**CURRICULUM- VITAE**

**Dr RIJILA P T** “Ashokam”(H)

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Kozhikode.-673010

**PERSONAL DETAILS**

|  |  |
| --- | --- |
| Date of Birth | 29/10/1988 |
| Religion/Caste | Hindu/Thiyya |
| Gender | Female |
| Nationality | Indian |
| Marital Status | Married |
| Father’s Name | Ashok Kumar P T |
| Mother’s Name | Rajitha P |
| Husband’s Name | Abhijith J.S |

**SCHOLASTIC RECORDS**

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| **COURSE** | **SCHOOL / COLLEGE** | **BOARD/ UNIVERSITY** | **YEAR & PERCENTAGE OF MARKS** | **CLASS** |
| **Ph. D** | Department of Commerce,  Kariavattom Campus, Trivandrum | Kerala University | Awarded on 30/10/2019 | |
| **M.Com** | Sree Narayana Guru College, Chelannur | Calicut University | 2011- **77%** | Distinction |
| **MBA** | Bharathiar University | Bharathiar University | 2022-**61%** | First Class |
| **B.Com** | Providence Women’s College, Malapparamba | Calicut University | 2009- **72**% | First Class |
| **Plus Two** | A.K.K.R.Higher Secondary School, Chelannur. | Govt. of Kerala, Board of Higher Secondary. | 2006-  **82**% | Distinction |
| **S.S.L.C** | St.Micheal’s Girls Higher Secondary School, West Hill. | Govt. of Kerala | 2004- **66%** | First Class |

**PROFESSIONAL QUALIFICATION**

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| UGC- NET | 26-12-2010 |
| UGC-NET/JRF | 26-06-2011 |

**TEACHING**  **EXPERIENCE**

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| **POST** | **NAME OF COLLEGE/INSTITUTION** | **DURATION** |
| Guest Lecturer | N.M.S.M Govt. College, Kalpetta, Wayanad. | 1 year (12/07/2012-27/03/2013) |
| Guest Lecturer | Catholicate College , Pathanamthitta | 1 Year (03/09/2018-29/03/2019) |
| Guest Lecturer | Zamorin’s Guruvayurappan College, Kozhikode | 1 Year (06/06/2019- 10/03/2020) |
| Assistant Professor on Contract | School of Distance Education  University of Calicut | 21st June 2021 to Till Now |

**COMPUTER KNOWLEDGE**

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| --- | --- | --- |
| **COURSE** | **INSTITUTION** | **CLASS/GRADE** |
| Diploma In Computer Application(DCA) | C-DIT (Under Govt. of Kerala) | First with Distinction |
| Diploma in Computerized Financial Accounting(DCFA) | VTSS (Under Govt. of Kerala) | A Grade |

**SOFTWARES KNOWN**

* TALLY
* SPSS(Statistical Package for Social Science)
* AMOS(Analysis of Moment Structures)

**DETAILS OF PAPER PUBLICATIONS**

* “Retailers Perception in Social Marketing with Special Reference to Trivandrum District” Management Innovator, Vol.7, No.1, January 2014.ISSN No.0974-6749.
* “Role of Human Resource Management in the Emerging Retail Sector” Lux Montis, Vol.4 No.1, January 2016.ISSN No.2321-8053
* “FDI in India’s Single and Multi-Brand Retail Sector-Opportunities And Challenges” Research Scholar, Vol.5, No.4, December 2015, ISSN 2249-6696
* “Consumers Preferences towards Organised Retail Formats-A Case of Retail Formats In Kozhikode” Commerce And Business Researcher, Vol 8. Issue 3&4, July-December 2015, ISSN 0976-4097.
* “Retail Store Location: A Source of Competitive Edge to the Organised Retail Sector” Commerce and Business Researcher, Vol 10. Issue 1&2, January-June2017, ISSN 0976-4097.
* “Emancipation of Women through Savings- Feasibility and Impediments”. Mirror Peer-Refereed International Journal of Commerce, Management, and Social Science.Vol7, No.3, December 2017, ISSN 2249-8117.
* “Effect of Retail Marketing Mix on Customer Satisfaction: Empirical Study on Retail Formats in Kerala”. Commerce and Business Researcher, Vol 10. Issue 3&4, July- December 2017, ISSN 0976-4097.
* “A Case Study on Reasons for Customer Shift from Unorganized to Organised Retail Formats”. Review of Social Sciences, Vol XIX, No. 1, January- June 2018, ISSN 0974-9004.
* “Customers Perception on Shopping Malls-A Study”., Southern Economist, Vol 56, No. 19, February 2018, ISSN 0038-4046.
* “Effect of Organised Retail Formats on the Small Retailers in Kerala”. Mirror Peer-Refereed International Journal of Commerce, Management, and Social Science. Vol 8, No.2 , March 2018 ,ISSN 2249-8117.
* “Competitive advantage of Retail Formats in Kerala” Management Innovator, Vol13, No 12, July-December 2020. ISSN No.0974-6749.
* Fostering Sustainability in Indian economy- Participatory finance the emerging scenario ISBN 978-81-927928-2-8
* Retailing – A Key Element for The Growth of Service Sector in Indian Economy- Service sector and Indian economy, ISBN 978-93-84734-15-2
* Crowd Funding: An Emerging Form of Alternative Financing in India – ISBN-978-81-927928-4-2

**LISTS OF PAPER PRESENTATIONS & PARTICIPATIONS IN INTERNATIONAL AND NATIONAL SEMINAR**

* Participated and presented a paper titled “E-retailing in India- Problems and Prospects”, in the One Day National Seminar on Impact of corporate retailing in India, sponsored by Directorate of collegiate education and organized by the Department of Commerce, Baby John Memorial Government College, Chavara, on 22nd November 2013.
* Participated and presented a paper titled “Tourism Marketing – An Overview” in the Two Day National Seminar on Responsible Tourism, Organized by the Post Graduate Department of Commerce, Government College, Attingal, sponsored by the Directorate of Collegiate Education, Kerala on 28th and 29th November 2013.
* Participated and presented a paper titled “Green Marketing in India- Prospects and Challenges” in the One Day National Seminar on “Green Marketing” Sponsored by Directorate of Collegiate Education and Organized by the PG and Research Department of Commerce, Government Arts College, Thiruvananthapuram, on 13th December 2013.
* Participated and presented a paper titled “FDI in Multi Brand Retail Sector” in the Multidisciplinary National Seminar held at PM Sayeed Calicut university center, Androth, Lakshadweep on 12th to 14th January 2014.
* Participated and presented a paper “ Financial literacy Leads to Inclusive Growth” in the Two day International Seminar on “Micro Finance- Opportunities and Challenges” organized by Department of Commerce, All Saints’ College, Thiruvananthapuram, Held on 7th and 8th February 2014.
* Participated and presented a paper titled “ Retailers Perception in Social Marketing – With Special Reference to Thiruvananthapuram” in the Two day National Seminar on Change’ 14, Social marketing, Role of Academics, Government, Public Sector and NGO, organized by IMK, University of Kerala, Thiruvananthapuram.
* Participated and presented a paper titled “FDI in India’s Single and Multi-Brand Retail Sector” in the UGC sponsored Two day National Seminar Entitled FDI and Indian Economy- A Multi-Perspective Evaluation organized by the Post graduate Department of Commerce, SNG college, Chelannur on 23rdand 24th October 2014.
* Participated and presented a paper titled “Research in Social Science-Problems and Issues” in the Two Day National Seminar on The Prospects and Implications of Research-In the field of commerce, conducted by Government College, Nedumangad, Trivandrum from 27th to 28th November 2014.
* Participated and presented a paper titled “The role of Human Resource Management in the Emerging Retail Sector – A Kerala perspective” in the 67th All India Commerce Association organized by KIIT University, Odisha from 27th to 29th December 2014.
* Participated and presented a paper titled “Impact of Retailing in the Indian Rural Market” in the Three Day International Conference on Social Entrepreneurship conducted on 28th to 30th January 2015 at Manipal University, Karnataka.
* Participated and presented a paper titled “Fostering sustainability in Indian Economy Through Financial inclusion” in the Two Day International seminar on “Participatory Finance- The Emerging Scenario” organized by School of Distance Education, Department of Commerce, University of Kerala, Trivandrum, on 11th and 12th June 2015.
* Participated and presented a paper titled “Reasons for Customers Shift from Unorganized to Organised Retail Formats” in the One Day National Seminar on Management Science Research for Sustainable Development organized by IMK, University of Kerala on 29th November. 2014.
* Participated and presented a paper titled “Human Capital and Idea Bank for Economic Growth” in the One Day National Seminar on Human capital and Indian Economy – Planning for Development, Organized by Researchers Forum, Department of Commerce, University of Kerala, on 15th November 2014.
* Participated in the One Day National Seminar on Tradition and Modernity –Cultural Identity of Indigenous Societies, Organized by NMSM Government College, Kalpetta on 19th February 2013.
* Participated in the One Day National Seminar on Framing Future Development Model for Kerala: Issues and Challenges, Organized by Department of Economics, NMSM Government College, Kalpetta, on 7th February 2013.
* Participated and presented a paper titled “Retailing – A key element for the growth of service sector in Indian economy” in the Two Day National Seminar on Service sector and Indian economy: opportunities, problems, and sustainability issues, organized by Department of Commerce, Government arts college, Trivandrum on 8th and 9th January 2016.
* Participated and presented a paper titled ‘Trading in Derivative Markets in India –Prospects and Issues” in the One Day National Seminar on Trading in Derivatives – Emerging Treats and Opportunities, Organised by Department of Commerce, University of Kerala on 5th November 2013.
* Participated and presented a paper titled “Empowering sustainable development in Kerala Economy Through Retailing” in the Two Day National Seminar on Sustainable development and the Kerala Economy Organised by Department of Commerce, University of Kerala, on 8th & 9th June 2015.
* Participated and presented a paper titled “Stirring from Cash to Cashless-Prospects and Confronts for India” in the Three Day National Seminar on “Cash to Cashless Economy –Prospects and Challenges” Organised by Research and PG Department of Commerce, Government College, Attingal, Thiruvananthapuram, on 4th to 6th December 2017.
* Participated and presented a paper titled “Infrastructure: A Key for Selecting the Retail Store Location” in the Three Day International Seminar on “Infrastructure-Industrialization and Development: Forward Linkages Drawing from Global Models” organized by the Department of Commerce, University of Kerala, Trivandrum, During 16-18 February 2017.
* Participated and presented a paper titled “Crowd funding –An Emerging form of Alternative Financing in India” in the Two Day International Seminar on Alternative Finance and Sustainable Socio-Economic Development, organized by School of Distance Education, Department of Commerce, University of Kerala, Trivandrum, during 22-24, March 2017.
* Participated and presented a paper titled “Make in India- A Boom for Manufacturing Sector in India” in the Two Day International Seminar on “Emerging business Opportunities – Global markets and the Indian Potential” organized by Department of Commerce, University of Kerala, Trivandrum, on 24th and 25th February 2016.
* Participated and presented a paper titled “ Role of Financial Inclusion in Fostering Indian Financial system” in the 69th All India Commerce Conference, organized by Faculty of Commerce, University of Lucknow, U.P. From 11-13 November 2016.
* Participated and presented a paper titled “ Impact of demographic variables on consumer preferences towards organised retail formats in Kerala” in the Two Day national Seminar on “Corporate Social Responsibility(CSR) And Service Sector” organized by Post Graduate Department of Commerce and Tourism , Catholicate College, Pathanamthitta on 15th and 16th December 2017.
* Participated in the national Seminar on “Research Methods in Commerce and Management” organized by Post Graduate Department of Commerce and Tourism , Catholicate College, Pathanamthitta on 16th October 2018.
* Participated and presented a paper titled “ Fostering financial inclusion through financial literacy – A study with special reference to Kerala” in the Two Day national Seminar on “Financial Literacy Among Rural People” organized by Post Graduate Department of Commerce and Tourism , Catholicate College, Pathanamthitta on 16thNovember 2018.
* Participated in the national Seminar on “Research Methodology” organized by Research and Post Graduate Department of Commerce and Tourism , Catholicate College, Pathanamthitta on 14th February 2019.
* Participated in the national Seminar on “Research in Commerce and Management” Methodology” organized by Research and Post Graduate Department of Commerce and Tourism , Catholicate College, Pathanamthitta on 14th March 2019.

**WORKSHOPS ATTENDED**

* Participated in the UGC sponsored Short Term Interaction Programme for Research Scholars, Conducted by the UGC – Academic Staff College, University of Kerala Kariavattom, from 24-29, September-2014.
* Attended the 18-day Hands-on Training Programme on Research Methods in Social Sciences – Shaping Focused Research, Organized by Researcher’s Forum, Department of Commerce, University of Kerala, during July –September 2015.
* Participated in the Two day National Seminar cum Workshop on Quantitative Techniques for Research in Economics, organized by Department of Development Economics, NMSM Government College, Kalpetta on 19th and 20th February 2014.
* Participated in the Three day National workshop on Methodological Aspects of Research in Social science, organized by Department of Economics, Government College for Women, Thiruvananthapuram on 14th to 16th December 2016.
* Participated in the Three day National workshop on Research Methodology in Social Science, organized by Research and PG Department of Economics, Government College Attingal, Thiruvananthapuram on 27th to 29th November 2017.
* Participated in the Three-day National workshop on Research Instrument Design & Data Analysis in Commerce & Management Research, organized by Research and PG Department of Commerce, Government College Attingal, Thiruvananthapuram on 26th to 28th October 2016.
* Participated in the one day International workshop on “Research Methodology in Languages and Humanities” organized by the Zamorin’s Centre for Interdisciplinary Research (ZCIR) on March 10,2020.

I hereby declare that the above mentioned details are true and correct to the best of my knowledge and belief.

Kozhikode

Dr Rijila P T