



**SILPA SASANKAN**  
**ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE**

**ADMINISTRATIVE DISTINCTION**

**ADDRESS & EMAIL**

Nandanam –  
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Hospital, Kollam-691001

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**QUALIFICATION**

**M.Com; M.Phil; Ph.D**

**N.E.T.**

**DATE OF JOINING**

**22/01/2016**

**EXPERIENCE IN  
YEARS**

**16+ (International  
& National)**

**AREA OF  
SPECIALIZATION**

**Finance**

- **Planning forum Co-ordinator**
- **PTA -Treasurer**
- **ED Club Co-ordinator**
- **Debate Club Co-ordinator**
- **IQAC member**
- **Women's Study Unit Co-ordinator**
- **NIRF Co-convener**
- **DLMC member**
- **Human Rights Forum member**
- **Career Guidance Cell member**
- **Assistant Senior Superintendent**

## PAPER PRESENTATIONS

- Presented a paper entitled “Role of Mudra Bank in Promoting Tiny Sector Business Opportunities” in the two day International Seminar on Emerging Business Opportunities-Global Markets and the Indian Potential- Organized by the Department of Commerce, School of Business Management and Legal studies, University of Kerala during 24th to 25th February 2016.
- Presented a paper entitled “Potential of e-commerce in rural India” in 69th All India Commerce Conference organized by University Of Lucknow during November 11-13, 2016.
- Presented a paper entitled “Prospects and Challenges of adopting IFRS by Indian Companies” in 39th All India Accounting conference and International Seminar on Accounting Education and Research organized by Bangalore University on 16th & 17th December 2016.
- Presented a paper entitled “Financing for Infrastructure Development-A case study of India” in the three day International Seminar Organized by the Department of Commerce, School of Business Management and Legal studies, University of Kerala during 16th to 18th February 2017.
- Presented a paper entitled “The Challenges and Prospects of Goods and Service Tax in India” in the National Conference on New Paradigms in Business
- Presented a paper entitled “The Prospects and Challenges of Turning India into a Cashless economy” in the three day National Seminar on Cash to Cashless Economy organized by the P.G. Department of Commerce, Government College, Attingal on 5th December 2017.
- Presented a paper entitled “Banking Sector Reforms and Financial inclusion for inclusive growth” in the National Seminar on Financial Sector Reforms in India organized by the P.G. Department of Commerce, Government Arts College, and Thiruvananthapuram on 6th December 2017.
- Presented a paper, “E-commerce in Kerala: A platform for business enterprises to venture into the global market and boost economic growth” at 71st All India Commerce Conference, Osmaniya University, Hyderabad, 20-22 December 2018.
- presented a paper entitled “Impact of Goods and Services Tax on E-commerce in India” in a Three Day International Seminar Trade War-Does it Affect the Global Free Trade Order? Organized by the Department of Commerce, School of Business Management and Legal studies, University of Kerala during 26th to 28th March 2019.

## PARTICIPATION IN SEMINARS/ CONFERENCES/ WORKSHOPS

- Participated in the workshop on syllabus modernization of BBA & B.Sc Hotel Management organized by Board of Studies in Business Management Pass, University from 2nd February to 4<sup>th</sup> February, 2017.
- Participated in the University Sponsored Short-term Course in Business Mathematics & E-Business FDP conducted by the UGC-HRDC, University of Kerala from 15-01-2019 to 17-01-2019.
- Participated in a five day specialized training programme on GST jointly Organized by the Department of Commerce, Gulati Institute of Finance and Taxation and Indian Accounting Association from May 22nd (A.N.) onwards.
- Participated in a two day workshop on Econometrics held at the Department of Commerce, School of Business Management and Legal studies, University of Kerala during 21st and 22<sup>nd</sup> May 2019.

- Participated in the One day workshop on 'NIRF India Ranking 2020' organized by IQAC, Marian College Kuttikanam, in association with the Institute for Academic Excellence, Hyderabad on 21st November 2019.
- Participated in a two day National Seminar on Environmental Accounting and Green Practices in Business at Mahatma Gandhi College, on February 13 & 14, 2020.
- Participated in a Webinar on Opportunities and Challenges in the MSME Sector: Post COVID Era on 25th May, 2020 organised by the Department of Commerce, School of Business Management and Legal Studies, University of Kerala.
- Participated in a five day workshop on MOODLE Learning Management System organised by V.P.Institute of Management Studies and Research in association with Spoken-Tutorial IIT Bombay, during 12/05/2020 to 17/05/2020

## **INVITED LECTURES AS RESOURCE PERSON**

- As a Speaker of Technical session III of the International Conference on "Global Entrepreneurship- Emerging Opportunities and Challenges" held at Department of Commerce, Bangalore University during January 28-29, 2019.

## **PUBLICATIONS IN BOOKS OR JOURNALS**

- Published a paper entitled "Human Resource Development in Tourism Industry: Thrust Areas "in Tourism an Sustainable Economic Development, New Century Publications, ISBN 817708092-x, 2005
- Published a paper entitled "Role of Mudra Bank in Promoting Tiny Sector Business Oppurtunities" in Commerce and Business Researcher, ISSN 0976-4097, Vol.9, Issue-1&2, June 2016.
- Published a paper entitled "Legal issues in Digital Commerce-An Indian Perspective" in Recent trends in managaement and computer applications, Shanlx Publications, ISBN 938597788-6, Vol.3, 2017
- Published a paper entitled "E-commerce in Kerala: A platform for business enterprises to venture into the global market and boost economic growth" in IJMTE , October 2018.
- Published a paper entitled "Impact of Goods and Services Tax on E-commerce in India " in GRN Journals dated March 25 ,2019
- Published a paper titled Role of Green Marketing in satisfying the customers and its impact on environmental safety in Mukht Shabd Journal, March 2020.