



Name: Dr. ARCHANA M

Designation: Assistant Professor

Department: BCom ECom & SF

Qualification: Ph.D

Experience: Teaching -7

Research:

Area of Specialization(s): Finance

Email (Official ID): m_archana@psgrkew.ac.in

Academic Qualifications

| Degree | Branch | Institution/ University Name | Year of Graduation |
|---------------|---------------|-------------------------------------|---------------------------|
| Ph.D. | Commerce | MS UNIVERSITY | 2025 |
| M.Com | Commerce | KERALA UNIVERSITY | 2018 |
| B.Com | Commerce | KERALA UNIVERSITY | 2015 |

Additional Qualifications

| Diploma/ Vocational/ Certification | Area of Specialization | Institution/University/Agency Name | Year |
|---------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------------|--------------------------------------------------|
| Certification | STATE ELIGIBILITY TEST | KERALA SET | 2018 |
| Certification | Use of Statistical Tools & Techniques for Social Science Research' | Institute of Management Studies, Davangere University | 20 th to 23 rd April 2020. |
| Certification | Disruptive Digital Technologies 2020 | Sakthi Institute of Information And Management Studies (SIIMS) | 1 st June 2020. |

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|---------------|------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|
| Certification | Strategies to Address the Soft Skill Gap | International Journal of Advance Study and Research Work | 27 th April 2020 to 1 st May 2020. |
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Research Publications (Indexed)

- Published in Vol-20-Issue 19 Month November 2022 of **NEUROQUANTOLOGY** with eISSN 1303-5150 on the topic **Problems faced by the Consumers while Purchasing Green Products in Trivandrum District.**
- Published in Vol-40-Issue 18 Month February year 2020 of **STUDIES IN INDIAN PLACE NAMES** with ISSN 2394-3114 on the topic ***Green HRM and Environmental Sustainability.***
- Published in Vol-31-Issue 10 Month April year 2020 of **PURAKALA** with ISSN 0971-2143 on the topic ***A Study on E-business Integration with special reference to State Bank of India.***
- Published in Vol-22-19-2019 of **THINK INDIA** journal with ISSN 0971-1260 on the topic ***Comparative study on Banking and Non Banking Financial Institutions with special reference to State Bank of India and Muthoot Fincorp.***
- Published in Vol-68-Issue- 1- January -2020 of **OUR HERITAGE** journal with ISSN 0474-9030 on the topic ***A study on Sales Analysis of Kerala Khadi and Village Industries Board.***

International

- Published in Vol-11-Issue 11-2022 of **INTERNATIONAL JOURNAL OF FOOD AND NUTRITIONAL SCIENCES** with ISSN 2319-1775 on the topic **Factors influencing Consumer Behaviour towards Green Products in Trivandrum District.**

Book Chapter Published

- Published in Vol 3 of **Multidisciplinary Research in Global Challenges and Perspectives of Sustainable Development** on the topic ***Data Security and Privacy in Cloud Computing.***
- Published in **Multi Spectrum Publications Green Banking and Environment** on the topic ***A Study on the Awareness of Green Banking among Rural people with special reference to TVM District.***

Reviewer in journal

- Editor** of the book **Green Banking and Environment** (Multi Spectrum Publications)

Paper Presentations in Conference

International

- Presented paper on the topic **A Comparative Study on Banking and Non Banking Financial Institutions with special reference to State Bank of India and Muthoot Fincorp** in association with **International Conference** on “**Multidisciplinary Research In Global Challenges And Perspectives of Sustainable Development**” organized by **St. Jerome’s College, Nagercoil, Tamilnadu** held on 21st December 2019.

Presentations in Seminar

- Presented paper on the topic **Cost management strategies in business with special reference to SME** in association with two day National Seminar on “**Innovations in cost management**” held on 25th and 26th November 2019 organized by **PG and Research Department of Commerce, Govt. College for Women, Trivandrum.**
- Presented paper on the topic **Women Empowerment: Achievements and Limitations** in association with three day National Seminar on “**Indian Women: Yesterday, Today And Tomorrow**” organized by the **Department of History, School of Distance Education, University of Kerala** held on 27-29 November 2019 at Senate Chamber.
- Presented paper on the topic **Data Security and Privacy in Cloud Computing** in association with two day National Seminar on “**Business Analytics**” organized by **Research and PG Department of Commerce, Govt. Arts College Trivandrum** held on 4th and 5th December 2019.
- Presented paper on the topic **A Comparative Study on Banking and Non Banking Financial Institutions with special reference to State Bank of India and Muthoot Fincorp** in association with **International Conference** on “**Multidisciplinary Research In Global Challenges And Perspectives of Sustainable Development**” organized by **St. Jerome’s College, Nagercoil, Tamilnadu** held on 21st December 2019.

Participation in Conference

- Participated in the Conference on “ **Higher Education at Crossroads** ” organized by **The Indian Institute of Public Administration, Kerala Regional Branch** in association with the **Department of Commerce, Govt. College for Women, Trivandrum** on 01.10.2015 at the **College for Women, Trivandrum.**

Participation in Workshop

- Participated in the **Three days basic online workshop** from 28 April 2020 to 30 April 2020 organised by **REST Society for Research International (RSRI)**, Krishnagiri, Tamil Nadu.
- Participated and completed with **A** grade in the **3 days online workshop on Reference Management Tools and Online Citation Database held on 19th to 21st April 2020.**
- Participated in a **One day Workshop on Analysis and Interpretation of Financial Statements** organized by the **Indian Accounting Association, Kerala branch** and the **Department of Commerce, Mar Ivanious College** on March 18, 2017.

Participation in Faculty Development Programme

- Participated in the **STAR Faculty Development Program** held on 29th April 2025 at Rajadhani Business School, focusing on contemporary teaching methodologies, AI tools for educators and effective classroom engagement strategies.
- Participated in **NEP 2020 Orientation and Sensitization Programme** under **Malaviya Mission Teacher Training Programme of UGC** from 19th September 2024 to 1st October 2024.
- Participated in the seven days Faculty Development Programme on '**Effective Learning and Teaching Methods of Business Practices**' organized by the **Kalasalingam Business School, Kalasalingam Academy of Research and Education** held from 19th May 2020 to 25th May 2020.
- Participated in the one day Faculty Development Programme on '**Importance of Empowerment for Teaching Gurus**' organized by the **Department of Commerce of Computer Science, Merit Arts and Science College** held on 21st May 2020.
- Participated in the Online Faculty Development Programme on '**Modern Tools & Techniques for Teachers and Researchers**' organized by **Imperial Institute of Advanced Management Bangalore** held on 3rd May 2020.

Participation in Webinar

- Participated in the webinar on '**Research Hypothesis**' organized by **PG & Research Department of Commerce, Sree Narayana College, Kollam** held on 18th May 2020.
- Participated in the National Webinar on '**Corona Pandemic and Indian Economy**' organized by **PG & Research Department of Commerce, Sree Narayana College, Kollam** held on 22nd May 2020.
- Participated in the International Webinar on '**Impact of Post Covid 19 on Indian Economy**' organized by **Department of Commerce, Rathinam College of Arts & Science** affiliated to Bharathiyar University held on 23rd May 2020.

- Participated in the National Webinar on ‘**Opportunities & Challenges in Financial Sector after Lock-down**’ organized by **South Gujarat Pradhyapak Pushtak Prakashan Sahkari Mandall Ltd** on 23rd May 2020.
- Participated in the International Webinar on ‘**Health is Wealth**’ organized by **Department of English, NGM College** affiliated to Bharathiar University on 23rd May 2020.
- Participated in the National Webinar on ‘**Managing your Finances & Investments During COVID 19**’ organized by **Department of Commerce, Christ College Irinjalakuda** on 26th May 2020.
- Participated in the National Webinar on ‘**Business and Society: Post Covid Thoughts**’ organized by the **Department of Commerce & Business Administration, Rajagiri College of Social Sciences, Kalamassery** on 17th May 2020.
- Participated in the National level E-Conference on ‘**Law is Light**’ organized by the **PG & Research Department of Commerce, St. Jerome’s College, Anandhanadarkudy** on 28th May 2020.
- Participated in the National webinar on ‘**Post- Pandemic Realities: Towards a Post- Covid Economy**’ organized by **Department of Economics, Union Christian College, Aluva** on 28th May 2020.
- Participated in the webinar on ‘**Digital Transformation**’ organized by **Department of Electrical Engineering and Electronics & Communication Engineering, Poornima Institute of Engineering & Technology** on 29th May 2020.
- Participated in the International Webinar on ‘**Disruptions of Covid 19 and Response Measures: Role of Cooperatives in Developing Countries**’ organized by **Department of Cooperatives, Sri Ramakrishna Mission Vidyalaya College of Arts and Science** on 28th May 2020.
- Participated in the International Webinar on ‘**Higher Education**’ organized by **Department of English, NGM College** affiliated to Bharathiar University on 20th May 2020.
- Participated in the International Webinar on ‘**Upskilling Librarians in the Age of COVID -19**’ organized by the **Centre for Library and Learning Resources, Geetha Jeevan Arts and Science College, Kurukkuslai, Tuticorin** on 26th May 2020.
- Participated in the webinar on ‘**Art of Publishing a Research Article**’ held on 2nd June 2020 organized by **Department of Business Studies, Bharathidasan University, Thiruchirappalli**.
- Participated in the webinar on ‘**Writing a Winning Project Proposal**’ organized by **Mar Athanasius College Kothamangalam** on 11th May 2020.
- Participated in the **National Webinar on ‘Impact of Lockdown on the Economy’** organized by **Department of Economics, St. Xavier’s College for Women, Aluva** on 5th May 2020.
- Participated in the **National Webinar on ‘Research in Accounting’** on 10th May 2020 organised by the post graduate department of Commerce, **Government College, Tripunithura**.
- Participated in the webinar on How to use Turnitin Software for your Research ‘**Turnitin Online on Campus**’ held on May 04, 2020 organised by **Guru Nanak Institute of Management Studies**.

- Participated in the **International Webinar on ‘Academic Career Abroad’** on 1st May 2020 organised by the post graduate department of commerce, **Government College, Tripunithura**.
- Participated in the **International Webinar on ‘Academic Publishing in Top Related Journals** ‘on 30th April 2020 organised by the post graduate department of commerce, **Government College, Tripunithura**.