

Name : Dr Thasneem.S.S

Designation : Assistant Professor

Department : Department of B.Com (PA)

Qualification : MCom. JRF,NET, PhD.,

Experience : Teaching -4Years

Research :

Area of Specialization(s) : Accounting, Entrepreneurship, Finance & Marketing

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Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Commerce	University of Kerala	Awarded 2022
NET with JRF	Commerce	UGC	2014
M.Com Finance	Commerce	University of Kerala	2013
B.Com Co-operation	Commerce	University of Kerala	2011

Research Publications (Indexed)

International

- Dr. Thasneem S.S & Dr. T. Rajesh ACMA, *“Factors Impede the Growth of Women Entrepreneurs: An Indian Experience Sharing”*, International Journal of Membrane Science and Technology, 2023, Vol. 10, No. 1, pp 1097-1104-1097

Other Publications: International/National

- Thasneem S.S, *“Role of Meesho App in Making Housewives as Women Entrepreneurs – An Analytical Study”*, Management Researcher, 2021 Vol. 27. No.2, ISSN: 2230-8431
- Thasneem S.S *“‘Facebook’ a new platform for women entrepreneurs”*, KICMA Reach Journal of Management, 2020, Vol.6 No.1 ISSN 2395-0293
- Thanseem S.S, *” Green Business Practices among Women Entrepreneurs in Trivandrum District”*, Our Heritage Journal (2020), Vol.68 Issue-30 ISSN- 0474-9030
- Thanseem S.S, *” Whatsapp a new avenue for Women entrepreneurs”*, Our Heritage Journal (2020), Vol.68 Issue 1 ISSN- 0474-9030
- Thanseem S.S” *National Skill Training Institute for Women in Trivandrum: A Boon to Skill Development towards Entrepreneurship”*, Our Heritage Journal (2020), Vol.68 Issue-1 ISSN- 0474-9030
- Thanseem S.S, *”KSWDC-A Venture for the Empowerment of Women through Entrepreneurship”*, History Research Journal, 2019, Vol.5 Issue-6- ISSN-0976-5425

- Thanseem S.S” *Role of National Skill Training Institute for Women at Trivandrum in Skill Development of Women Entrepreneurs- An Analytical Study*”, Think India Journal (2019), Vol.22 Issue 14, ISSN- 0971-1260.

Paper Presentations in Conference

International

- Presented paper titled *“Role of women Entrepreneurs in Tourism Industry of Kerala with Special Reference to Trivandrum”* at International Seminar on Strategies for Tourism Promotion and Marketing in Global Perspective ISTPM 2K17, Organized by Department of Commerce, MES College Mampad (2017)
- Presented paper titled *“A Study on Assistance Provided by Bharatiya Mahila Bank in Trivandrum District to Women Entrepreneurs”* at International Conference on Alternative Finance and Sustainable Socio Economic Development, organized by University of Kerala Distant Education Trivandrum (2017)
- Presented paper titled *“A Study on Institutional Support for Finance to Women Entrepreneurs in Kerala”* at International Seminar on Infrastructure, Industrialisation and Development Forward Linkages Drawing from Global Models, Organized by Department of Commerce, School of Business Management and Legal Studies ,University of Kerala Trivandrum (2017)
- Presented paper titled *“The Challenges and Opportunities of Small and Medium Sector Women Entrepreneurs in Kerala”* at International seminar on Global Business Opportunities- Global Markets and the Indian Potential organized by Department of Commerce, School of Business Management and Legal Studies ,University of Kerala Trivandrum (2016)

National

- Presented Paper titled *“Pull Motivational Factors Influencing Women Entrepreneurs: A Comparative Study of Manufacturing Sector and Service Sectors in Kerala”* at 8th Research Conference on Disruptive Practices in Business and Management –Integrating Industry 5.0 at TKM Institute of Management
- Presented paper titled *“A Study on Challenges faced by Women Entrepreneurs While Doing E-Commerce in India”*, at National Seminar on Knowledge Management in Emerging Markets, Organized by Department of Commerce, St.Gregorios College Kottarakkara (2017)
- Presented paper titled *“A Study on Challenges Facing by Social Entrepreneurs in Kerala”* at National Conference on Social Entrepreneurship - A Global Perspective, Organized by Department of Commerce, Bhrrata Mata College, Thrikkakara, Cochin (2017)

Participation in Seminars

- Presented paper titled *“A Study on Problems of Medium of Small Women Entrepreneurs in Trivandrum District”* at National Seminar on MSME Challenges and Opportunities organized by Department of Commerce Meenakshi College for Women Kodambakkam, Chennai (2017)
- Presented paper titled *“A Study on Marketing Strategies Using by Women Entrepreneurs in Kollam District Kerala”* at National Conference on Management Innovations and Strategies for Global Business Excellence, organized by Lourdes Matha College of Science and Technology, Kuttichal Tvm (2017)

- Presented paper titled *“A study on consumer protection of online buyers in Trivandrum”* at National seminar on Consumer Protection and Empowerment in India, organized by Department of Commerce St.Terese’s College (Autonomous) Ernakulum.
- Presented paper titled *“The opportunities and Challenges of FDI among Retail Women Entrepreneurs”* at national seminar on Impact of FDI in retailing-Kerala Scenario organized by P.G. Department of Commerce, Iqbal College, Peringammala (2015)

Participation in Workshop

- National Workshop on ‘Research Methodology’ at Kerala University Research Students Union
- National Workshop on ‘Business Research Methods and Data Analysis’ at Govt. College, Nedumangad
- National Workshop on ‘Research Methodology’ at SD College, Alappuzha

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
1. Indian Accounting Association	Life Time	2015