

STAFF PROFILE

Name : Greeshma P
Designation : Assistant Professor
Department : BCom A&F and BCom BA
Qualification : MCom.,NET.,MBA.,(PhD)
Experience : Teaching -7 Years
Research : 3 Years
Area of Specialization(s) : Marketing
Email(OfficialID) : p_greeshma@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Marketing	REVA University, Bengaluru	Pursuing
UGC NET	Commerce	UGC	2019
MBA.	Operations and Supply Chain Management	Pondicherry University	2021-23
MCom	Finance	University of Calicut	2007-2009
BCom	Income Tax	University of Calicut	2004-2007

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialisation	Institution/University/AgencyName	Year
Certification	TALLY	LBS	2007

Research Publications (Indexed) Other Publications: International/National

The Expectation Confirmation Theory: A Service Perspective Gap Bodhi Taru, A Global Journal Of Humanities , ISSN – 2581-5857), Volume VIII Issue I, Pages 10-18,doi.org/10.47968/5857

Book Published

- **Essentials Notes On Business Research** ,X press Publishers, ISBN: 978-1-63633-395-3
- **Aatmanirbhar Bharat: A Digital Challenge** Feb 2021 Yuvakshetra publications 2021,ISBN:978- 81-952569-0-7

Book Chapter Published

1. **GST and Its Impact on Middle Man**, Journal of Commerce , Management and English Literature , Peer reviewed Bi- annual Research Journal , ISSN 2321-8053, January 2022
2. **Supply Chain Management- An Overview** ,Journal of Commerce , Management and English Literature , Peer reviewed Bi- annual Research Journal , ISSN 2321-8053, July 2020
3. **Latest Trends in E- Commerce**, April 2021 Yuvakshetra Publications, ISBN: 978-81-950491-6-5
4. **Significance Of E-Commerce In The Dynamic World (Conference Proceedings)** Mar 2021 Yuvakshetra publications 2021,ISBN:978- 81-952569-0-7
5. **An Insight into GST**,December 2021 Yuvakshetra Publications, ISBN:978-81-953779-9-2
6. **Latest Trends in Banking Technology** ,November 2023 Yuvakshetra Publications, ISBN:978-81-964380-6-7

Letter of Appreciation

- Received Letter of Appreciation for acting as an Resource person for the session on **Research Methodology** organized by **Providence WomensCollege, Calicut**
- Received Letter of Appreciation for acting as an Resource person for the session “ **Throwback to Crack Exams** “ organized by **ChinmayaVidhyalaya , Calicut**

Acted as a Resource Person

- Acted as Resource person for the session on **Research Methodology** organized by **Providence WomensCollege, Calicut**
- ☐Acted as a resource person for the session on “ **Throwback to Crack Exams** “ organized by **Chinmaya Vidhyalaya , Calicut**

Paper Presentations in Conference International

- Presented Research Paper titled **Towards a Greener Horizon – “ A Conceptual review of SustainableMobility”** in the International Conference organized by RAMAIH Institute of Management , Bengaluru
- ☐Presented Research Paper titled “**A Study on Service Quality Dimensions in Indian Railways – Assessing Passenger Satisfaction**” in the International Conference organized by REVA University,Bengaluru
- ☐Presented Research Paper titled “**AI and the Future of Passenger Experience in Rail Transportation**” in the International Conference organized by St. Joseph’s University, Bengaluru
- ☐Presented Research Paper titled “ **Business Model Innovation**” at the 5th REVA ResearchConclave , REVA University, Bengaluru

National

- National Conference on Significance of E- Commerce in the Dynamic World, Yuvakshetra Institute of Management Studies , Palakkad, Kerala

Participation in Workshop

- Two Day ICSSR Sponsored National Webinar on “ Free Online Tools for Easy , Effective and Impactful Research organized by MV Muthaih Government Arts College for Women , Dindigul, TamilNadu.
- Participated webinar on Data Analysis Using SPSS Statistics organized by SPSS South Asia Private Limited Bangalore
- Participated in One Month online Research Training organized by MSME- Techonology Development Centre , Ministry of Small and Medium Enterprises
- Participated in One day FDP on “ Blooms Taxonomy in Teaching and Learning” organised by SanSnow’s Nobel Professional Foundation (Approved by MSME and Ministry of Corporate Affairs , Government of India)

Participation in Faculty Development Programme

- 7 Day National Level FDP on “AI in Teaching and Research in Line with NEP” in Association with Kerala State Higher Education Council, Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Empowering People & Ethics – 7 Day Online National FDP organized by the Department of Management, Yuvakshetra Institute of Management Studies, Palakkad
- 10 Days ICSSR sponsored online Research Methodology Programmes in Social Science organized by the Bunts Sangha’s SM Shetty college of Science , Commerce & Management Studies Mumbai
- 7 Day FDP on Scale Development in Social Science Research & Reporting organized by REVA University, Bengaluru
- 7 Day National Level FDP on “AI in Teaching and Research in Line with NEP” in Association with Kerala State Higher Education Council

Participation in Webinar

- Webinar on Intellectual Property Awareness Mission Programme in Association with Patent office , Delhi
- Webinars on Research Methodology , Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Webinars on IPR and Statrt Ups :Protecting Innovations , Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- A Session on IPR, Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Participated Research Seminar on “ Familiarizing with Qualitative and Quantitative Research : A way forward organized by REVA University, Bengaluru
- Participated in Webinar on “ Business in Social Media organised by Dr. N.G.P. Institute of Technology, Coimbatore

Conference/Seminar/Workshop Organized

- Organized 7 Day National Level FDP on “AI in Teaching and Research in Line with NEP” in Association with Kerala State Higher Education Council, Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Organized National Conference on Significance of E- Commerce in the Dynamic World, Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Organized webinar on Intellectual Property Awareness Mission Programme in Association with Patent office , Delhi
- Organized Seminars on Research Methodology , Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Organized Seminars on IPR and Start Ups :Protecting Innovations , Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Organized Seminars on, A Session on IPR, Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Organized Seminars on, A workshop on Review of US Patent modified Graphene and Graphene nanoparticles for Anti-corrosion coatings , Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Organized Seminars on Goods and Services tax , Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Organized Session on Leadership Skills , Yuvakshetra Institute of Management Studies , Palakkad, Kerala
- Organized Seminar on Communication In Relationship, Yuvakshetra Institute of Management Studies , Palakkad, Kerala

Contribution

- Acting as a ERP Coordinator since June 2025 onwards