


FACULTY PROFILE

PERSONAL PARTICULARS			
Name	Dr. Aswathy U		
Department	Commerce		
Designation	Assistant Professor		
Organization	National College, Ambalathara		
Date of Join	05/06/2023		
Core Discipline	Commerce		
Specialization	Finance		
Areas of Interest	Marketing Management, Accounting, Income Tax		
Address	Aslam Manzil, Erayancode, Vithura P O Pin: 695551		
Phone Number	8129730532	Email id	aswathyresearch@gmail.com
PROFESSIONAL QUALIFICATIONS			
Qualification	Specialization	Institution	
MCom	Finance	Iqbal College, Peringammala	
Net	Commerce	UGC	
PhD	Digital branding and E- Loyalty	University of Kerala	
HISTORY OF EMPLOYMENT			
	Level	Years of Service	Institution
	U.G	1	Iqbal College, Peringammala
		1	National College, Ambalathara
	P.G	1	Iqbal College, Peringammala
		1	National College, Ambalathara
PROFESSIONAL RESPONSIBILITIES HELD			
<ol style="list-style-type: none"> 1. Co- Convenor – NAAC Criteria 3 – Research, Innovation and Extension 2. Life time member – Indian Accounting Association 			
SUBJECTS TAUGHT			
Advanced Financial Accounting, Marketing, Company Administration, Income Tax, GST, Principles of Management, Advanced Corporate Accounting			
RESEARCH PUBLICATIONS / JOURNAL			

1. Aswathy, U., & Shyni, K. V. K. (2020). Managing Risk With Artificial Intelligence In Fintech Markets. *Our Heritage*, 68(43), 29–34.
2. Aswathy, U., & Shyni, K. V. K. (2020). Sonic Branding And Brand Recognition: A Study Based on Sound Logos. *Collezione*, 77-84
3. Aswathy, U., & Shyni, K. V. K. (2021). Digital Media Influence on Purchase Decision of Electronics Goods. *International Journal of All Research Education & Scientific Methods*, 9(3), 11-15.

RESEARCH PUBLICATIONS / CONFERENCES

1. Aswathy, U., & Shyni, K. V. K. (2023). Emotional Marketing and Purchase Intention in Digital Era: A Study based on Customers of Smartphones, 45th All India Accounting Conference and International Seminar on Accounting Education and Research,

WORKSHOP/ SEMINARS/FDPs ATTENDED

1. International virtual conference on Digital Marketing Trends to Look in 2021 held on April 23 2022 conducted by NEHRU ARTS AND SCIENCE COLLEGE (An Autonomous Institution affiliated to Bharathiar University), Department of Commerce In Association with COLLEGE OF BUSINESS & ECONOMICS, Bule Hora University, Ethiopia.
2. Five-day Online Elementary Hands-on Workshop on Data Analysis using IBM SPSS and Jamovi organized by the PG Department of Commerce, T.K.M. College of Arts and Science, Kollam from 9th to 13th November, 2021.
3. Online workshop on "Fundamentals of Publishing in Top Journals" organized by the Department of Business Administration, Maharaja Agrasen Institute of Management Studies, under aegis of IQAC, in association with ThinkQuest Club & collaboration with Elsevier on 16th June 2021.
4. Workshop on "Finding Suitable Test for Data in Research" organized by the Internal Quality Assurance Cell (IQAC) and PG & Research Department of Commerce, SHRI SHANKARLAL SUNDARBA, JAIN COLLEGE FOR WOMEN, Affiliated to University of Madras on 4th June 2021.
5. 8 Days International Professional Development Programme on "Effective and Quality Research Writing - Phase II" from 7th- 15th June, 2021 organised by Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts and Science, Chennai.
6. One day webinar entitled "Role of Sampling Techniques in Social Science Research" on 10th June 2021 Organized by PG & Research Department of Commerce in association with IQAC, The Quaide Milleth College for Men, Medavakkam, Chennai.
7. one-day Professional Development E-Workshop on "Plagiarism and Citation Techniques: Some Useful Tips for Researchers" by Dr. Vijaysrinath Kanchi (Resource Person) organised by S.P.D.M. Arts, S.B.B. & S.H.D. Commerce & S.M.A. Science College, Shirpur Dist. Dhule on 25th May 2021.
8. One day webinar on "Research Process in Social Science Research Given on the date of August 14, 2021 organised by DEPARTMENT OF COMMERCE & RESEARCH CENTER AND IQAC, IQBAL COLLEGE, PERINGAMMALA, THIRUVANANTHAPURAM, KERALA in Collaboration with THE KERALA STATE HIGHER EDUCATION COUNCIL.
9. 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, Thiruvananthapuram, January 10th to 12th 2022, and presented a paper entitled "Digital Environment of Brand- A Theoretical Study.
10. One Day Online International Conference on New Horizons in Commerce, Management & Economics: A way forward" on 13th March 2021, organised by KIHE Society's Maharashtra College of Arts, Science & Commerce, Mumbai & KaLa's Research & Skill Training Organisation, Vijaypur, Karnataka, and presented a paper on "Digital media Influence on Purchase decision of electronics goods".

