th june to 8th July 2020.</li> </ul>

<b>39</b>	<b>Trainings Attended</b>
	<ul style="list-style-type: none"> <li>➤ Completed Two-week MOOC workshop for college teachers on ‘Management of Environment and its Resources’ organized by Nesamoni Memorial Christian college from 19th may to 1st june 2020.</li> <li>➤ Participated in the One Day Online Faculty Development Programme “Derivatives – Options and Swaps” organised by the Department of Commerce, Bishop Moore College, Mavelikara, Kerala on Saturday 11th July, 2020</li> <li>➤ One Day Online Faculty Development Programme “Impact of GST on Indian Financial Market ”organised by the Department of Commerce, Bishop Moore College, Mavelikara,Kerala on Sunday 5th July, 2020</li> <li>➤ Completed One Week Faculty Development Programme on “Entrepreneurship,Incubation and Innovation” organized by Teaching Learning Centre, Ramanujan College,University of Delhi, from June 23 – June 29, 2020.</li> <li>➤ Participated in the Faculty Development Programme on ‘INNOVATIVE TEACHING &amp; LEARNING METHODS’ organized by ST. XAVIER’S COLLEGE FOR WOMEN, ALUVA on 20th and 21st May 2020</li> <li>➤ Five Day Faculty Development Programme on “EFFECTIVE TEACHING AND LEARNING THROUGH MOODLE”.” which was delivered as MOOC with four quadrants, organized by the PG and Research Department of Physics combined with IQAC, Sree Narayana College, Kollam in association with The Kerala State Higher Education Council from 31 May 2021 to 4 June 2021.</li> </ul>
<b>40</b>	<b>Extension Activities Organised/Participated inside the Campus</b>
	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> </ol>
<b>41</b>	<b>Extension Activities Organised/Participated outside the Campus</b>
	<ol style="list-style-type: none"> <li>1.</li> </ol>

	2.
42	<b>Representation in Syndicate/Senate/Academic Council/Board of Studies</b>
	1. 2.
43	<b>Tutorship in UG/PG (Mention the Class and Year/Batch)</b>
	<b>1. BCom 2014-17 Batch (1<sup>st</sup>,2<sup>nd</sup> and 3<sup>rd</sup> year)</b> <b>2.BCom 2018-2019 Batch(1<sup>st</sup>year)</b> <b>3.M. Com 2020-21 (II year)</b> <b>3.M. Com 2019-21 Batch (II year)</b>  <b>4. B. Com 2022-23 (III year)</b>  <b>5.B. Com 2024-25(II year)</b>
44	<b>Academic Responsibilities Undertaken</b>
	<b>1. Class tutor</b> <b>2.Admission Committee Member</b> <b>3. Saff Association Treasurer</b>  <b>4. PTA Treasurer</b>
45	<b>Any other Duties Performed at College</b>
	<b>1. Co-Ordinator in Consumer club</b>  <b>2.Co-Ordinator in Planning Forum</b>

	<p><b>3. Member in EDP club</b></p>
	<p><b>4. Member in Anti Ragging Committtee</b></p>

**Kindly attach a photograph as email attachment if you need to update in the website**

