

FACULTY PROFILE

PERSONAL PARTICULARS		
Name	DEEPTHI NAIR H V	
Department	Commerce	
Designation	Assistant professor	
Organization	National College	
Date of Join	16/3/2015 - 25/1/2017 1/6/2017	
Core Discipline	Commerce	
Specialization	Finance	
Areas of Interest	Entrepreneurship, Accounting, Marketing, Cyber law	
Address	PALANTHALA VEEDU MARUTHOOR NEYATTINKARA P O	
Phone Number	9633297939	Email id deepthinairhv@gmail.com
PROFESSIONAL QUALIFICATIONS		
Qualification	Specialization	Institution
Ph.D. thesis submitted	Entrepreneurship	Annamalai University
M Com	Finance	MS University
B.Ed	Commerce	Kerala University
DCA	Computer application	Rutronix
PDCFA	Computerized Accounting	Rutronix



HISTORY OF EMPLOYMENT

	Level	Years of Service	Institution
	U.G	1 year	VTM NSS college, Dhanuvachapura
		9 years	National College, TVM
	P.G	1 year	VTM NSS College Dhanuvachapuram
		9 years	National College, TVM
	Any Other	1 year	Government guest lecturer in Government Polytechnic College, Kaimanam

PROFESSIONAL RESPONSIBILITIES HELD

- Lifetime member of the Indian Accounting Association
- Member in NAAC criterion 2
- Co-convenor in women's club
- Co-convenor in Eco club
- Class tutor, mentor

- **PROGRAMS ORGANISED**

- Organizing community engagement program in association with MGNRCE, Convenor non-hospital management team
- Part of organizing a national-level seminar on Entrepreneurship
- Part of organizing a national-level webinar on Mutual fund
- Part of the national webinar on Gender responsive budgeting:

Union Budget 2020 outlook
- Part of conducting department alumni meet.

- **SUBJECTS TAUGHT**

- **UG and PG**
- Managerial economics, Informatics and cyber law, E-Business, Entrepreneurship development program, Business Statistics, Specialised Accounting, Corporate Accounting, Management Accounting, Marketing Management, Cost Accounting, Security analysis and portfolio

management, Goods and service tax, Risk management

● RESEARCH PUBLICATIONS / JOURNAL

- Problems and prospects of Rural *Small scale* Entrepreneurs in Kerala – Journal of Namibian studies (JSN-369) Scopus Indexed journal
- Exploring Rural Entrepreneurship: Motivation and Profiles. – The Seybold report (ISSN-1533-9211) Scopus-indexed journal
- Impact of digitalization in rural marketing – Journal of Integrated Marketing Communication and Digital Marketing (MAT journal)

● RESEARCH PUBLICATIONS / CONFERENCES

- Rural Renaissance: Transforming Small-Scale Enterprises with Tech-Driven Accounting (Paper Presentation) 45th ALL INDIA ACCOUNTING CONFERENCE & INTERNATIONAL SEMINAR ON ACCOUNTING EDUCATION AND RESEARCH (9 & 10 Dec 2023)
- IMPACT OF DIGITALIZATION IN RURAL MARKETING (Paper Presentation)International Seminar on Cyber Security and Research Department of Commerce , Mahathma Gandhi College
- National Conference on Digitalization of Business – Opportunities and Challenges held at PSPTMGR Govt Arts and Science College Sirkit – Puthur (26 -02-2020)

● WORKSHOP/ SEMINARS/FDPs ATTENDED

- Challenges and Opportunities in Research Paper Publications – FDP Conducted in VELS (08/08/2021)
- Resilient Business Strategies: Preparing for a Pandemic World – Virtual FDP Conducted in Sri Ramakrishna College of Arts & Science, Coimbatore (14-05-2020 to 16-05-2020)
- Upscaling Management Education through Hybrid Learning VIT – Online FDP (31-07-2020)
- Innovation Management in Business in the Contest of Covid-19 –Webinar - Kerala Academy of Social Science 8th August 2020
- Impact of Covid-19 on Emerging Market & Global Economy – International Webinar, Institute of Business Management and Research, Pune (17-05-2020)
- National Level FDP on Investor Education & Tax Planning – M G College TVM (10-02-2022 – 12-02-2022)
- Financial Aftermaths of the Pandemic on Indian Economy-National webinar, Post Graduate and Research Department of Commerce the Cochin College (15-05-2020)

- Research Aspiration in Covid Scenario – National Webinar (15-07-2020) , MES College Nedumkandam
- Financial Markets trends: Paradigm Shift in the Post-Pandemic Scenario International Webinar, Sri Narayana College for Women, Kollam (30-07-2020)
- Overview of Security Markets and Career opportunities-8/1/2021-BSE Investors Protection Fund