



Dr. SEFIYA. K.M

(M.Com, B.ED, Ph.D)
ASSISTANT PROFESSOR

PROFILE

Motivational and talented professional driven to inspire students to pursue academic and professional excellence

ADDRESS (OFFICE)

PG Dept.of Commerce, MES Asmabi College, P.Vemballur, Kodungallur, 680671, Thrissur.

ADDRESS (HOME)

Mandayipurath House, P.O Madavana, Kodungallur 680666

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ABOUT ME

Born in the outskirts of Aluva, a place by name West Kadungalur, an agricultural village where aesthetic silence is prevailing by the presence of Periyar, a legendary river. Brought up to Kodungallur at the door steps of my youth age by marriage. Primary and secondary education was done in my paternal village and the higher education in my brought up district. Endless thirst for education only through which women are unlighted and empowered fetched me to acquire Post graduation, Teacher education and Doctorate.



EDUCATION

Ph.D in Commerce M.G University	2013 - 2019
M.Com Finance M.G University	2001 - 2003
B.Ed M.G University	2005 - 2006



WORK EXPERIENCE

Assistant Professor	JUN 2013 - MAR 2022
Department of Commerce MES Asmabi College	
Research Supervisor	JUN 2020 - MAR 2022
Research Department of Commerce MES Asmabi College, P.Vemballur	



PROFESSIONAL SKILL

Critical Thinking
Organization
Resilience
Time Management
Strategies for Inclusion



SOFT SKILLS

Communication
Leadership
Teamwork
Presentation
Creativity



CERTIFICATIONS & ACHIEVEMENTS



Received Avishkar Achievers Award 2022 (National Best Women Teacher of the Year) from Avishkar Foundation, Solapur



REFERENCES

- Dr. A. Biju,
Principal, MES Asmabi College, P.Vemballur
Kodungallur. PIN: 680671 Phone:9447520841
- Dr. Shafeer P.S
IQAC Coordinator, MES Asmabi College,
P.Vemballur, Kodungallur.
PIN: 680671 Phone: 9847250464



SEMINAR PARTICIPATION

2013-14

1. UGC sponsored National Seminar on "Dynamics of Environmental Degradation with special reference to water pollution in Kerala"- organized by P G department of Economics MES Asmabi college in collaboration with Women Study Centre (CUSAT) and Western Gatts Hornbill Foundation on 3rd and 4th December 2013.
2. KSHC sponsored National Seminar on "Scope for Higher Education in Kerala"- organized by Dept. of Economics, MES Asmabi College on 4th and 5th February 2013.
3. National Conference on "Green Business Emerging Trends, Opportunities and challenges" - organised by PG Department of Commerce, Christ College, Irinjalakuda on 3rd December 2013.
4. UGC Sponsored National Seminar on "Service Sector Dynamism and Indian Economic growth Problems and prospects" organised by Sri. C. Achuthamenon Government College, Kuttanellur, Thrissur on 18, 19 December 2013.
5. Two day faculty development programme for young college teachers jointly organized by KSHEC, MES Calicut and MES Asmabi College, P Vemballur on 21st and 22nd June 2013.
6. State level workshop on Innovative Teaching Methodology for College Teachers organized by IQAC Cell and P G Dept. of Economics, MES

Asmabi College sponsored by Kerala State Higher Education Council on 9th January 2014.

7. UGC sponsored National Seminar on "Dynamics of Environmental Degradation with special reference to water pollution in Kerala"- organized by P G department of Economics MES Asmabi college in collaboration with Women Study Centre (CUSAT) and Western Gatts Hornbill Foundation on 3rd and 4th December 2013.

8. KSHC sponsored National Seminar on "Scope for Higher Education in Kerala"- organized by Dept. of Economics, MES Asmabi College on 4th and 5th February 2013.

9. National Conference on "Green Business Emerging Trends, Opportunities and challenges" - organised by PG Department of Commerce, Christ College, Irinjalakuda on 3rd December 2013.

10. UGC Sponsored National Seminar on "Service Sector Dynamism and Indian Economic growth Problems and prospects" organised by Sri. C. Achuthamenon Government College, Kuttanellur, Thrissur on 18, 19 December 2013.

11. Two day faculty development programme for young college teachers jointly organized by KSHEC, MES Calicut and MES Asmabi College, P Vemballur on 21st and 22nd June 2013.

12. State level workshop on Innovative Teaching Methodology for College Teachers organized by IQAC Cell and P G Dept. of Economics, MES Asmabi College sponsored by

	<p>Kerala State Higher Education Council on 9th January 2014.</p>
<p>2014-15</p>	<ol style="list-style-type: none"> 1. National Seminar as "E-governance: A step towards Digital Democracy" - organised by Department of Political Science, MES Asmabi College in association with institute of Parliamentary Affairs - Kerala on 3rd February 2014. Commence Association of Kerala ICIBF 2014. 2. International Conference on "Innovations in Business and finance" held on 23, 24 May 2014 Commence Association of Kerala ICIBF 2014 International Conference on "Innovations in Business and finance" held on 23, 24 May 2014. 3. International conference on "Financial innovations" jointly organised by PG Department of Commerce and MES Asmabi College in association with SBI on 5, 6 August 2014. 4. UGC sponsored National Seminar on Recent Trends and Challenges in Indian Banking sector - organised by Department of Commerce, SNM College, Maliankara on 25 & 26 september 2014. 5. UGC sponsored National Seminar on "Eco-concepts in the Folk Culture" In association with Bhaskaran Foundation Kodungallur & Kerala Folklore Academy, Kannur organised by Department of Malayalam MES Asmabi College on 25& 26 August 2014. 6. NAAC sponsored National Conference on " Role of Information and Communication Technology in Institutional Quality Enhancement: Analyzing current status and Exploring New Frontiers

	<p>organised by Internal Quality Assurance Cell, MES Asmabi College on 17 & 18 June, 2014.</p> <p>7. ICSSR sponsored National Seminar on "empowerment of women on the light of globalised era in Kerala", organised by P.G Department of Economics MES Asmabi college on 17th and 18th December 2014.</p> <p>8. Two day workshop on Data Analysis Through SPSS organized by P.G and Research Department of Commerce, Career Guidance Cell and Commerce Association of Kerala on 29th and 30th April 2014, St.Peter's College ,Kolenchery.</p> <p>9. 4th K.N Raj Memorial Lecture on the topic "In the year of National Elections: Is India a Functional Democracy" conducted by COSTFORD on 10th February 2014 at COSTFORD Hall, Ayyanthole, Thrissur.</p> <p>10. State level Seminar on "QURAN AND SCIENCE" organized by Department of Arabic sponsored by KSHEC at MES Asmabi College, P Vemballur held on 10th March 2014.</p>
<p>2015-16</p>	<p>1. Commerce Association of Kerala ICIBF 2015 International Conference on "Innovations in Business and finance" held on 29-30 May 2015.</p> <p>2. UGC Sponsored Inter National Seminar on "Entrepreneurship, Innovation and Development" by St. Peter's College, Kolenchery, on 8&9th January 2016.</p> <p>3. DCE sponsored International seminar on "A New Agenda for Kerala's Economic Development" organized by P.G Dept. Of Economics, Sri. Achutha</p>

	<p>Menon Govt. College, Thrissur on 21st and 22nd January 2016.</p> <p>4. UGC Sponsored National Seminar on Research Methodology and Statistical Analysis using SPSS by Research & P G Dept. Of Commerce and Management Studies, St Joseph's College, Irinjalakuda," Impact of MGNREG among rural women - A study with special reference to Kodungallur Taluk - SPSS ANALYSIS."on July 30,31 & 1st August 2015.</p> <p>5. UGC Sponsored National Seminar "Riveting Opportunities in emerging Sectors of Indian Economy" by P G& Research Dept. of Commerce, Cochin College, Kochi on August 6th and 7th, 2015.</p> <p>6. UGC Sponsored National Seminar on "Emerging Trends in Indian Banking Sector" organized by MES College Marampally College, Aluva, on 15 th December 2015.</p> <p>7. DCE sponsored Two Day workshop on "Analytical Tools in Business Research" organized by CKG Memorial Government College, Perambra in association with the Directorate of Collegiate Education, Govt. Of Kerala on 15 and 16th January 2016.</p>
<p>2016-17</p>	<p>1. Short -term course on Research Methodology in Social Sciences for Ph.D Scholars conducted by UGC-HRDC, Calicut University, from 09-01-2017 to 14-01-2017.</p>
<p>2017-18</p>	<p>1. Three day National Level workshop on "Research Methodology, Statistical Data Analysis and</p>

Interpretation" by using SPSS and AMOS organized by ISAR (Institute for Statistics and Analytical Research, Chennai) on 5th, 6th and 7th May 2017 held at The Kings Hotel, Egmore, Chennai, Tamil Nadu.

2. UGC sponsored National Workshop on Statistical Software for research, organized by the Dept. of Computer Application, Pazhassiraja College, Pulpally on 1st and 2nd August 2017.
3. DCE sponsored Five day National Workshop organized by the Research and PG Dept. of Commerce, Govt. College, Attingal from 24th to 28th of October, 2017.
4. National workshop on "How to carry out Scientific Research in Social Sciences" organized by Research forum, Department of Commerce and Management Studies, School of Business Studies, University of Calicut on 1st and 2nd November 2017.
5. Two day state level workshop on SPSS held on 30th June and 1st July 2017 organised by Post Graduate Dept.of Commerce, Christ College (Autonomous), Irinjalakkuda
6. One day national seminar on Research Methodology and Data analysis organized by Dept. of Economics KKTM College, Pullut, sponsored by Directorate of Collegiate Education, Kerala, on 6th October 2017.
7. Seminar on Strategies for Academic Publishing jointly organized by St. Peter's College Library, Kolenchery and Dept. of Library and Information Science on 20th June, 2017.

2018-19	1. Four day National Level workshop on "Statistical Analysis in Social Science Research" organised by the PG Dept. of Commerce, N.M.S.M Govt. College, Kalpetta, Waynad, Kerala on 10 th , 11 th , 12 th and 13 th December 2018.
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PAPER PRESENTATION

2013-14	<ol style="list-style-type: none"> 1. UGC sponsored National Seminar on "Dynamics of Environmental Degradation with special reference to water pollution in Kerala"- organized by P G department of Economics MES Asmabi college in collaboration with Women Study Centre (CUSAT) and Western Gatts Hornbill Foundation on 3rd and 4th December 2013. 2. KSHC sponsored National Seminar on "Scope for Higher Education in Kerala"- organized by Dept. of Economics, MES Asmabi College on 4th and 5th February 2013. 3. National Conference on "Green Business Emerging Trends, Opportunities and challenges" - organised by PG Department of Commerce, Christ College, Irinjalakuda on 3rd December 2013. 4. UGC Sponsored National Seminar on "Service Sector Dynamism and Indian Economic growth Problems and prospects" organised by Sri. C. Achuthamenon Government College, Kuttanellur, Thrissur on 18, 19 December 2013.
2014-15	1. National Seminar as "E-governance: A step towards Digital Democracy" - organised by

Department of Political Science, MES Asmabi College in association with institute of Parliamentary Affairs - Kerala on 3rd February 2014. Commence Association of Kerala ICIBF 2014.

2. International Conference on "Innovations in Business and finance" held on 23, 24 May 2014
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3. International conference on "Financial innovations" jointly organised by PG Department of Commerce and MES Asmabi College in association with SBI on 5, 6 August 2014.

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6. NAAC sponsored National Conference on " Role of Information and Communication Technology in Institutional Quality Enhancement: Analyzing current status and Exploring New Frontiers organised by Internal Quality Assurance Cell, MES Asmabi College on 17 & 18 June, 2014.

7. ICSSR sponsored National Seminar on "empowerment of women on the light of globalised era in

	<p>Kerala", organised by P.G Department of Economics MES Asmabi college on 17th and 18th December 2014.</p>
<p>2015-16</p>	<ol style="list-style-type: none"> 1. Commerce Association of Kerala ICIBF 2015 International Conference on "Innovations in Business and finance" held on 29-30 May 2015. 2. UGC Sponsored Inter National Seminar on" Entrepreneurship, Innovation and Development" by St. Peter's College, Kolenchery, on 8&9th January 2016. 3. DCE sponsored International seminar on "A New Agenda for Kerala's Economic Development" organized by P.G Dept. Of Economics, Sri. Achutha Menon Govt. College, Thrissur on 21st and 22nd January 2016. 4. UGC Sponsored National Seminar on Research Methodology and Statistical Analysis using SPSS by Research & P G Dept. Of Commerce and Management Studies, St Joseph's College, Irinjalakuda," Impact of MGNREG among rural women - A study with special reference to Kodungallur Taluk - SPSS ANALYSIS."on July 30,31 & 1st August 2015. 5. UGC Sponsored National Seminar "Riveting Opportunities in emerging Sectors of Indian Economy" by P G& Research Dept. of Commerce, Cochin College, Kochi on August 6th and 7th, 2015. 6. UGC Sponsored National Seminar on "Emerging Trends in Indian Banking Sector" organized by MES College Marampally College, Aluva, on 15 th December 2015.



PUBLICATIONS

2013-14	<ol style="list-style-type: none">1. "Hindustan Unilever Limited - A market leader in the Indian FMCG Market" - published in a (Biannual National Journal of Interdisciplinary Studies and Research) Journal "Meridian", Vol.2, No.3 January 2013, ISSN 2278-750X.2. "Functional Innovations in banking sector" published in Research Journal "Misbah, Book 9, Volume 9, 2013 January-June, ISSN 0976-2523.3. "Interest Free Banking a Fundamental Concept of Islamic Banking" - An overview" published in "Research Scholar", Vol.III No.1, March 2013, ISSN 2249 - 6696.4. Chapter -9. Corporate Governance and Chit fund Business -Chit fund industry- Emerging Trends ,Sonali Publications, , New Delhi ,ISBN : 978-81-8411-505-5,pp.82-88.
2014-15	<ol style="list-style-type: none">1. "Effectiveness of E-Governance among Rural Women " - published in International Journal of Business and Administration Research Review (IJBARR) , Vol.No.1, issue No.5 , April - June 2014, ISSN No: 2348-0653, E-ISSN No.2347-856X.2. "Banking habits among rural women - A study with special reference to MGNREG Workers in Kodungallur Taulk" - published in "International Journal of Management and Social Science Research Review - (IJMSSRR) - Vol.No.1, Issue

	<p>No.2, August 2014, ISSN -2349-6738, ISSN - 2349-6746.</p> <p>3. "Significance of Value Education in Higher Education" - published in an International Journal "Mirror", Vol.4, No.2, September 2014, ISSN 2249-8117.</p> <p>4. "FDI on Tourism and rural development: An overview of African countries"- published in "HORIZON", an International Journal of Tourism Research (IJTR), vol.1, Issue-1, November 2014, ISSN: 2349-0624.</p> <p>5. Traditional teaching methods VS Innovative methods and attitude of teachers- A study with special reference to Kodungallur area" published in an International Journal "IJBARR", Vol.No.-1, Issue No-7, Oct-Dec 2014, ISSN NO.2348-0653, E-ISSN-NO-2347-856X.</p> <p>6. " Empowerment of Women Workers through MGNREG Programme published in "Global Research Review", Vol.4, No.1, March 2014, ISSN 2250-2521.</p> <p>7. "Effect of foreign Direct Investment in Indian Economy" - published in a journal "Meridian", vol.2, NO.4, July 2014, ISSN 2278 - 750X.</p> <p>8. Chapter - 30. Rural Women Empowerment through MGNREG Programme, WOMEN - Awakening to the Epitome of Power, Serials Publications Pvt. Ltd., New Delhi , ISBN : 978-81-8387-739-8, pp.426-441.</p>
<p>2015-16</p>	<p>1. "Mahatma Gandhi National Rural Employment Guarantee Act and Environment"- published in an</p>

	<p>"International Journal of Management and Social Science Research Review - (IJMSSRR)- Vol. No.1, Issue No. 8, February 2015,ISSN-2349-6738, E-ISSN-2349-6746.</p> <p>2. "Attitude of Yoga among students- A study with special reference to college students in Thrissur District" published in PARIPEX-INDIAN JOURNAL OF RESEARCH, Volume: 4, Issue; 9, September 2015, ISSN 2250-1991, PP66-69.</p> <p>3. Level of work satisfaction among MGNREG workers in Kerala- A study with special reference to women workers in Thrissur District"- published in "International Journal of Multidisciplinary Research Review-(IJMDRR) , Vol..No.1, Issue No.7, September 2015 ISSN -2395-1877, E-ISSN - 2395-1885.</p> <p>4. Life satisfaction of MGNREG Women workers in Kerala- a study with special reference to Mathilakam Block in Thrissur District published in "International Journal of Business and Administration Research Review (IJBARR) , Vol...No.2, Issue No.11, July- September 2015 ISSN -2348-0653, E-ISSN - 2347 856X.</p>
<p>2016-17</p>	<p>1. Awareness and opinion about MGNREG programme among rural women- with special reference to MGNREG women workers in Thrissur Dist. Published in "International Journal of Scientific Research", Vol. No.06, Issue 01, January 2017 ISSN No. 2277-8179.</p>
<p>2018-19</p>	<p>1.Motivational Factors of Mahatma Gandhi National Rural Employment Guarantee Programme Published in "International Journal of Management, IT &</p>

	Engineering", Vol. 8 Issue 11, November 2018, ISSN: 2249-0558 Impact Factor: 7.119.
2019-20	<p>1. Participation Level of MGNREGP Women Workers in Creation of Sustainable and Productive Assets in Kerala, published in IJRAR February 2020, Volume 7, Issue 1 www.ijrar.org (E-ISSN 2348-1269, P- ISSN 2349-5138),</p> <p>2. Problems faced by ICDS (Anganwadi) workers in Thrissur Dist. published in <i>Our Heritage</i> ISSN: 0474-9030 Vol-68-Issue-1-January-2020. Impact Factor: 6.6.</p>
2020-21	<p>1. Customer satisfaction towards milma products Published in Kala : The Journal of Indian Arts History Congress ISSN : 0975-7945, Vol-26-Issue-2 (IV) 2020-21.UGC Care Listed Journal.</p> <p>2. Violence against women with special reference to Kodungallur Taluk Published in Sambodhi ISSN: 2249-6661 (UGC Care Journal) Vol-43, No.-03 (VII) July-September (2020) .</p> <p>3. POWER POINT PRESENTATION VS BLACK BOARD USAGE Published in "DRSR Journal", Vol. 10, Issue 06, No.2, June 2020, ISSN: 2347-7180, Impact Factor: 7.12.</p> <p>4. Perception, Expectation and Effectiveness of Training of College Teachers, published in Alochana Chakra Journal, Vol. IX, Issue VI, June 2020, ISSN: 2231-3990 , Impact Factor: , 6.3.</p>



CHAPTERS IN BOOKS

1	Chapter -9. Corporate Governance and Chit fund Business -Chit fund industry- Emerging Trends ,Sonali Publications, , New Delhi , ISBN : 978-81-8411-505-5, pp.82-88.
2	Chapter - 30. Rural Women Empowerment through MGNREG Programme, WOMEN - Awakening to the Epitome of Power, Serials Publications Pvt. Ltd., New Delhi , ISBN : 978-81-8387-739-8, pp.426-441.



DETAILS OF MINOR RESEARCH PROJECTS

Period of Work	Amount	Topic
2013-15	70,000	Satisfaction with Work-Life balance of Mahatma Gandhi National Rural Employment Guarantee Programme women workers in Kerala.



PhD DETAILS

	University	Date	Topics
Year of Course Completion	MG	2019 March	Empowerment of Women Workers through MGNREGP- A study of Kerala experience.
Year of PhD awarded	MG	2019 November 29th	Empowerment of Women Workers through MGNREGP- A study of Kerala experience.
Research guide	Calicut	November 2020	



RESEARCH SCHOLARS UNDER SUPERVISION

No	NAME OF SCHOLAR	RESEARCH TOPIC
1	Jaseel. P.H	Effect of Sensory Marketing on consumer buying behavior in international food chain restaurants in Kerala
2	Janitha.N.P	An assessment of service Quality and customer Loyalty of supplyco Supermarkets in kerala
3	Chithra.P	Antecedents and outcomes of organisational citizenship behaviour among college teachers in kerala