


**ST GREGORIOS COLLEGE, KOTTARAKARA**

**FACULTY PROFILE**

1.	NAME	<b>RENI ROYSON</b>		
2.	DEPARTMENT	<b>PG DEPARTMENT OF COMMERCE</b>		
3.	DESIGNATION	<b>ASSISTANT PROFESSOR</b>		
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7.	ACADEMIC QUALIFICATIONS	<ul style="list-style-type: none"><li>• <b>M.COM – UNIVERSITY OF KERALA.</b></li><li>• <b>UGC – NET.</b></li></ul>		
8.	TEACHING EXPERIENCE	<b>2 YEARS</b>		
9.	SPECIALIZATION	<b>FINANCE (TAXATION)</b>		
10.	PUBLICATIONS/  PARTICIPATIONS IN  SEMINARS/ CONFERENCES ETC  (please attach a separate detailed list  with titles of papers, names of  conferences, etc.)		INTERNATIONAL	NATIONAL
		NO. RESEARCH PAPERS IN JOURNALS	-	6
		NO. OF PUBLICATIONS IN CONFERENCE PROCEEDINGS	-	8
		NO. OF CONFERENCES PARTICIPATED IN	-	8
11.	PROJECTS	<b>NIL</b>		

12.	DETAILS OF RESEARCH SUPERVISION	NIL
13.	HONOURS AND AWARDS	NIL
14.	ANY OTHER INFORMATIONS	<ol style="list-style-type: none"> <li>1. Discipline Committee Member.</li> <li>2. Commerce ED Club Coordinator.</li> <li>3. Worked as Commerce Staff Association Secretary.</li> <li>4. Worked as an SSP (Scholar Support Programme) Coordinator.</li> <li>5. Qualified Tally ERP- 9.</li> </ol> <p style="text-align: center;"><b><u>BOOKS PUBLISHED - 4</u></b></p> <ol style="list-style-type: none"> <li>1. <b>Changing World of Consumerism.</b> ISBN; 978-81-942995-9-2.</li> <li>2. <b>Marketing Management.</b> ISBN; 978-81-948927-1-7.</li> <li>3. <b>Principles of Management.</b> ISBN; 978-81-945687-2-8.</li> <li>4. <b>Fundamentals of Income Tax.</b> ISBN; 978-81-945687-1-1.</li> </ol>
15.	PHOTO	

## **LIST OF PAPER PUBLISHED & PRESENTED IN CONFERENCES**

### **I. UGC CARE LISTED PUBLICATIONS**

1. The impact of e-service quality on online customer satisfaction in India; Are stages of life matter? Evidence from Southern Keralalities
2. A study on customer perception and satisfaction towards online shopping.
3. A study on the effectiveness of television advertisements on consumer products.

### **II. PEER REVIEWED PUBLICATIONS**

1. Opportunities and challenges of e-commerce in India.
2. Women Entrepreneurs on House Boat Sector-An Empirical Analysis.
3. Green Banking: A sustainable banking for Environmental Sustainability.

### **III. ISBN PUBLICATIONS**

1. An Analysis of Financial Risk in Capital Structure” in the book, ‘Commerce in Contemporary World.
2. Digital Workplace and Digital Transformation” in the proceeding of ‘Knowledge Management in the Emerging Markets.
3. Social Inclusion of Transgender Population in India- Common People’s Perspective.
4. A Study on the Role of Government and Commercial Banks in the Development of Women Entrepreneurship.
5. A Study on the Impact of Intellectual Capital on Firm Performance.
6. A Study on Performance Appraisal System at Sarathy Autocars.
7. Effectiveness of Television Advertisements with reference to Consumer Products in Kollam District.
8. A Study on Impact of E-learning in Rural India.