

## UMESH.S.R

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### EDUCATIONAL QUALIFICATION

DEGREE	SPECILAIISATION	UNIVERSITY	YEAR OF COMPLETION
B.Com	Taxation Law and Practice	University of Kerala	1999
B.Com	Co-operation	University of Kerala	2003
M.Com	Finance	University of Kerala	2001
M.Com	Marketing	Annamalai University	2012
M.Com	Finance	Andhra University	2019
B.Ed	Commerce	University of Kerala	2009
Ph.D (Pursuing)	Commerce	Sunrise University Rajasthan	2027

### **TEACHING EXPERIENCE: 16 YEARS**

SL NO.	NAME OF THE INSTITUTION	DURATION
1	Worked as Guest HSST in Govt. Higher Secondary School, Mayyanad	2010-2011
2	Worked as the Principal of Maestro Group of Institutions	2012-2015
3	Worked as HSST in Mother India International CBSE School	2015-16
4	Working as Assistant Professor in Christ College, Vizhinjam	2016 – present

### Participations in Conferences and Presentations

- 1 Participated in the College Level Monitoring Committee Meeting held by the University of Kerala, representing Christ College, Vizhinjam, in the year 2017.
- 2 Participated in FDP ON PRISM (Practices & Regulatory Insights: Indian Securities Market) on 13<sup>th</sup> December, 2016 organized by T.K.M Institute of Management, Kollam.
- 3 Participated in the “Information search & retrieval” – Workshop conducted by Govt. Arts College, TVM, on 28<sup>th</sup> Oct 2019.

- 4 Participated in National Webinar on Risk Management in Times of crisis, conducted by St.joseph's College, Irinjalakuda, on 31<sup>st</sup> May, 2020**
- 5 Participated in the International Webinar on Corona Virus Outbreak and Economy Organized by PG Department of Commerce, GOVERNMENT ARTS AND SCIENCE COLLEGE Pennagaram. Dharmapuri - District Tamilnadu, India, on 10-07-2020.**
- 6 Successfully completed ECONOMETRICS AND SPSS Online examination on 5/4/2020, conducted by Mahathma Gandhi College, Trivandrum.**
- 7 Participated in one Day online workshop on Social Entrepreneurship, Swachhta & Rural Engagement for Higher Educational Institutions in Association with Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, and Government of India on 22.09.2022.**
- 8 Successfully completed the Research Methodology - Online Quiz organized by Department of Commerce, Sri Ramakrishna College of Arts and Science (Autonomous), Coimbatore, Tamil Nadu on 31-5-2020**
- 9 Successfully taken part in online Quiz A Financial Inspection of Companies, Organized by Department of Commerce, Sri Ramakrishna College of Arts and Science (Autonomous), Coimbatore, Tamil Nadu on 02-06-2020**
- 10 Successfully completed the National Level E-Quiz on Income Tax organized by the PG Department of Commerce, University Institute of Technology, Alappuzha. on 6-8-2020**
- 11 Participated in the National Webinar on “Internet in Classroom Instructions” conducted by Ponkalamman College of Education, Karur on 12.02.2021**
- 12 Presented a paper titled on “Consumer Behaviour towards Online Shopping – Amazon” in the National Conference on “Recovery Strategies for Business Sustainability Post Covid-19” held on 07<sup>th</sup> May, 2022, /organized by Department of Commerce of VICAS & Faculty of Arts & Science, BIST, BIHER- Chennai.**
- 13 Participated in the One day National Level Webinar on “Research Methodology” organized by Government First Grade College, Hungund, Bagalkot District, Karnataka on 05<sup>th</sup> June, 2022**
- 14 Participated in the National Seminar on Quality and it’s Assurance in Modern Studies: Emerging Trends for Research in the Digital Era, organized by Sun Rise University, Alwar, Rajasthan on 22<sup>nd</sup> January, 2023.**
- 15 Participated in the Webinar on “Why Research is Beneficial for Advanced Learning”, organized by Sunrise University, Alwar, Rajasthan on 17<sup>th</sup> May, 2023**
- 16 Presented a paper on the topic “Emerging Trends in Digital Marketing” in the National Seminar on Harnessing Technological Innovations for Sustainable Business organized by the Department of Commerce, Christ College, Vizhinjam on 2<sup>nd</sup> December, 2023.**
- 17 Participated in the FDP on “Transformative Teaching” organized by GFTI in Association with CHRIST UNIVERSITY, Bangalore on 18<sup>th</sup> June, 2024.**
- 18 Participated in the National Seminar on the “The Future of Education: AI & Life-long**

Learning” organized by the Department of Research, Sun Rise University, Alwar, Rajasthan on 13<sup>th</sup> July, 2024.

- 19 Completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by UGC-MMTTC, University of Kerala, Kariavattom, Thiruvananthapuram from 07-10-2024 to 17-10-2024.
- 20 Participated in the 6 day International Faculty Development Programme titled “MINDFUL ACADEMIA 2025: WORKLIFE BALANCE OF HIGHER EDUCATION TEACHERS” organized by IQAC, Don Bosco College, Sulthan Bethery, Wayanad from 25.06.2025 to 30.06.2025
- 21 Completed a Five-day FDP on “Mastering Computer Essentials, Google Tools & AI Applications”, Organised by Department of Computer Applications, in Association with TLEC, Christ College, Vizhinjam on September, 2025.
- 22 Participated in the International conference on Research organized by Post Graduate Department of Commerce, MG College, Trivandrum, in association with Kerala State Higher Education Council on 12<sup>th</sup> March, 2026.

#### **Publications:**

##### **National**

1. Published an article in the Journal “Komertsiya” -An Analysis On "The Influence of Social Media Sentiment and News Events on Retail Investor Behavior in Bit coin during Periods of High Volatility” on 2026

##### **International**

1. Published article titled “A study on the impact of digital payment systems on consumer buying behaviour in India, in the “International Journal of Applied Review” Vol.2 Issue 1 published on 24.01.2026, ISSN: 3107-8443