



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@psgrkcw.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.

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 *A 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.**