



SREEJA BHASKARAN

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Professional Experience

1. June 2016 to June 2021

Research Scholar in Commerce from Kerala University, with the title CONSUMERS' PERCEPTION AND BEHAVIOR PATTERN – A STUDY OF SHOPPING MALLS IN KERALA AND DUBAI, **under the guidance of Dr. Suman Alexander, Principal, St. Gregorios College, Kottarakkara.**

2. June 2014 to October 2014

Worked as Teacher in Chand Academy, Pattom.

Responsibilities

Teaching Auditing to students pursuing B.Com Degree

3. April 2007 to September 2007

Worked as Teacher in Indian High School, Dubai

Responsibilities

The job primarily involved teaching Business Studies and Marketing to students of 11th and 12th Std.

4. June 2006 to February 2007

Worked as Lecturer in Mar Ivanios College

Responsibilities

The job involved teaching Accountancy, Tax and Cost Accounting to B.Com and M.Com students

Educational Qualifications

- February 2022 – Ph.D. in Commerce from Kerala University
- December 2013 – M.Phil. in Commerce from Bharathiar University
- May 2006 – passed M.Com (Finance) in First Class from the University of Kerala
- April 2003 – passed B.Com (Co-operation) in First Class from the University of Calicut.
- March 2000 – Passed Higher Secondary Examination (Commerce) in First Class from HSE (Kerala)
- March 1998 – Passed SSLC Examination with Distinction

Academic Achievements

- February 2020 – Participated in a Two Day National Seminar on Environmental Accounting and Green Practices in Business, organized by PG Department of Commerce and Research Centre, MG College, Tvm, and Presented a paper titled “Significant of Green Marketing and its Impact on the Buying Behavior of Customers – A Study with reference to Thiruvananthapuram District” and published in Muktsabd Journal (ISSN No. 2347-3150)
- February 2019 – Participated in the 7th International Conference on “Healthcare Technology and Management” organized by the PG and Research Department of Commerce, Vivekananda College of Arts and Science for Women, and presented a paper titled, “Role of E-Commerce”.
- January 2019 – Participated in the Two Day National Seminar on “Behavioral Finance – The Emerging Financial Market Scenario” organized by the Research and Post Graduate Department of Commerce.
- December 2018 – Participated in the Fourth International Seminar conducted by SVASH at Vyloppilly Samskriti Bhavan, Nandancode, and Presented a paper titled, “Consumer Behavior in Shopping Malls – A Study with Regard to Lulu Mall, Kochi”.

- February 2017 - Participated in the workshop on Syllabus Modernization of BBA and B.Sc. Hotel Management organized by Board of Studies in Business Management Pass, University of Kerala.
- January 2017 – Participated in the Five Day National Workshop on Research Methodology in Social Science, at School of Distance Education, University of Kerala.
- November 2016 – Participated in the All India Commerce Conference organized by University of Lucknow and presented a paper titled “Globalization of markets – a brief analysis of the major challenges”.
- December 2013 – Thesis submitted for the award of M.Phil. degree titled “A study on the impact of advertisement on the buying behavior of jewellery customers in Kerala” was approved as “Highly Recommended”
- March 2013 – Participated in the International Conference on International Marketing in Asia Pacific – Issues and Challenges, organized by GRD College of Science and presented a paper titled “Internet Marketing – A Better Choice to traditional Marketing”.
- March 2013 – Participated in the International Seminar on FDI – the Indian Scenario organized by Department of Commerce, School of Business Management and Legal Studies, University of Kerala and presented a paper titled “ Global Giants – A Threat or Opportunity for the Indian Kiranas”
- February 2013 – Participated in the National Seminar on Research in Commerce – Innovative approaches and emerging trends jointly organized by Kerala State Higher Education Council and Department of Commerce, Mar Ivanios College and presented a paper titled “The scope and need for research in Indian Context”.
- January 2013 – Participated in the National Conference on Contemporary issues in Social Science and Science Research organized by S.N.R Sons College, Coimbatore and presented a paper titled “A study on effectiveness of internet marketing”.
- December 2004 – received cash award from Mar Ivanios College for scoring the highest marks in First Semester M.Com Examination
- May 1999 – Obtained a Merit Certificate in class 11 for scoring the highest marks in Business Studies, Economics and Accountancy

- June 1998 – Certificate for obtaining merit scholarship in SSLC Examination
- June 1998 – Certificate for obtaining Proficiency in Malayalam in SSLC Examination.

Personal Details

Date of Birth: 23.08.1982

Languages Known : English, Hindi, Malayalam

Address : Flat No. 8C, Heera Palace, Kawdiar P.O, Tvm – 3

Family : 3 children studying in Sarvodaya Vidyalaya