

## **L** CINDERELLA TREASA D

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EXPERIENCE	
June 2022 -	St. Michael's College, Cherthala
Onwards	Assistant Professor , Department of Commerce
EDUCATION	
Pursuing	<b>Iqbal College Peringammala, University of Kerala</b> PhD (Commerce)
2019 - 20	<b>Department of Commerce, University of Kerala</b> M.Phil (Commerce)
2017- 19	<b>St.Joseph's College (Autonomous), Devagiri, Calicut</b> M.Com (Finance)
2014 - 17	<b>St. Michael's College, Cherthala</b> B.Com ( Computer Application)
<b>RESEARCH AREA</b>	

Institution Building Organisational Behaviour Entrepreneurship Development

## **ADDITIONAL QUALIFICATIONS**

UGC - NET ( Commerce) in July 2018

UGC - MANF & NFOBC in November 2020

## **PUBLICATIONS IN PEER REVIEWED JOURNALS**

**Feasibility of Digital Payment Banks in the context of Indian Economy. A Comparative Study**, *Our Heritage*, *Volume 68, Issue 18 ,January 2020* (172-179)

**Impact of Talent Management Practices among Multi-generational Workforce of Technopark, Thiruvananthapuram,** *International Journal of Research and Review, Volume 9, Issue: 3, March 2022 (41-17)* DOI:https://doi.org/10.52403/ijrr.20220306

**Relevance of Imparting Business Education to the Women Entrepreneurs in Kerala**, *IJRAR*, *Volume 9*, *Issue 9*, *March 2022 (649-654)* DOI.http://doi.one/10.1729/Journal.29668

Manufacturing Business in Kerala: A Study of Problems and Government Initiatives, *IJFMR*, *Volume* 4, *Issue* 2, *March-April* 2022 (1-9) DOI 10.36948/ijfmr.2022.v04i02.001

## **SEMINARS & WORKSHOPS**

Three day National Webinar on Ease of Doing Business-A Recovery Strategy to Overcome the Repercussions of COVID-19 Pandemic organized by Faculty of Commerce, School of Distance Education, University of Kerala.

*International Seminar* on **Business Environment & Business Education Forward and Backward linkages** organized by Research & Post graduate Department of Commerce, St.Berchman's(Autonomous) College, Changanassery.

*Three day International Seminar* on **Business Models- Government Borrowings & Sourcing Finance for Scaling Business Operations** organized by Department of Commerce, School of Business Management and Legal Studies, University of Kerala.

*International Seminar* on **Women Entrepreneurship and Gender Equality** organized by PG Department of Commerce, St. Gregorios College, Kottarakkara.

*Five Day National Seminar cum Workshop* on **Statistical Methodology in Social Science Research** organized by PG Department of Commerce, Thunchan Memorial Government College, Tirur.

*National Seminar* on **The Credibility on Indian Banking System: An Investor Perspective** organized by Postgraduate Department of Commerce, St.Joseph's College (Autonomous) Devagiri, Calicut