


Curriculum Vitae

Title	Ms.	First Name	Reshma	Last Name	Roy	
Designation	Assistant Professor					
Department	Commerce					
Institutional Email Address	r_roy@jmc.du.ac.in					

EDUCATION

Degree	Institution	Year	Details
PhD (Pursuing)	University of Kerala, Thiruvananthapuram	2021	“Financial Sustainability of Non-Profit Organizations in Kerala: An Empirical Study”
M.Com	Mar Ivanios College (Autonomous) Thiruvananthapuram	2016	1st Division
MBA(Human Resource Management)	Anna Malai University	2021	1st Division
B. Com	Mar Ivanios College (Autonomous) Thiruvananthapuram	2014	A Grade
UGC NET	CBSE-UGC NET	2017	Commerce

CAREER PROFILE

Organisation / Institution	Designation	Duration	Role
Jesus & Mary College	Assistant Professor	16-02-2024 to present	Teaching
Marian College Kuttikkanam (Autonomous)	Assistant Professor (Ad hoc)	02-06-2018 to 17-07-2021	Teaching
Gregorian College of Advanced Studies.	Assistant Professor (Ad hoc)	02-06-2016 to 07-07 2017	Teaching

AREA OF INTEREST : Finance, Sustainable Development, Marketing.

TEACHING EXPERIENCE (Subjects/Courses taught)

- I. Managerial Economics
- II. Financial Management
- III. Business Statistics
- IV. Banking Theory and Practice
- V. Business Communication and Office Management
- VI. Informatics and Cyber Law courses
- VII. Accounting for Specialized Institutions
- VIII. Advertising and Sales Promotion

PhD (Supervised)

MPhil (Supervised)

HONORS & AWARDS

Received Certificate of Achievement for participating and winning the best paper award for the study titled “A Study on the Effectiveness of delivering Government services through Akshaya CSCs in Kerala.” at the 3rd Jaipuria International Conference of Management organized by Jaipuria Institute of Management.

PUBLICATION DETAILS

Books:

- A.T, Jose, A., & Roy, R. (2019). **E-Business**. Kalyani Publishers, India, ISBN:978-93-5359-681-1
- A.T, Jose, A., & Roy, R. (2019). **Indian Financial Market**. Prakash publication, India, ISBN: 978-93-81888-99-5
- A.T, Jose, A., & Roy, R. (2018). **Business Mathematics**. Pratibha Publications, India, ISBN: 978-93-85567-30-8

Journal Articles:

- Jose, A., & Roy, R.(2020). **Effect of Surrogate Advertisement on Consumer Response in India**. International Journal of Management (Scopus Indexed Journal), Vol: XI, ISSN: 0976- 6510.
- Roy, R. & Jose, A.(2020). **Study on the Impact of Cause-Related Marketing Programs on Consumer Purchase Intention**. Juni Khyat (UGC-Care Listed) Vol: X Issue: 09, ISSN:2278-4632.
- Roy, R. & Jose, A.(2019). **An Empirical Study on the Determinants and Dampeners of Moonlighting**. Purakala (UGC-Care Listed), ISSN: 0971-2143.
- Roy, R. & Jose, A.(2019). **An Empirical Study on the Attitude and Perception of Investors towards Mutual Fund**. Our Heritage Journal (UGC-Care Listed), Vol: LXVII, ISSN: 0474-9030.
- Jose, A., & Roy, R.(2019). **Financial Innovations and Technologies: Indian Economy 2020**. KTLYST- A peer-reviewed multi-lingual literacy and cultural research journal. ISSN: 2582-4163.
- Jose, A., & Roy, R.(2019). **Role of SEZ in attracting FDI**. Management Innovator published by Researcher’s Forum, Institute of Management in Kerala– ISSN: 0974-6749.

Newspaper Articles: NIL

Papers presented in Seminars/conferences:

- Paper presented at the International Conference on Economics and Finance titled “**Financial Sustainability of Social Entrepreneurs in Kerala-An Empirical Study**” organized by Rajagiri Business School and Rajagiri College of Social Science (Autonomous) in association with the University of Economics and Human Sciences in Warsaw, Poland on 28th and 29th November 2022.
- Paper presented at the International Conference titled “**An Empirical Research on the Financial Sustainability of Non-profit Organizations in Kerala**” organized by St. Stephen’s College, Uzhavoor on 15th December 2022.
- Presented paper titled “**Covid-19- Future of Globalization**” in the XIV International Conference on Women Leadership and Empowerment held on 23rd July 2020 at AVID, Male, Maldives.
- Paper presented at International Seminar on Advances in Financial Market and Services titled “**Financial Innovations and Technologies: Indian Economy 2020**” organized by St Thomas College, Thrissur on 3rd January 2020.
- Presented paper titled “**A Study on Attitude of Nascent Entrepreneurs Towards Sustainability Transition**” at the National Seminar on Innovation, Entrepreneurship, and Development: Empowerment of Tribes, Women and Small Farmers organized by Marian College Kuttikkanam (Autonomous) held on 23rd January 2020.
- Presented paper titled “**Factors Averting Entrepreneurship**” at the National Seminar on Agri-Innovation and Agripreneurship organized by Marian College Kuttikkanam (Autonomous) held on 7th January 2019.
- Paper presented at International Seminar on Women Entrepreneurship Development and Gender Equality titled: “**A study on the effectiveness of Sukanya Sammriddhi yojana as an innovative women empowerment and social protection scheme with special reference to Kottayam**”

<p>District” organized by PG Department of Commerce of St, Gregorios College, Kottarakkara held on 16th December 2019.</p> <ul style="list-style-type: none"> • Paper presented at International Conference on Commerce and Management in the Changing Times titled “Prospective and Challenges of Retail Industry” organized by Maharajas College Ernakulam on 29th February 2018. • Paper presented at International Seminar titled “Customer Relationship Management in the Digital Era” organized by St Jerome College, Nagercoil.
<p>National Workshops and Seminars Organised:</p> <ul style="list-style-type: none"> • Organizing Member of National Seminar on ‘Innovation, Entrepreneurship, and Development: Empowerment of Tribes, Women & Small Farmers’ organized by Research & PG Department of Commerce, Marian College Kuttikkanam (Autonomous) held on 23rd January 2020.
<p>Talks/Lectures: NIL</p>
<p>Participation as Resource Person: NIL</p>
<p>OTHER DETAILS</p>
<p>Preparation of Teaching Material:</p> <ul style="list-style-type: none"> • Course Syllabus Design for M. Com Program (w.e.f 2020 Admission) “Activity Points Scheme” as member of the board of studies of Research & P.G Department of Commerce, Marian College Kuttikkanam (Autonomous).
<p>Research Projects: NIL</p>
<p>Membership in Professional Bodies: NIL</p>
<p>Orientation and Refresher Courses:</p> <ul style="list-style-type: none"> • 3 days Online workshop on SEM & CFA using AMOS - Acknowledgement with Working materials organized by the Institute for Statistics and Analytical Research, Chennai from 28 (Sunday) to 30 (Tuesday), April 2024. • E-Workshop on Bibliometric Analysis using 'RStudio & VOSviewer', workshop with Commacad, organized on 26th May 2024 • E-Workshop on Questionnaire Designing', workshop with Commacad, organized on 19th May 2024. • 4-day International Online Workshop on SAMPLING & QUESTIONNAIRE DESIGN: QUANTITATIVE & QUALITATIVE organized by internal Quality Assurance Cell, Sree Sankara College, Kalady in association with Lore & Ed Research Associates, Kottayam from 07 – 10 March, 2023.

- Two-week Online Faculty Development Programme on Quantitative and Qualitative Research Methods from December 4th, 2023 organized by BIT Noida.
- Two days' Workshop on SPSS hands-on: Data Analysis for Research and Publications" organized by Post Graduate and Research Department of Commerce, Mahatma Gandhi College, Thiruvananthapuram, Kerala on the 2nd and 3rd of February 2023.
- Two-day Online Workshop on "BASIC ECONOMETRICS" organized by the Post Graduate and Research Department of Commerce, Mahatma Gandhi College, Thiruvananthapuram, Kerala, on 15th and 16th November 2022.
- Three days Research Methodology workshop organized by REST Society for Research International (RSRI), Krishnagiri, Tamil Nadu, India from 28th April 2020 to 30th April 2020.
- National webinar on Arena after COVID-19 organized by Providence College for Women on 15th May 2020.
- National webinar on the Impact of Banking and Financial Sector in the Post Covid-19 Economy organized by Kristu Jayanti College, Bangalore on 19th May 2020.
- FDP on Innovative Teaching and Learning Methods organized by St. Xavier's College for Women, Aluva held on the 20th and 21st of May 2020.
- National Webinar on Fine Tuning your Research Papers: Publication in Scopus, Web of Science, and ABDC-rated journals organized by Bharat Mata College on 27th May 2020
- National online FDP on Web Skills for Online Classes organized by the Department of Commerce, Bishop Moore College, Mavelikkara on 30th May 2020.
- National Webinar titled "Risk Management in Times of Crisis", conducted on 31st May 2020, in collaboration between the Research Department of Commerce, St Joseph's College (Autonomous) Irinjalakuda, and Finmark Trainers India Pvt Ltd.
- One day National Webinar on "The Impact of Covid-19 on Indigenous peoples in India" organized by the Department of Sociology of Lokmanya Mahavidyalaya, Worora on 6th June 2020.
- Online FDP on "Effective Online Teaching Strategies" held on 7th June 2020 hosted by Marian International Institute of Management, Kuttikkanam, Kerala.
- FDP on outcome-based teaching and learning in association with ACCA and ISDC organized by Marian College Kuttikkanam (Autonomous) from 26th July to 30th July 2019.
- Four days workshop on ICT Enabled Innovative Teaching and Learning Methods organized by IQAC Marian College Kuttikkanam (Autonomous) from 7th June to 10th June 2019

- International FDP on Innovative Teaching & Research Practices organized by the Puducherry Researchers Association.

Field Work: NIL