



# Dr. Berny B Raj

Head & Assistant Professor of Commerce

## ADDRESS & EMAIL

Anagha  
Sreebhadra Nagar -50  
Uliyakovil Post  
Kollam  
Kerala.  
bernybaburajan@gmail.com  
drbernybraj@sncwkollam.org

## QUALIFICATION

M.com, MBA, B.ED, Ph.D

## DATE OF JOINING

17/09/2012

## EXPERIENCE IN YEARS

11 years

## ADMINISTRATIVE DISTINCTION

- Head of the Department 2015-17, 2019 onwards
- Member of the College Council (2015-17), 2019 onwards
- Co-ordinator –Career Guidance Cell & Placement Cell (2014-2017)
- Treasurer –Staff Association of SNCW (2014-15)
- PTA –Executive member (2014-2017) 2019
- UGC Remedial Coaching –Committee Member (2014-15)
- Co-ordinator –Entrepreneurship Development Club (2016-17)
- Co-ordinator –Consumer Club (2016-17)
- People’s Planning Programme Club-Member (2016-17)
- Library Advisory Committee member (2015 onwards)
- College Level Monitoring Committee -Member
- UG Admission Committee –Member( 2012-17,2019)  
Co-convener (2023-24)
- Coordinator –Career Guidance Cell (2019 onwards)
- Discipline Committee –Member
- Knowledge Economy Mission -Nodal Officer (College Level-2022-23)

## PAPER PRESENTATIONS

- Presented Paper on “ *Challenges in Online Share trading* “in the two day National Seminar on Emerging Trends in E Commerce on 8 & 9 March 2012 organised by the Post Graduate Department of Commerce, Govt College Attingal, Trivandrum, Kerala.

- Presented Paper entitled “*Strategies to Improve the Academic performance of Under achievers*” in the International Conference (15 -17 ,June 2012) on Applied psychology in Transforming Education and Management Sciences in the Context of Globalization organized by Toc H institute of Science & technology ,Ernakulam,Kerala.
- Presented paper entitled “*Basel III Norms and Impact of its implementation on Public Sector Banks –A Study in Indian Context*” in the UGC Sponsored Seminar on Basel III- Adaptability of Indian banks Organized by the Department of Commerce ,Sree Narayana College,Sivagiri held on 26 th and 27 th September 2014
- Presented Paper on “*Data Security in Unorganised Retail Sector –An observation od Debit and Credit information management among small scale retailers*” in the 3<sup>rd</sup> International Marketing in Asia Pacific –Issues and Challenges (ICIM)-2015” GRD Institute of Management and GRD School of Commerce & International Business,Coimbatore
- Presented a paper entitled “*Need for Strengthening Digital literacy among Elderly’s in Cashless economy*” in the Three day National Seminar sponsored by Directorate of Collegiate education ,Government Kerala and organized by the Research and PG Department of Commerce,Government College ,Attingal from 4 to 6 December 2017.
- Participated and present a paper titled “*A Study on the Impact of Financial Innovation towards the growth of Indian Financial Market*“ in the Seminar on Revamping the Indian Financial System –The Democratic Approach jointly organized by the Research and Post Graduate Department of Commerce and The Institute of Company Secretaries of India ,Trivandrum Chapter on 14 March 2018.
- Participated and presented a paper on “*A Study on Investment Behaviour among the Housewives of Non Resident Keralites in the Middle East*” in a Two day International Conference on 5S-“Strategy ,System and Service for Sustainability and Scalability of Business on 23 and 24 of March 2018 at School of management ,Department of Management Studies ,Pondicherry University
- Presented a Paper entitled “*A study on degree of independence in investment decision by Indian Women Working in Oman*”at the International Conference on Banking and Financial Studies-ICFB 2019 held on April 24 -25 ,2019 at the College of Banking and Financial Studies (CBFS) Muscat,Sultanate of Oman.
- Presented a paper entitled “*Ransomware attacks on Banking,Financial Services and Insurance Sectors in 2022:Major threat actors and Preventive measures* ” at the International Conference on Banking,Finance and Business -ICFB 2023 held on March

15-16 ,2023 at Oman Hall,College of Banking and Financial Studies ,Muscat ,Sultanate of Oman .

## **PARTICIPATION IN SEMINARS/ CONFERENCES/ WORKSHOPS**

- Attended 6 day teacher training programme held from 31 January 2011 to 5 th February 2011 conducted by Kerala State IT Mission in connection with the project “ Skill Enhancement Computer Training and Women Resource Centre in College of Kerala
- Participated in the Two day Workshop on “Methodology Course in Commerce at UG level”conducted by the Department of Commerce ,FMN College,Kollam on 25 & 26 August 2011 and Sponsored by the Kerala State Higher Education Council
- Participated in “Three day Workshop on Restructuring the Syllabi of First Degree Programme in Commerce under the Choice Based Credit and Semester System organized by the Kerala State Higher Education Council and the Board of Studies in Commerce (Pass) ,University of Kerala from 20 to 22 March 2014 as Member of Faculty.
- Participated in Two day Workshop on “Methods and Techniques in Social Science Research “ Organized by the Kerala State Higher Education Council and the Board of Studies in Commerce (Pass) ,University of kerala from 20 to 22 March 2014
- Participated in the UGC sponsored Orientation Programme (IT Oriented )Conducted by the UGC Academic Staff College ,University of Kerala from 27-06-14 to 24-07-14
- Participated in the Two day Workshop on “Methods and Techniques in Social Science Research organized by the Post graduate Department of Commerce,Government College ,Attingal Sponsored by the Directorate of Collegiate Education ,Government of Kerala on 27 and 28 th November 2014
- Attended One day Workshop for Coordinators/Internal Mentors of the Walk with a Scholar Programme of the Department of Collegiate Education,Government of Kerala ,held at SN College for Women,Kollam on 27/10/14.
- Participated in the two day National Seminar on “Research Methodology for Social Science Research organised by the PG Department of Commerce ,NMSM Govt College kalpetta held on 7 & \* December 2017,
- Participated in the Three day Research methodology workshop entitled “*Quality Research and Knowledge Creation* “ Organized by the IQAC ,university of kerala in association with Indian Council of Social Science Research –Southern Regional Centre (ICSSR-SRC)during 22 to 24 November 2018 at University of Kerala,Trivandrum

- Participated in the UGC Sponsored Refresher Course in *Women's Studies and Women Empowerment (Multidisciplinary)* conducted by the UGC –Sponsored Refresher Course in Women's Studies and Women Empowerment conducted by UGC –HRDC ,University of Kerala ,Kariavattom,Trivandrum from 24/01/2019 to 14/02/2019
- Participated in the Workshop on “*Statistical Elucidation: The Social Science Constructs*” .held at Fatima Mata National College ,Kollam on March 7 &22 2019
- Attended One day Workshop on “*Mendeley –Reference Managing Software for Improving Literature Review and Referencing*” on 2nd August ,2019 at Research Centre Department of Commerce ,Govt Arts College,Trivandrum,
- Attended National Seminar on *Challenges and Changes in AQAR and SSR Preparation* organized by IQAC ,SreeNarayana College for Women,Kollam ,Kerala Sponsored by NAAC Bengaluru on 19 & 20 th December 2019
- Undergone Two weeks Faculty Development Programme sponsored by Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching on “ *Mangaing Online Classes and Co-creating Moocs*” from April 20 to May 06 ,2020 organized by Teaching Learning Centre ,Ramanujan College, University of Delhi.
- Undergone one week Online short term Faculty Training Programme (Interdisciplinary )on *Digital Content Management on e –learning* that was delivered as *MOOC* with four quardrants ,organized by Sree Narayana College for Women,Kollam in academic collaboration with Kerala State Higher Education Council from June 13 to June 19 th of 2021
- Undergone 30 days International online workshop on “Academic Writing and Communication Skills,Research Methodology ,Reference Management and Academic Publishing conducted from 24 july-23 August 2021 by Assumption College (Autonomous) ,Changanasery in association with ArchBishop Kavukattu Central Library and Lores& ED Research Associates,Kottayam,Kerala.
- Undergone Two weeks Inter -disciplicinary Refresher Course on “*Advanced Research Methodology*” from June 21 to July 05 ,2023 organized by Teaching Learning Centre ,Ramanujan College, University of Delhi
- Undergone Two weeks Refresher Course in Commerce and Management fro 14/07/2023 to

27/07/23 Sponsored by UGC HRDC ,University of Kerala ,Thiruvananthapuram ,Kerala

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### **INVITED LECTURES AS RESOURCE PERSON**

- Resource person for providing Skill Enhancement Training to students of Women Resource Centre, Sree Narayana College for Women, Kollam for the year 2012 as part of the project Skill Enhancement Computer Training and Women Resource Centre in Colleges of Kerala conducted by the Kerala State IT Mission, Government of Kerala.

### **OTHER ACHIEVEMENTS**

- Internal Mentor of Walk with a Scholar –New initiatives in Higher Education, Government of Kerala ,Thiruvananthapuram (2014-2017)
- Associate editor of “Jnanabhoomika” A Multidisciplinary Research journal published by

Sreenarayana College for Women, Kollam (2016)

- Served as the Subject Expert for the selection of Government Guest Lecturer's Interview held by Sree Narayana College ,Punalur (2016)
- Served as the Question Paper Setter of the examination for the post of Accountant conducted by District Child Protection Unit, Kollam (2016)
- Served as the Internal Auditor for Staff Association, Former Student's Association of Sree Narayana College for Women, Kollam (2012 onwards)
- Served as the Subject Expert for the selection of Government Guest Lecturer's Interview held by MMNSS College ,Kottiyam,Kollam(2021) (2022)
- Served as the Subject Expert for the selection of Government Guest Lecturer's Interview held by BabyJohn Memorial Govt College ,Chavara(2022)

## **PUBLICATIONS IN BOOKS OR JOURNALS**

- Published a research paper titled "*Strategies to Improve the Academic performance of Under achievers*" in the proceedings of International Conference (15 -17 ,June 2012) on Applied psychology in Transforming Education and Management Sciences in the Context of Globalization organized by Toc H institute of Science & technology ,Ernakulam,Kerala
- Published a paper titled "*Data Security in Unorganised Retail Sector –An observation of Debit and Credit information management among small scale retailers*".Conference proceedings in the Book titled International Marketing in Asia pacific –Issues and Challenges (ICIM 2015) ISBN 978-93-5235-798-7
- Published a research paper titled."*A Study on Investment Behaviour among the Housewives of Non Resident Keralites in Middle East* ,Journal of management Research ,Special issue ,March 2018. ISSN 2320-3951
- Published a research paper titled "*A Study on Investment alternatives preferred by NRI Women Working in the Middle East* Ajanta Volume VII,Issue III July –September 2018 ,Part –VIII ISSN 2277-5730
- Published a research paper titled "*A study on degree of independence in investment decision by Indian Women Working in Oman*.Proceedings on the International Conference on Banking and Financial Studies held on April 24 -25 ,2019 at College of Banking and Financial Studies (CBFS) Muscat,Sultanate of Oman ISBN 97899969-824-2-2



- Published a paper titled *Savoir Fair: The transition from Campus to Corporate in the proceedings of the National Seminar on Challenges in AQAR and SSR preparation* organized by Sree Narayana College for Women, Kollam on 19 & 20 December 2019 sponsored by NAAC, Bengaluru
- Published a research paper titled *“Ransomeware Attacka on Banking ,Financial Services,and Insurance Sector in 2022:Major threat actors and preventive measures”* in the Proceedings on the International Conference on Banking ,Finance,business on “Enhancing Economic Competitiveness in the Digital Era:Innovative Models and Strategies” held on March 15 -16 ,2023 at College of Banking and Financial Studies .(CBFS) Muscat,Sultanate of Oman .

## **MEMBERSHIP IN PROFESSIONAL BODIES**

- Life Member of the Indian Commerce Association (K052)