


## FACULTY PROFILE

PERSONAL PARTICULARS			
<b>Name</b>	SHAMBU K K		
<b>Department</b>	COMMERCE		
<b>Designation</b>	Assistant Professor		
<b>Organization</b>	NATIONAL COLLEGE		
<b>Date of Join</b>	12/02/2012		
<b>Core Discipline</b>	COMMERCE		
<b>Specialization</b>	FINANCE		
<b>Areas of Interest</b>			
<b>Address</b>	TC 29/1002(5) Kripa Kozhiyottu Lane palkulangara Pettah P.O Trivandrum		
<b>Phone Number</b>	9446118346	<b>Email id</b>	kkshambu@ncas.edu.in
PROFESSIONAL QUALIFICATIONS			
Qualification	Specialization	Institution	
<b>Ph.D. (Submitted)</b>	<b>Entrepreneurship</b>	Annamalai University	
<b>M.com</b>	<b>Finance</b>	Government Arts College Trivandrum	
<b>Computer Skill Training</b>	<b>Computer Skills</b>	SKY ONLINE COURSES (Approved Institution by MSME, Govt. of India)	
<b>Combined Commerce and Management</b>	<b>Commerce and Management</b>	SKY ONLINE COURSES (Approved Institution by MSME, Govt. of India)	
<b>Banking</b>	<b>Banking</b>	SKY ONLINE COURSES (Approved Institution by MSME, Govt. of India)	
<b>Computerized Accounting</b>	<b>Tally</b>	SKY ONLINE COURSES (Approved Institution by MSME, Govt. of India)	
<b>Advanced Statistical Analysis</b>	<b>SPSS</b>	RESEARCH GRADUATE	
HISTORY OF EMPLOYMENT			
	<b>Level</b>	<b>Years of Service</b>	<b>Institution</b>
	U.G	12	NATIONAL COLLEGE

	P.G	12	NATIONAL COLLEGE
	Any Other		

#### PROFESSIONAL RESPONSIBILITIES HELD

- Assistant Superintendent for University Examinations
- PAC (Quantitative Data) convener
- Staff Advisor
- Returning Officer
- Program Committee Convener
- Convener RED Cell
- Coordinator CEP
- Disciple Committee Convener
- Anti-Ragging Committee Convener
- Anti-Narcotics Committee Convener
- College Disciple Monitoring Committee Convener
- Admission Committee Member
- Secretary, Staff Club
- Department Level Academic Coordinator
- NSS Advisory Committee Member
- Chief Examiner Kerala University
- Additional Examiner Kerala University
- External Examiner (Project, Practical & Viva- Voce) UG
- UG & PG Project Guide

#### PROGRAMS ORGANISED

- Student Motivation Program for final year students. Resource person **Deepika Krishnan**, Assistant Professor, Symbiosis Pune.
- Webinar on Indian Stock Market: Opportunities & Challenges by **Dr. Arun Lawrence**, Asst. Professor Research & PG Dept. of Commerce Mar Ivanious College(Autonomous).
- Conducted 5 and more programs relating to Awareness & Motivational Program in association with Community Engagement Program and Rural Entrepreneur Development Cell.

#### SUBJECTS TAUGHT

**Income Tax, Research Methodology, Income Tax Assessment, E-Business, Environmental Studies, International Business, Business Regulatory Frame Work, Computerized Accounting, GST, Advanced Specialized Accounting.**

#### RESEARCH PUBLICATIONS / JOURNAL

1. Published a paper titled **“Mergers in Indian Banking Sector: Performance Analysis of Pre and Post Merger with Reference to IOB & Kotak Mahindra Bank”** in the journal ALOCHANA CHAKARA (Pg. 1667-1675) Vol. IX, Issue VIII, Aug 2020. ISSN NO.: 2231-3990.
2. Published a paper titled **“Dimensional Analysis of Factors Affecting Success of Women Entrepreneurship in Kerala”** in the journal Business, Management and Economics Engineering, ISSN: 2669-2481 2023 Volume 21 issue01.
3. Published a paper titled **“Analyzing The Multifaced Factors Contributing To The Success Of Women In Entrepreneurship In Kerala”** in The Seybold Report ISSN 1533-9211
4. Published a paper titled **“Diverse Factors Affecting Success of Women Entrepreneurship and Strengths of Women Entrepreneurship based on Government EDPs in Kerala”** in Journal of Namibian Studies.
5. Published a paper titled **“Challenges and Opportunities for Small and Medium Enterprises in Trivandrum District in Facing The Covid -19 Pandemic and The New Normal Era”** in South India Journal of Social Sciences, ISSN: 0972-8945
6. Published a paper titled **“A Study on the Problems of Women Entrepreneurs in Kerala with Special Reference to Thiruvananthapuram District”** Published in Anvesak, ISSN: 0378 – 4568 UGC Care Group – 1, Peer Reviewed, bi-annual Journal.

#### RESEARCH PUBLICATIONS / CONFERENCES

- Presented a paper titled **“Mergers in Indian Banking Sector: Performance Analysis of Pre and Post Merger with Reference to IOB & Kotak Mahindra Bank”** at international conference on **“Ever Growing Challenges in the Banking Sector”** organised by Post Graduate Department of Commerce, Govt. Arts & Science College, Sivakasi.
- Presented a paper titled **“A Study on Digital Marketing A Case Study with Special Reference to Amazon”** at International Seminar organised by Department of Commerce MG College Tvm on **“Cyber Security and Digital Marketing”**
- Presented a paper titled **“Artificial Intelligence & Digital Marketing: A Linkage”** at International Seminar organised by Department of Commerce Mar Ivanious College Tvm on **“Disruptive Technology & Business Emerging Challenges and Models”**
- Presented a paper titled **“A Study on Responsible Tourism in Kovalam”** at national seminar organised by Department of Commerce Govt. College Nedumangadu.

#### WORKSHOP/ SEMINARS/FDPs ATTENDED

### **International level Participation:**

- 6 webinars
- 2 seminars
- 4 FDPs
- 1 Conference
- **National level Participation:**
- 8 webinars
- 1 FDP
- **Other Participation:**
- 10 webinars
- 1 FDP
- Attended 9 workshops

### **INVITED TALKS**

- Resource person on the topic Electronic Point of Sale (EPOS) in the 10 day National Webinar on E- Business & Cyber Law held by post graduate & Research Department of Commerce, Government Arts College Thiruvananthapuram from 9<sup>th</sup> may to 2020 to 18<sup>th</sup> may 2020.

### **AWARDS**

- Received Best **Young Faculty Award** in appreciation of outstanding contribution in the field of Administration, Teaching, and Research in **International Conference on Multidisciplinary Research in Business Innovation & Technology Management** by **STAR INTERNATIONAL FOUNDATION FOR RESEARCH AND EDUCATION (SIFRE)**.

### **MEMBERSHIP**

- **All India Council For Technical Skill Development (Member ID: AICTSD/STUDENT/30492)**
- **ALL INDIA COMMERCE FACULTY (id no: 1861)**
- **GLOBAL PROFESSORS WELFARE ASSOCIATION FORUM (id no. 1051)**
- **COMMERCE TEACHING COMMUNITY(id no. 1281)**
- **COMMERCE & MANAGEMENT LECTURES (id no. 462)**
- **FORE PEOPLE (Forum of Researchers Empowering People).**

### **Extra-Curricular Achievements**

- **All India University Baseball Player.**
- **Kerala University Baseball & Softball Player.**
- **National Level Baseball Coach & Official.**
- **National Level Baseball Selector.**
- **Executive Member Kerala Baseball Association (KBA).**
- **Secretary Trivandrum District Baseball Association (TDBA).**
- **Kerala University Baseball (Men & Women) Selector, Coach & Official.**