

## PROFESSIONAL PORTFOLIO

**Name** : Dr Princy Francis  
**Designation** : Assistant Professor & Research Guide  
**Department** : Research Department of Commerce  
**Official Address** : MES Asmabi College, P Vemballur P.O.  
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Pin 680 309



### Educational qualifications (PG onwards)

Qualification	Year	University	Class obtained
M.Com	2006	University of Calicut	First Class
Ph.D in Commerce	2019	MG University	Awarded
B.Ed in Commerce	2004	University of Calicut	First Class
PG Diploma in Software Engineering	2002	Electronic Corporation of India Ltd	A+

**Date of joining** : 21-02-2011  
**Experience in years** : 12yrs 8 months  
**Subjects handling** : Income Tax, Research Methodology, Managerial Economics and Financial Accounting

### Achievements

Nature/name of achievement	Year	Significance
<ul style="list-style-type: none"><li>Certificate of appreciation from KSHEC in connection with the contribution of S4 M. Com Course Tax Planning materials to the KSHEC website in 2020</li></ul>	<b>2020</b>	PPT and PDF sharing for all students in Kerala
<ul style="list-style-type: none"><li>Certification of participation from Mahatma Gandhi University related to the contribution to the question bank preparation of first, second and fifth semester UG CBCS Examination.</li></ul>	<b>2019</b>	Question bank preparation for MG University

<ul style="list-style-type: none"> <li>Co-ordinator of ED Club, Asmabi College that are selected as college level best performing ED Club in Thrissur district by District Industries Office, Thrissur on 5 Jan 2018.</li> </ul>	<b>2018</b>	Entrepreneurship
<ul style="list-style-type: none"> <li>Second prize has been secured in the presentation of the paper on “Acceptance of E-Commerce among youth” in a national conference on “Digital money: Future and Opportunities” at SH College, Thevara on 9 Feb 2017.</li> </ul>	<b>2017</b>	Paper presentation

### Area of interest/specialisation

- E-commerce, Entrepreneurship

### Publication details (in API format of referencing)

Francis, P, Sudeep, S, Kumar, A. (2021). Impact of factors affecting customer satisfaction in e-commerce among Indian consumers: an empirical study. *International Journal of Indian Culture and Business Management*, 24(1), 81–102.  
<https://doi.org/https://doi.org/10.1504/IJICBM.2021.117876>

Francis, P, Kartha M, K. s. (2021). Analysing the approach of multi-level marketing and its demand among industries. *Utkal Historical Research Journal*, 34(19), 71–77.

Francis, P. (2020). Challenges of e-waste management in the current scenario. *Sambodhi*, 43(9), 109–116.

Francis, P. (2020). Digitalisation of indian banks in the current scenario. *CLIO An Annual Interdisciplinary Journal of History*, 6(9), 170–186.

Francis, P. (2019). Online Influence in Education. *Studies in Indian Place Names*, 40(60), 1832–1840.

### Paper presentation details

- “A study on analysing the stress management among COVID-19 health care workers with special reference to Alathur Grama Panchayat, Palakkad” at National Seminar on Emerging Trends in

Commerce and Management organized by Department of Commerce, Rathinam College of Arts and Science in association with iNurture Education Solutions Pvt Ltd on 15 sept 2022

- “A study on the awareness of retirement financial planning among the salaried employees with special reference to Alathur Grama Panchayat” in the International Conference on Business Management, Economics, Commerce and Technology in the New Normal organized by LEAD College of Management Dhoni, Palakkad during 17-18 Dec 2021.
- “Social Influence towards E-Shopping” at Three Day National Workshop on Mixed Methods I Social Science Research during 28<sup>th</sup>, 29<sup>th</sup> and 30<sup>th</sup> November 2019 organised by Department of Commerce and Management Studies, Government Arts and Science College, Ollur, sponsored by the Directorate of Collegiate Education, Government of Kerala.
- “Digitalisation of Indian Banks” at Two Day National Seminar on Research: Approaches and Applications in the Digital Age in Panampally Govt College, Chalakudy, sponsored by the Directorate of Collegiate Education on 4<sup>th</sup> and 5<sup>th</sup> October, 2019.
- “Acceptance of E-Commerce among Youth” at Two Day International Conference on Transformation of Economy Through Digitalisation Management Perspectives at Amritha Institute of Management Cochin on 28 & 29 March 2018.
- “Gender Influence on Online Purchase of Physical Products” at ICSSR Sponsored National Conference by the Dept of Business Administration, MES College, Marampally on 23 Jan 2018
- “E-Commerce Growth in India” at Three Day International Conference on Changing Financial Scenario in India” in association with Kerala State Higher Education Council [KSHEC] and Federal Bank at MES Asmabi College on 21 Dec 2017.
- “Impact of Social Commerce in E-Commerce” at the National Research Conference on Commerce, Management and Social Sciences at Maharaja’s College Ekm on 26 Aug 2017.
- A paper on “E-Commerce in Rural Kerala” in the national conference on “Digital money: Future and Opportunities” at SH College, Thevara on 9 Feb 2017.
- A paper on “Acceptance of E-Commerce among youth was presented in the UGC Sponsored Digital Innovation Conference 2016, held at Bharat Matha College, Thrikkakara on 13<sup>th</sup> and 14<sup>th</sup> December, 2016.
- A paper on " **Selection of fashion apparels among urban college girls in Kerala**" was presented in the 4 day UGC National Workshop on Research Methodology at Marian College, Kuttikanam on 24-27 May 2016

- A paper on "**Media Influence towards fashion apparels among urban college girls in Kerala**" was presented in the 5 day UGC Sponsored National Workshop on Research Methodology - Data Analysis with SPSS held at St Xaviers College, Aluva on 3-7 Aug 2015.
  - A paper on "**Demographic pattern towards fashion apparels among urban college girls in Kerala**" at the ICBF 2015 International Conference on Innovations in Business and Finance held at St. Peters College, Kolanchery, Kerala during 29-30 May 2015
  - A paper on " **A Study on Significance of E-Waste Management in Kerala: With Special Reference to Aluva**" was presented in the two day UGC Sponsored national conference on "Sustainable solutions for e-waste management" on 19-20 Nov 2014 organised by the PG Department of commerce, MES College, Marampally in collaboration with Computer Society of India.
  - A paper on "**Internet usage in rural Kerala: A Study with Special Reference to Kadukutty Grama Panchayat**" was presented in the International Conference on Innovations in Business and Finance (ICIBF 2014) conducted by the Commerce Association of Kerala.
- A paper on "**An introduction to e-commerce**" was presented in FORTIS, MES College Forum For Research and Interdisciplinary Studies , Marampally

### **Books/ Chapter in book**

Francis, P. (2020). Cashless Economy in Rural Kerala: With Special Reference to Kadukutty (Rural) Grama Panchayat, Chalakudy. In U. Umesh (Ed.), *Emerging Trends in Commerce & Management* (pp. 170–181). Mayas Publications.

Francis, P. (2018). GST in Computerised Accounting. In *Computerised Accounting*. Prathibha Publications.

### **FDP/PDP attended**

- Attended **One Week FDP on Research Methodology in Social Sciences, Humanities, Commerce & Management** organised by **Providence Women's College, Kozhikode** and Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education during 13-07-21 to 19-07-2021

- Attended **One Week FDP on Systematic Literature Review and Meta-Analysis** organised by Teaching Learning Centre, Ramanujan College, **University of Delhi** under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 06-12 May 2021
- Attended UGC Sponsored **Online Refresher Course in Commerce and Accountancy** organized by UGC\_HRDC, **University of Mumbai** on 30-09-2020 to 13-10-2020
- **One Week FDP on “Online Education in Higher Education Institutions”** conducted by the Faculty Development Centre of the Kerala State Higher Education Council (**KSHEC**) in Association with Educational Multimedia Research Centre, University of Calicut (EMMRC) through online mode from 19-23 Oct 2020
- Attended One Week National Research Methodology Webinar Series organized by Research Dept of Commerce in Association with IQAC, Mar Thoma College, Chungathara on 10-20/08/2020
- Attended **FDP on Entrepreneurship** conducted by **KITCO** on behalf of EDII, Ahamadabad, National Science and Technology Entrepreneurship Development Board and DST, Govt of India, New Delhi during 26-12-2019 to 08-01-2020 (2 weeks) at Ernakulam
- National Level FDP on Structural Equation Modelling Basics organized by Research Committee, Government College, Tripunithura on 17-10-2020
- FDP on Theatric Skills for Effective Teaching at MES Asmabi College, P Vemballur in association with Kerala State Higher Education Council, Trivandram on 02-11-2019.
- FDP on Theatric Skills for Effective Teaching at MES Marampally on 18-10-2019
- Attended **Refresher course in Commerce at Kerala University** from 10-11-2016 to 30-11-2016
- Attended **Orientation Programme conducted by the UGC-Academic Staff College, University of Calicut** from 09.01.2015 to 06.02.2015.

### **Major Seminar/Workshop participation**

- International Webinar on **The Art of Publishing in A and A Star Ranked Journals** on 15/12/2020 organised by Dept of Economics, St. Joseph’s College (Autonomous), Irinjalakuda, Kerala, India
- International Webinar on **Filing International Patent Applications** on 29/07/2020 organised by Research Department of Commerce, MES Asmabi College, P.Vemballur, Kerala, India

- Webinar on **Logistics: How is It Good Career Choice for You?** On 13/08/2020 organised by Department of Vocational Studies, MES Asmabi College, P.Vemballur, Kerala, India
- National Webinar on **Paradigms of Research in Social Sciences** on 25/06/2020 organised by Research Cell, Carmel College, Mala
- International Webinar on **Growing Supply Chain Opportunities in India** on 13/07/2020 organised by Dept of Logistics Management, MES College, Marampally
- National Webinar Series on **Women and Covid** on 18,19 &20 /11/2020 organised by Dept of Political Science & IQAC. MES Asmabi College, P.Vemballur
- Webinar on Navigating the Human and Business Impact of COVID -19 on 27/06/2020 organised by Dept of Commerce & Management Studies, M.P. Moothedath Memorial Sree Narayana Trusts College, Shoranur, Palakkad, Kerala
- Webinar on **innovation Opportunities in Healthcare Technology: A Covid 19 Perspective** on 24/06/2021 organised by IIC, MES Keveeyam College, Valanchery
- Webinar on **Moodle:Online Teaching Management Tool** on 18/06/2020 organised by Dept of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
- National Webinar on **Gateway to Research** on 6&7/07/2020 organised by Dept of Management Studies, Malabar College of Advanced Studies, Vengara and Kerala State Higher Education Council
- Webinar on **Writing and Reading: Possibilities in the Current era** on 19/06/2020 organised by Dept of Malayalam & IQAC, MES Asmabi College, P.Vemballur
- State Webinar on **SAAC: Context and Content** on 25/07/2020 organised by Sree Narayana College, Nattika in Association with KSHEC
- National Webinar on **Teaching as a Profession- Challenges and Opportunities** on 12/08/2020 organised by Dept of Computer Application, MES Asmabi College, P.Vemballur
- Panel Discussion on **Education in COVID-19 Era** on 12/07/2020 organised by The Goan Forum for Educational Research Promotion
- International Colloquium on **Women in Education** on 06/07/2020 organised by PG Dept of Education, Dr. Dada Vaidya College of Education, Farmagudi, Ponda, Goa
- Impact Lecture Session on **How to Successfully Incubate Student Ventures** on 24/06/2020 organised by IIC, MES Keveeyam College, Valanchery

- Webinar on **Pusthaka Pranaya Kadhakal** on 19/06/2020 organised by PG Dept of English & Dept of Mass Communication, MES Asmabi College, P.Vemballur
- National Webinar on **Academic Publishing in Commerce** on 24/11/2020 organised by Research Dept of Commerce, Government College Madappally
- National Webinar on **Economic Survival of Kerala after Covid Crisis** on 29/06/2020 organised by Dept of Commerce, CMS College Kottayam
- National Webinar Series on **Women and Covid** on 18,19 &20 /11/2020 organised by Dept of Political Science & IQAC. MES Asmabi College, P.Vemballur
- Webinar on **Navigating the Human and Business Impact of COVID -19** on 27/06/2020 organised by Dept of Commerce & Management Studies, M.P. Moothedath Memorial Sree Narayana Trusts College, Shoranur, Palakkad, Kerala
- Two Day National Seminar on Research – Approaches & Applications in the Digital Age on 4&5 October 2019 organised by Panampally Memorial Government College, Chalakudy
- Three Day National Seminar on Mixed Methods to Social Science Research on 28,29 & 30 Nov 2019 organised by Government Arts and Science College, Ollur, Thrissur
- Seminar on AICTE Quality Initiatives, NITTT & NEAT on 6 March 2020 organised by AICTE, Ministry of HRD, Govt of India in association with Kerala State C-apt at Federal Institute of Science and Technology[FISAT], Angamaly
- Faculty development programme on theatric skills for effective teaching on 18 Oct 2019 organised by MES College, Marampally
- Faculty development programme on theatric skills for effective teaching on 2 Nov 2019 organised by MES Asmabi College, P.Vemballur
- Course on “Lets break the chain of covid-19 infection on 28 Mar 2020 organised by The Muhammed Bin Rashid University of Medicine and Health Sciences [MBRU], Dubai, UAE
- e-FDP on Online Teaching Methods on 17 April 2020 organised by Farook Institute of Management Studies[FIMS], Farook College, Calicut, Kerala
- Research Methodology for social science research awareness online test on 26 April 2020 organised by MES Asmabi College, P.Vemballur
- Webinar on Vichintana Webinar Series 2020 on 9-15 May 2020 organised by SreeAyyappa College, Eramalikkara, Chengannur, Alappuzha District
- National Webinar on Impact of Covid-19 on the Economy and its Effect on Banking Sector on 13 May 2020 organised by St Paul’s College, Kalamassery

- National Webinar on Impact of Lockdown on the Economy on 5 May 2020 organised by St.Xavier's College for Women, Aluva, Ernakulam
- International Webinar on Impacts of covid-19 Pandemic On Micro, Small and Medium Enterprises (MSME) and Social Structure on 5-6 May 2020 organised by Saurashtra University, Rajkot, Gujarat
- International webinar on academic publishing in top rated journals on 30-4-2020 organised by Government College, Tripunithura
- National Webinar on Writing a Winning Project Proposal on 11 May 2020 organised by Mar Athanasius College, Kothamangalam
- Webinar on Leading After Crisis on 12 May 2020 organised by MES College, Marampally
- National Webinar on Innovations and Entrepreneurship in the post corona era on 13 May 2020 organised by Naipunnya Institute of Management and Information Technology
- National Webinar on preparing for online teaching on 21 May 2020 organised by Sacred Heart College, Kochi
- National Webinar on COVID-19 and Maslow's Hierarchy of Needs: How is Our Motivation Changing? On 26 May 2020 organised by Dept of Commerce, MES Asmabi College, P.Vemballur
- Webinar on trade and urban formation: Reflections on the evolutionary history of Kodungallur on 17 May 2020 organised by MES Asmabi College, P.Vemballur

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**Conference/seminar chaired**

- Chaired a session in International Conference on Climate Change Resilience: Views from Economics and Environment conducted by PG Department of Economics at MES Asmabi College, P Vemballur on 14-15 Feb 2019

**Acted as resource person/ Invited lectures delivered**

- Webinar on '**Research Aspiration in COVID Scenario**' on 15<sup>th</sup> July 2020 organised by Department of Commerce, **MES College, Nedumkandam**
- Two sessions on the subject "**Tax Planning and Management**" as part of the online UGC-NET Coaching Programme in Commerce organised by Post Graduate Department of Commerce, **Christ College (Autonomous), Irinjalakuda** on 12 & 15 Sept 2020



- Webinar on **‘Emerging Trends in E-Commerce’** organised by Department of Commerce, **Naipunya Institute of Management and Information Technology (NIMIT)** on 28<sup>th</sup> June 2021
- Webinar on **‘Emerging Trends in E-Commerce’** organised by Research Committee, **Government College, Tripunithura** on 15 July 2021.
- Webinar on **‘Research Orientation in Commerce’** organised by PG Department of Commerce, **Carmel College, Mala** on 4<sup>th</sup> Sept 2021
- Webinar on **‘e-Filing Income Tax Return of Salaried Employees’** organised by Department of Commerce, **SNM College Maliankara** on 17-09-2021

### **Additional duty other than teaching in the Department**

- I B.Com tutorship since 2017 (Except 2021-22)
- HOD from Aug 2018 to June 2022
- Coordinator, CMA -CAT and Intermediate Since 2019
- Coordinator, Diploma in GST (2018-19)
- Coordinator and resources person of Certificate Course in Income Tax E-Filing (CCITEF- 2020)

### **Programme organised**

- NSS programmes June 2020 onwards
- One Day Seminar on GST MES Asmabi College in collaboration with Tax Study Centre, Ernakulam, a Kerala State Rutronix Authorised Training Centre on 12-12-2019
- Three Day Workshop on Research Methodology at MES Asmabi College in Association with Kerala State Higher Education Council [KSHEC] on 1,2&3 Feb, 2018.
- Certificate Course in “Filing of Income Tax Return” at MES Asmabi College, P.Vemballur
- CMA-CAT and Intermediate course co-ordinator in association with Profinz Academy, Thrissur
- ED Club Co-ordinator 2017-2020 (Selected as Best ED Club in Thrissur District 2017-18)
- Initiator of creating new products from old clothes.
- Two Day National Conference on E-Waste Management at MES College, Marampally in the year 2013
- UGC Sponsored One Day National Workshop on Consolidated Financial Statements: Preparation, Presentation and Disclosure in the context of Companies Act,2013 on 26 June 2018.

**Research interest and activities**

- **UGC Minor Project (2013-15)** “A research in consumer behavior towards fashion involvement – an empirical study among the urban college girls in Kerala”

**Professional membership**

- Member, Indian Accounting Association
- Member, Indian Society for Training and Development
- UG Board of Studies, MG University (B.Com) 2017-2020

**Awards and recognition**

- Certificate of appreciation from KSHEC in connection with the contribution of S4 M. Com Course Tax Planning materials to the KSHEC website in 2020
- Certification of participation from Mahatma Gandhi University related to the contribution to the question bank preparation of first, second and fifth semester UG CBCS Examination in 2019

**Consultancy services**

- Nil