



Dr.NITHYA U.S.

Assistant Professor of Commerce

ADDRESS & EMAIL

Flat No 11A

Artech Sky Village

Uliyakovil Road

Asramam

Kollam

nithyaus05@yahoo.co.in

QUALIFICATION

M.Com, M.B.A, B.Ed,
Ph.D, N.E.T., S.E.T.

DATE OF JOINING

16-01-2016

EXPERIENCE IN YEARS

8 Years

ADMINISTRATIVE DISTINCTION

- Member Senate, University of Kerala
- Member- ED Club, Investors club, Tourism Club
- Department IQAC Coordinator
- Research Committee Member
- WWS Mentor
- Admission committee member
- Coordinator-S.S.P
- Library Advisory Committee Member
- Coordinator ED Club
- Coordinator- Consumer Club
- Coordinator-PFMS
- Member, Career Guidance Cell
- Treasurer - Staff Association
- Question paper setter for M.G.University

PAPER PRESENTATIONS

- Impact of Globalization on Tourism- Creativity and Innovation in Business for Sustainable Competitive Advantage
- The Impact of Censoring Investors Investment Decision National Conference on Emerging Challenges for Sustainable Business
- Implementation Challenges of IFRS- National Seminar on Implementation of IFRS Issues and Challenges
- Problems Faced by Women in the Society- Protection of Western Ghats - Issues, Concerns and Policy Alternatives
- Issues faced by a Research Scholar with Special Reference to the Area of Tourism Research Methodology and Data Analysis in Social Science
- Impact of Demonetization on Tourism - Cash to Cashless Economy- Opportunities and Challenges

- A study on Mobile Wallets in digital banking system – 4th international seminar of SVASH 2018
- Scope of Beach Tourism - An Analysis- Three Day National seminar on changing paradigms in tourism industry of Kerala
- A study on behavioural finance and various bias that can affect investment decision-Two Days National seminar on Behavioural Finance
- “Financial Wellness of Private Sector Employees: Analyzing the Mediating Role of Responsible Financial Behaviour”
- Exception and satisfaction of the policyholders towards mediclaim insurance policy in india: a study of kerala. 4th global international conference-2022 Nepal

PARTICIPATION IN SEMINARS/ CONFERENCES/ WORKSHOPS

- Three Day National workshop on Time series analysis
- NPTEL workshop by IIT Madras
- 4th international seminar of SVASH
- Trade war- three day international seminar
- 66th All india Commerce conference of the Indian Commerce association

INVITED LECTURES AS RESOURCE PERSON

- Talk at St.Thomas college, Kozhencherry about Crypto Currency
- Invited talk at UIM, Challenges faced by Women

PUBLICATIONS IN BOOKS OR JOURNALS

- Multilevel Marketing (MLM) – A Step beyond Customer Satisfaction- Mirror - International Research Journal of Commerce, Management and Social Sciences
- A Study on Social Media Marketing- Kaav international journal of economics,commerce&Business Management
- Problems and Prospects of Heritage Tourism in Kerala- International Research Journal of Management and Commerce
- Impact of K.T.D.C on Tourism Industry- Journal of Advance Management Research
- Work Life Balance of IT Professionals in Kerala- Emperor International Journal of Finance and Management Research
- A Study on the Unsung Tourism Spots in Kerala- Emperor International Journal of Finance and Management Research
- IFRS - Challenges and Opportunities- Mirror - International Research Journal of

Commerce, Management and Social Sciences

- Various Dimensions of Tourism – An Overview on the World's Flourishing IndustryResearch Line
- Study on the Relevance of Heritage Tourism in Kerala- Poseidon
- Impact of Globalization on Tourism Industry in India - A Conceptual Analysis- Global Research Review
- Heritage Tourism – Untapped Avenues of Kerala Tourism- Global Research Review
- Role of ICT in Higher Education:Rationale and Challenges- IJCBM
- A Study on Micro financing with Special Reference to Chellanam Panchayath- SH Research Journal
- A study on Bitcoin And its effect in Indian Economy- International Journal of Research in Humanities, Arts and Literature.
- A study of Budgetary allocations in digitalizing banks- Studies in Indian Place Names (UGC Care Journal),Vol-40-Issue-46,February 2020.
- Emerging business models for companies in future- Our Heritage,Vol-68 Issue 18, January 2020. UGC CARE)
- Responsible Financial Behaviour of Youth; Role of Parental Influence-Responsible Financial Behaviour of Youth; Role of
- Parental Influence

MEMBERSHIP IN PROFESSIONAL BODIES

- Member ICA
- Member IAA

OTHER ACHIEVEMENTS

- Paper Reviewer for international Conference -Application of Digital Technology in Commerce
- Selected Participant of FLAIR 2018-19
- Judge of paper presentation competition- St.Thomas college, kozhencherry

Areas of Interests

- Finance
- Tourism

RESEARCH OUTPUT

- Approved Research Guide of Kerala University
- Produced Four Ph.Ds.
- Guiding 5 Research scholars
- Coordinator of various Workshops and seminars

Technical Skills

Operating systems: Windows

Microsoft Applications: MS-Word, PowerPoint, Excel

Leaderships

- PTA Secretary (2022-23)
- PTA Treasurer (2021-22)
- Staff Association Treasurer (2021-22)
- Nodal Officer pfms (2019 - 23)