***Faculty Profile***

**NAME: KRISHNA PRIYA K K**

**DEPARTMENT:PG DEPARTMENT OF COMMERCE**

**DESIGNATION:ASSISTANT PROFESSOR (GUEST)**

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1. **EDUCATIONAL QUALIFICATIONS**

| **QUALIFICATION** | **COURSE** | **UNIVERSITY** | **YEAR** | **OTHER DETAILS, IF ANY.** |
| --- | --- | --- | --- | --- |
| **Undergraduate** | B.COM FINANCE AND TAXATION | MAHATMA GANDHI UNIVERSITY | 2017 |  |
| **Post graduate** | M.COM FINANCE | MAHATMA GANDHI UNIVERSITY | 2019 |  |
| **NET/SET/M.Phil** | NET,SET |  | 2018 |  |
| **Ph.D** | PURSUING | VELS UNIVERSITY ,CHENNAI |  |  |
| **Other** | MBA HUMAN RESOURCE MANAGEMENT | ANNAMALAI UNIVERSITY | 2021 |  |

1. **CAREER PROFILE**

| **Total work experience in years** | 5 |  |
| --- | --- | --- |
| **Total teaching experience in years** | 4 |  |
| **Teaching experience in the current institution** | 1 MONTH |  |
| **Areas of specialization** | FINANCE,TAXATION,HRM |  |
| **Subjects taught** | MANAGEMENT ACCOUNTING,COST ACCOUNTING,ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT,CORPORATE REGULATIONS AND ADMINISTRATION,MARKETING MANAGEMENT,BUSINESS MANAGEMENT |  |

1. **RESEARCH UNDERTAKEN**

| **Major Projects** | **Minor Projects** | **Collaborative Projects** |
| --- | --- | --- |
| -Ph.D work on topicEntrepreneurial attitude of youngsters towards social media marketing in Kochi city. | - |  |

1. **DETAILS OF PUBLICATIONS WITH SSN/ISBN No.**

| **Journals** | **Books** | **Year** |
| --- | --- | --- |
| Educational Administration Theory and PracticeTopic: A study on effect of social media engagement on business growth. |  | 2024 |
| Educational administration theory and practiceTopic:A study on effect of social media marketing on women entrepreneurship and women empowerment |  | 2024 |

1. **SEMINARS/CONFERENCES/WORKSHOPS PAPERS PRESENTED/ATTENDED/ORGANISED**

|  | **International level** | **National level** | **State level** | **College level** |
| --- | --- | --- | --- | --- |
| **Organized/Attended** | * COMMERCE AND MANAGEMENT IN THE CHANGING TIMES
* TECHNOLOGICAL INNOVATION AND TRANSDFORMATION TOWARDS SUSTAINABLE GROWTH
 | * Commerce,management and social sciences
 |  |  |
| **Papers presented** | A STUDY ON FACTORS INFLUENCING CONSUMER PERCEPTION OF HEALTH INSURANCE |  |  |  |
| **Resource Person** |  |  |  |  |

1. **SELF DEVELOPMENT PROGRAMMES ORGANIZED/ ATTENDED**

| **Faculty Development Program** |  |
| --- | --- |
| **Refresher courses/Orientation program** |  |
| **Training program by university/other institutions** |  |
| **Faculty Exchange Programs**  |  |
| **UGC-Faculty improvement program** |  |
| **Other** |  |

1. **AREAS OF INTEREST**

| **Academic** | Teaching,research,article writing and publication. |
| --- | --- |
| **Non-Academic** | Reading of malayalam novels,Traveling. |

1. **Participation in co-curricular/extra-curricular/institution building activities at college level**
2. **Participation in co-curricular/extra-curricular/institution building activities at department level**