

Faculty Profile

Name : ATHMA JAYAPRAKASH
Designation : ASSISTANT PROFESSOR
Department : COMMERCE DEPARTMENT
Address : Sree Narayana Guru College
 Chelannur, Kozhikode. 673616.
Qualifications : M.Com ,NET

Academic Activities

Seminars/ Workshops/ Conferences attended (2007-08 onwards)

No.	Name of faculty	Name of Seminar/Workshop/Conference	Venue	Year with date	Sponsor/ Funding Agency
1		TWO DAY RESIDENTIAL WORKSHOP ON YOUTH DEVELOPMENT	GOVT YOUTH HOSTEL EAST HILL	2010-2011	NATIONAL SERVICE SCHEME
2		FINANCIAL INCLUSION AND CO-OPERATIVE BANKS –EMERGING GROWTH MODELS	KERALA UNIVERSITY	2011-2012	UGC
3		HOW TO WRITE A SOCIAL SCIENCE RESEARCH PAPER	SNES INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH		SNES INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH
4		TWO DAY NATIONAL WORKSHOP ON RESEARCH ARTICLE WRITING IN COMMERCE AND MANAGEMENT	GOVT VICTORIA COLLEGE ,PALAKKAD	2012-2013	DEPARTMENT OF COLLEGIATE EDUCATION, THRIVANTHAPUARM

5		EMERGING HORIZONS IN BANKING AND FINANCE	PANAMPILLY MEMORIAL GOVT COLLEGE		GOVERNMENT OF KERALA
6		FOREGIN DIRECT INVESTMENT	R ,SHANKER SNDP YOGAM ARTS AND SCIENCE COLLEGE ,KOYILANDY	2013-2014	KERALA STATE HIGHER EDUCATION COUNCIL
7		RUPEE FLUCTUATIONS AND ITS IMPACT ON INDIAN ECONOMY	MPMM SN TRUSTS COLLEGE ,SHORANUR		UGC
8		FDI AND INDIAN ECONOMY – A MUTI PERSPECTIVE EVALUATION	SREE NARAYANA GURU COLLEGE, CHELANNUR		UGC
9		QUALITY SERVICES IN BANKING	GOVT COLLEGE ,MADAPPALLY		DIRECTOR OF COLLEGIATE EDUCATION ,KERALA.
10		REDEFINING MARKETING IN THE DIGITAL AREA OF GLOBALISATION	PROVIDENCE WOMENS COLLEGE CALICUT	2015-2016	UGC
11		TOWARDS FORMULATING BEST CLASS ROOM PRACTICES IN TEACHING ,LEARNING AND EVALUATION.	MARIVANIOS COLLEGE ,TRIVANDRUM		UGC-NAAC
12		SERVICE MARKETING CHALLENGES AND PROSPECTS	SYED ABDU RAHIMAN BAFAKHI THANGAL MEMORIAL GOVT COLLEGE ,KOYILANDY		DIRECTORATE OF

13		NEW FRONTIERS IN FINANCE AND ACCOUNTING	GOVT COLLEGE KODANCHERY		COLLEGE EDUCATION
14		HUMAN RESOURCE STRATEGIES AND PRACTICES IN ACHIEVING BUSINESS EXCELLENCE	NSS COLLEGE ,MANJERI		DIRECTORATE OF COLLEGE EDUCATION
15		INDIAN CAPITAL MARKET :OPPORTUNITIES AND CHALLENGES	CHRIST COLLEGE ,IRINJALAKUDDA		UGC ICSSR ,NEW DELHI

Paper presentations in Seminars/ Workshops/ Conferences (2007-08 onwards)

No.	Name of faculty	Name of Seminar/Workshop/Conference	Venue	Year with date	Sponsor/ Funding Agency
1		NATIONAL WORK SHOP ON RESEARCH ARTICLE WRITING IN COMMERCE AND MANAGEMENT	GOVERNMENT VICTORIA COLLEGE ,PALAKKAD	2012-2013	DEPT OF COLLEGIATE EDUCATION

2		REGIONAL SEMINAR ON FOREIGN DIRECT INVESTMENT	R.SANKAR MEMORIAL SNDP YOGAM ARTS AND SCIENCE COLLEGE ,KOYILANDY	2013-2014	KERALA STATE HIGHER EDUCATION COUNCIL
3		RUPEE FLUCTUATION AND ITS IMPACT ON INDIAN ECONOMY	MPMM SN TRUSTS COLLEGE ,SHORANUR	2014-2015	UGC
4		FDI AND INDIAN ECONOMY –A MULTI PERSPECTIVE EVALUATION	SREE NARAYANA GURU COLLEGE, CHELANNUR		UGC
5		REDEFINING MARKETING IN THE DIGITAL ERA OF GLOBALISATION	PROVIDENCE WOMENS COLLEGE ,CALICUT	2015-2016	UGC
6		SERVICE MARKETING CHALLENGES AND PROSPECTS	SYED ABDU RAHIMAN BAFAKHI THANGAL MEMORIAL GOVT COLLEGE ,KOYILANDY		DIRECTORATE OF COLLEGE EDUCATION
7		NEW FRONTIERS IN FINANCE AND ACCOUNTING	GOVT COLLEGE KODANCHERY		DIRECTORATE OF COLLEGE EDUCATION
8		HUMAN RESOURCE STRATEGIES AND PRACTICES IN ACHIEVING BUSINESS	NSS COLLEGE ,MANJERI		UGC

9		EXCELLENCE INDIAN CAPITAL MARKET :OPPORTUNITIES AND CHALLENGES	CHRIST COLLEGE ,IRINJALAKUDDA		ICSSR ,NEW DELHI
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Resource person/ Chair in Seminars/ Workshops/ Conferences (2007-08 onwards)

No.	Name of faculty	Name of Seminar/Workshop/ Conference	Venue	Year with date	Sponsor/ Funding Agency
1		RUPEE FLUCTUATION AND ITS IMPACT ON INDIAN ECONOMY	MPMM SN TRUSTS COLLEGE ,SHORANUR	2014-15	UGC
2		FDI AND INDIAN ECONOMY –A MULTI PERSPECTIVE EVALUATION	SREE NARAYANA GURU COLLEGE, CHELANNUR		UGC

Details of Research Publications

No .	Name of Faculty	Title	Year	Whether in peer reviewed national or international journal/others
1		EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER	2015	ISBN 9789382709954

		BEHAVIOUR		
2		A STUDY ON STRESS MANAGEMENT	2015	ISBN 78-81-926618-7-2

I. No.	Year	Name of club (NSS/NC C/er	Activities	The guest/resource person/ eminent personality/others visited	Venue	Date
1	2009-2010					
2	2010-2011	NATIONAL SERVICE SCHEME	•			
3	2011-2012	NATIONAL SERVICE SCHEME	•			
4	2012-2013	NATIONAL SERVICE SCHEME	<ul style="list-style-type: none"> • ENVIRONMENT DAY • ORIENTATION CLASS • ONAM CELEBRATION • TEACHERS DAY • ONE DAY CAMP • ONE DAY CAMP, PERSONALITY CLASS • ADDITIONAL SKILL ACQUISITION PROGRAMME • INAUGURATION OF SEVEN DAYS CAMP 	<p>Dr.K.B.MANOJ</p> <p>Dr.RAJAN MALAYIL</p> <p>ATHMA JAYAPRAKASH</p> <p>RADIO JOCKEY</p> <p>Mr RAJENDRAN (BLOCK PANCHAYATH</p>	<ul style="list-style-type: none"> • COLLEGE CAMPUS • SEMINAR HALL • COLLEGE • COLLEGE CAMPUS • SEMINAR HALL • COLLEGE CAMPUS • SN TRUSTS SCHOOL • SN TRUSTS SCHOOL 	<p>5/6/2012</p> <p>28/7/2012</p> <p>24/8/2012</p> <p>5/9/2012</p> <p>11/10/2012</p> <p>20/10/2012</p> <p>22/10/2012</p> <p>26/3/2013</p>

			<ul style="list-style-type: none"> • ICE BREAKING SESSION • ORNAMENT MAKING • GLASS PAINTING SESSION • FABRIC PAINTING • FOLK LORE • CAMPUS CLEANING • FELICITATION FUNCTION 	<p>STANDING COMMITTEE CHAIRMAN)</p> <ul style="list-style-type: none"> • Mr.MADHU • Ms .MUNEERA • Ms .MUNEERA • Ms .MUNEERA • SANKARAN NAMBOODIRI • • 	<ul style="list-style-type: none"> • SN TRUSTS SCHOOL • SN TRUSTS SCHOOL • SN TRUSTS SCHOOL • SN TRUSTS SCHOOL • SN TRUSTS SCHOOL • SN TRUSTS SCHOOL • SN TRUSTS SCHOOL 	<p>27/3/21013</p> <p>28/3/2013</p> <p>29/3/2013</p> <p>30/3/2012</p> <p>30/3/2012</p> <p>31/3/2013</p> <p>1/4/2013</p>
5	2013-2014	NATIONAL SERVICE SCHEME	<ul style="list-style-type: none"> • ENVIRONMENT DAY • ORIENTATION PROGRAM • ONE DAY CAMP • CLASS ON MENTAL HEALTH • MOTIVATION 	<ul style="list-style-type: none"> • Dr.K.B.MANOJ • ATHMA JAYAPRAKASH • JAYAPRAKA 	<ul style="list-style-type: none"> • COLLEGE CAMPUS • SEMINAR HALL • COLLEGE CAMPUS • MENTAKL CENTRE IN CALICUT ,KUTHIRAVATTOM • SEMINAR HALL 	<p>5/6/2013</p> <p>27/9/2013</p> <p>2/10/2013</p> <p>10/10/2013</p>

			AL CLASS	SH BABU (PRESIDENT OF JCI)		9/10/2013
			<ul style="list-style-type: none"> • INAUGURATION OF SEVEN DAY CAMP 	<ul style="list-style-type: none"> • MLA .Mr.PURUSHAN KADALUNDI 	<ul style="list-style-type: none"> • THRIKUTTYSERY GOVT UP SCHOOL 	21/12/13
			<ul style="list-style-type: none"> • SURVEY ON LOVE PLASTIC 		<ul style="list-style-type: none"> • THRIKUTTYSERY GOVT UP SCHOOL 	22/12/13
			<ul style="list-style-type: none"> • SKILL DEVELOPMENT CLASS 	<ul style="list-style-type: none"> • Mr GOPI (FACULTY OF THRIKUTTYSERY UP SCHOOL) 	<ul style="list-style-type: none"> • THRIKUTTYSERY GOVT UP SCHOOL 	22/12/13
			<ul style="list-style-type: none"> • SCIENCE IN DAILY LIFE 		<ul style="list-style-type: none"> • THRIKUTTYSERY GOVT UP SCHOOL 	23/12/12
			<ul style="list-style-type: none"> • CLASS ON YOUTH AND SOCIETY 	<ul style="list-style-type: none"> • Mr.PRAKASH (KERALA SAHASTRA PARISHATH) 	<ul style="list-style-type: none"> • THRIKUTTYSERY GOVT UP SCHOOL 	23/12/13
			<ul style="list-style-type: none"> • COMMUNICATION SKILL DEVELOPMENT 	<ul style="list-style-type: none"> • Mr SHANKARAN NAMBOOTHARI 	<ul style="list-style-type: none"> • THRIKUTTYSERY GOVT UP SCHOOL 	24/12/13
			<ul style="list-style-type: none"> • AUDIO AND VIDEO EDITING CLASS 	<ul style="list-style-type: none"> • Mr.JOBY 	<ul style="list-style-type: none"> • THRIKUTTYSERY GOVT UP SCHOOL 	24/12/13
			<ul style="list-style-type: none"> • CHARACTER BUILDING THROUGH POSITIVE THINKING 	<ul style="list-style-type: none"> • Mr.PRAMOD 	<ul style="list-style-type: none"> • THRIKUTTYSERY GOVT UP SCHOOL 	25/12/13
			<ul style="list-style-type: none"> • LEADERSHIP SKILL 	<ul style="list-style-type: none"> • Ms RASNI (ASST PROFESSOR OF IHRD) 	<ul style="list-style-type: none"> • THRIKUTTYSERY GOVT 	25/12/13
						26/12/13

			<ul style="list-style-type: none"> • TREKKING TO VAZHORA MALA • SUBMISSION OF SURVEY REPORT OF "LOVE PLASTIC" • CLEANING CAMPUS 	<ul style="list-style-type: none"> • Mr SUDEEP • • MR.T.K SREEDHAR AN(KOTTO R GRAMA PANCHAYA TH) • Mr.SHAJI (WARD MEMBER) 	UP SCHOOL <ul style="list-style-type: none"> • THRIKUTTYSERY GOVT UP SCHOOL 	26/12/13 27/12/13
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IN THE CAPACITY AS HODs / CLUBS & COMMITTEE CONVENERS

1. NSS PROGRAMME OFFICER – 2010-2014
2. TOURISM CLUB
3. INNOVATION CLUB
4. CAREER GUIDANCE AND PLACEMENT CELL