



St Thomas College, Kozhencherry

Established in 1953 | Reaccredited by NAAC with Grade A | ISO 9001:2015 Certified | ISO 21001:2018 Certified

Affiliated to Mahatma Gandhi University, Kottayam

www.stthomascollege.info

Kozhencherry P.O., Kerala State, Pincode: 689641 Phone: +91-9497445575, 0468-2214566

Faculty Profile

Dr. Leena K. Cherian

Assistant Professor

Department of Commerce

Mobile No. +91 9633244895

✉ leenakcherian@stthomascollege.info



Personal Details

Date of Birth	04.09.1983
Nationality	Indian
Marital Status	Married
Permanent Address	Malieakal Malayil Paduthodu P.O. Vennikulam 689544 Pathanamthitta Kerala.

Higher Education

2008 – 2011	Ph.D , Bharatiyar University, Coimbatore.
2006– 2008	M.Phil , PSGR Krishnammal College for Women, Coimbatore.
2004 – 2006	M.Com , SB College, Changanacherry, Kottayam.
2001 – 2004	B.Com , St. Thomas College, Kozhencherry.

Professional Position

03 December 2012 to present	Assistant Professor, Department of Commerce, St Thomas College, Kozhencherry
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Teaching Experience



2012 – 2023	Undergraduate students
	Postgraduate students

Teaching Experience (continued)

2020 – 2023




























Courses Taught

M.Com	 Methodology of Social Science Research, Strategic Management
B.Com	 Dimensions and Methodology of Business Studies
	Principles of Business Decisions
	Auditing and Assurance
	Banking and Insurance
	Advertisement and sales Management, Business Management



Professional Service Rendered

 **Assistant Professor, Department of Commerce, St Thomas College, Kozhencherry**




Other Important Responsibilities/Positions Held

Subject Expert	 For Sanctioning new Programmes in different Colleges under M.G. University Kottayam.(2020-21).
Chief Examiner	 B.Com CBCSS Examination(Since 2015)
	 M.Com CSS Examination(Since 2019)
Secretary	 Commerce Alumni Association(2018-2022)
Convenor	 General Programme Committee (2022-2023).
	 St.Thomas College Women's Hostel (2020 to Present).
Research Coordinator	 Research Advisory Committee (2021-2023).
President	 Women's Cell (2022-2023).
Coordinator	 Department IQAC (2022-2023).
	 Tally Course(2015-2021)
Committee Member	 College Union Election (2021-2023).
Coordinator	 Internal Mark Verification - UG (2017-2022).
Convenor	 General Programme Committee (2021-2022).
	 St.Thomas College Women's Hostel (2021-2022).
Research Coordinator	 Research Advisory Committee (2021-2022).
Coordinator	 Department IQAC(2021 to present).
Staff Advisor	 SCM(Students Christian Movement)(2020 -2021).
Committee Member	 Anti-Ragging Cell(2020-2021)
	 Criterion 3 : Research , Innovation and Extension (2020-2021).
	 Anti-Drug Cell(2020-2021)
	 MTSA(2013-2014, 2016-2017)
	 Best Arts(2013-2014).
	 Women Cell(2014-2015).
Coordinator	 Health Centre(2014-2015)
	 General Time Table Committee(2018-2019)

Other Important Responsibilities/Positions Held (continued)

- Convener  Webinar on "Tackling Banking Exams" on 05/07/2021.
- Program Convener  ANAVO 2K21(Opening Day Ceremony on 01/06/2021).



Social Responsibilities Held

-  Presiding Officer, Lok Sabha Election, May 2016
-  Presiding Officer, Panchayath Election, November 2015
-  Presiding Officer, Legislative Assembly Election, 2021

International Assignments and Experiences



Professional Membership and Activities

-  Society of Innovative Researchers and Academicians
-  Indian Accounting Association







Research Experience

-  Research Guide since 2020

Areas of Specialization and Interest

-  Finance

Research Publications

-  **A descriptive study on the problems and prospects of social entrepreneurship with special reference to a family owned business "MANON BAKES Maramon".** Dr. Leena K Cherian, Justin P. James, Humanities and Social Science Studies Journal, UGC Care Approved, Group 1, Ref. No. 199 "Social Science" vol- 12, Issue 01, No. 09, Jan-June 2023, ISSN - 2319-829X IF= 7.28.
-  **Marketing Practices adopted by a family business in Kerala : A study with special reference to "Vishwa Brahmana Family"** Justin P. James, Dr. Leena K Cherian, South India Journal of Social Sciences, UGC Care Approved, Group 1, vol- XXI, Jan-June 2023, No. 30, ISSN - 09728945.
-  **Digi Locker – A Magical Spell for an Inclusive India.**
Dr. Leena K Cherian. IMPACT- International Journal of Research in Humanities, Arts and Literature, "International IMPACT FACTOR 3.7985 ICV Factor 42.56 NAAS Rating 3.10"
-  **A Study on the factors influencing Charitable Giving with special reference to Chief Minister's Distress Relief Fund (CMDRF) in Kerala.**
Dr. Leena K Cherian. REYONO journal of Interdisciplinary Studies,"National ISSN 2277-7652"
-  **A Study on Evaluating the Retail Service Quality of Supermarkets With Special Reference to Quality Super Bazaar, Vadasserikara. .** Dr. Leena K Cherian, Ann Mary Jayan, ANVESAK "ISSN 0378-4568 UGC CARE Listed".
-  **Emergence of Cashless Economy in the field of Charity with Special Reference to Chief Ministers Distress Relief Fund, Emerging issues in Commerce.** Dr. Leena K Cherian, Litty Thomas. ISBN 978-93-5351-8349, October 2018

Research Publications (continued)

- **Impact of Leverage in Profitability of Selected Cement Companies in Tamilnadu.** . Dr. Leena K Cherian, Organisational Management Vol. XXVII No. 2, 2011 July-Sept. 0975-699.
- **Joint Liability Groups-The Forerunners of Economic Progress.** Dr. Leena K Cherian, Global Journal of Arts and Management, Vol. 2. No. 1, 2011, 2249-2658.
- **Role of Microfinance in Economic Development.** Dr. Leena K Cherian, Anuragham publications, Chennai. 2009 978-81-9077339-3.
- **Role of Microfinance Institutions in Financial Inclusion.** Dr. Leena K Cherian, NCRC Publications, Coimbatore, 2011 978-81-909150-7-6.
- **Role of Microfinance Institutions in Rural Marketing.** Dr. Leena K Cherian, Sri Maruthi Publications, Chennai 978-93-80812-06-9.
- **The Gov. Regulatory Bodies: The Sine Qua Non of Business Education.** Dr. Leena K Cherian, Allied Publishers Pvt. Ltd, New Delhi, 25.
- **Joint Liability Groups: The Blue Eyed Boys?.** Dr. Leena K Cherian, Asia Pacific Journal of Research Vol-1 Issue- XVII, Sept 2014 Online ISSN – 23474793.
- **Cafe Kudumbashree - A Silent Revolution from Kitchen.** Dr. Leena K Cherian, Litty Thomas, Women Entrepreneurship Development and Gender Equality, Page No. 302-313, 2019, ISBN-978-1-7338929-2-6.
- **Problems and Prospects of JLGs of Women Farmers with Special Reference to Santhanpara Panchayat.** Dr. Leena K Cherian, Aryamol Rajan, Emperor International Journal of Finance and Management Research, UGC Approval Jr. No: 45308, Vol-4, Issue -07, March 2018. ISSN - 2395-5929.

Web Articles



Popular Articles



Paper Presentations

- **Marketing Practices adopted by a family business in Kerala - A study with reference to Vishwa Brahmana family.** 10/03/2023 International Conference on Recent Trends in Commerce and Management at Christ College of Arts and Science, Thiruvallur, Tamil Nadu.
- **Descriptive study on usage of E -wallet services among street vendors in Panadalam Municipality.** 25/10/2022 and 26/10/2022 International Seminar on Finance and Technology. Bharata Mata College Thrikkakara in association with Department of student services, M.G, University Kottayam
- **A Case study analysis on the digital nudging of a family owned business in Pathanamthitta District.** 5th International Conference on Entrepreneurship Innovation and Start up-ICEIS 2022 Dept. of Management studies in association with Entrepreneurship Development and Innovation Institute, Tamilnadu 6/9/2022 and 7/9/2022.
- **Human Resource Management during Covid 19: A Kerala Fire Force Experience.** International Conference : Entrepreneurship, Business and The Impact of Covid PG and Research Dept. Of commerce SD College Alappuzha In Collaboration with School of Management Tribhuvan University Nepal. 22/7/2022 and 23/7/2022.

Paper Presentations (continued)

- **Digi locker-A magical spell for an Inclusive India.**
Application of digital technology in Commerce St.Thomas College Kozhencherry in association with MG university Kottayam and Muthoot Group.17/1/2019.
- **A study on the factors influencing charitable giving with special reference to CMDRF in Kerala (in absentia).**
International Multi Disciplinary Conference on Arts,Science,Education,Management and Technology University of Malaya,Kuala Lumpur,Malayasia.(in absentia),7/9/2019.
- **Digi locker- A paradigm shift to a paperless banking transaction.**
Two day national seminar on Recent trends in banking and Finance St.Thomas College Kozhencherry 20/1/2020.
- **Emergence of cashless transaction in Charity giving with special reference to CMDRF.**
Emerging issues in Commerce BCM College,Kottayam. 29/10/2018.
- **Cafe Kudumbashree - A Silent Revolution from Kitchen.**
International Seminar on Women Entrepreneurship Development and Gender Equality, Organized by St. Gregorios College, Kottarakara in association with Academic Research Conferences 16,17 December 2019.

Minor Research Project



Project Guidance

M.Com



Faculty Development Programmes Attended

- | | |
|--------------------------|---|
| 03/03/2015 to 30/03/2015 | ■ Orientation Program(UGC Sponsored) HRDC University of Kerala. |
| 18/07/2018 to 07/8/2018 | ■ Refresher Course in Commerce and Management UGC HRDC University of Calicut. |
| 30/10/2022 to 13/11/2022 | ■ Online two week interdisciplinary Refresher Course Teaching Learning Centre, Ramanujan College, University of Delhi and MHRD. |
| 26/05/2020 to 30/05/2020 | ■ 5 day FDP "How Can Teachers Make a Difference?", by Teaching Learning Centre, IIT Madras, Sponsored by KSHEC and Organized by IQAC Sree Sankara College, Kalady. |
| 1/10/2020 to 15/10/2020 | ■ Two week FDP on Research MethodologyTwo week FDP on Research Methodology, Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of Ministry of Human Resource Development Pandit Manmohan Malaviya National Mission on Teachers and Teaching. (Online)A+Grade |
| 26/5/2020 to 30/5/2020 | ■ How can teachers make a difference?, Teaching Learning Centre,IIT Madras,sponsored by Kerala State Higher Education Council A+ Grade. |
| 11/5/2020 to 15/5/2020 | ■ STTP on Advanced Research Methodology, REST Society for Research International, TN (Online). |
| 25/6/2021 to 8/7/2021 | ■ Online Two week Refresher Course in Commerce and Management 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. A Grade. |

Faculty Development Programmes Attended (continued)

5/8/2020 to 19/8/2020

- Refresher Course on Research Methodology for Faculty of Social Sciences UGC HRDC University of Hyderabad. (Online) A+ Grade

Recent Seminars/ Conferences/ Workshops Attended

October 12th and 13th 2006	New Curriculum and Instructional Design in Commerce for a Knowledge Centric Society held St Thomas College, Kozhencherry.
March 13th 2007	Participated in the State Level seminar on VAT Department of Commerce, Bishop Appasamy College of Arts and Science, Coimbatore .
12th February 2008	“ Ethics – A Catalyst to attain Corporate Goals Department of Commerce, PSGR Krishnammal College for Women, Coimbatore
28th May 2020	One Day International Online Conference on Expanding Strategies of Teaching – Learning with Digital Proficiency PARAMARSH SCHEME” sponsored by UGC NAAC.
30th April 2020	International Webinar on “ Academic Publishing in Top Rated Journals” Post Graduate Department of Commerce, Government College Thripunithara.
7th May 2020	Gamification Tools in Teaching IQAC , St. Xavier’s College for Women Aluva.
14th May 2020	RUSA sponsored Webinar on “ The Art of Writing Research Papers” IQAC Mar Anthanasius College Kothamangalam.
20th and 21st January 2020	A Two day national seminar on the topic “Recent Trends In Banking And Finance” Post Graduate and Research Department of Commerce, St Thomas College, Kozhencherry.
7th and 18th January 2019	International Conference on “ Application of Digital Technology in Commerce” Post Graduate and Research Department of Commerce, St Thomas College, Kozhencherry.
30th November 2019	One day workshop on Recent Trends in New Higher Education Policy Malankara Marthoma Syrian Church Higher Education Commission Kerala held at Marthoma College, Thiruvalla.
20/7/2022	National Intellectual Property Awareness/Training Program Intellectual Property Office,India.
16 July 2020	Webinar on Outcome Based Education, organized by IQAC St Thomas College kozhencherry in association with Kerala State Higher Education Council.
07 May 2020	webinar on Gamification Tools in Teaching, organized by St Xavier’s College for women Aluva.
28 May 2020	One Day International Online Conference on Expanding Strategies of Teaching – Learning with Digital Proficiency, PARAMARSH s SCHEME” sponsored by UGC.
14 May 2020	Webinar on The art of writing Research Papers, organized by Mar Athanasius College Kothamangalam. in association with RUSA.
11 May 2020	Webinar on “Writing a Winning Project Proposal, IQAC Mar Athanasius College , Kothamangalam.
15 July 2020	National webinar on “Behavioural Finance and Investment Decision, organized by PG Department of Commerce and Department of Business Administration,KMM College of Arts and Science,Thrikkakara.

Recent Seminars/ Conferences/ Workshops Attended (continued)

10 April 2018	■ Academic and Motivational Seminar on Psychological and Behavioural Skill Development for Happiness in Life, organized by Post Graduate and Research Department of Commerce, St Thomas College, Kozhencherry.
17th and 18th March 2016	■ UGC Sponsored National Seminar on FDI: Prospects, Challenges, and Alternatives, organized by Department of Economics, St Thomas College, Kozhencherry.
08 December 2016	■ Seminar on "Academic and Legislative Perspectives in GST" by Department of Commerce, St. Thomas College, Kozhencherry in association with GIFT.
13,14 March 2014	■ UGC Sponsored National Seminar on "Maximizing CSR in Indian Perspective" by Department of Commerce, St. Thomas College, Kozhencherry.

Seminar/Conferences/Workshops Organized

31 May 2023	■ Coordinated Enriching Campus Life - Celebrating the Launch of our General Amenities
11 August 2022	■ Coordinated workshop on Research and Publication Ethics
16-18 May 2022	■ Coordinated three workshop on Trends in Academic Plagiarism and academic web research for research Scholars
27 January 2023	■ Coordinated workshop on Systematic Literature Review
24 January 2023	■ Coordinated a talk on confidence building in association with Hindustan Uniliver Ltd.
01 June 2022	■ Coordinated Opening Day Programme 'ANAVO 2K22'
06 November 2021	■ Coordinated 'Webinar on My body is my own'
18 December 2021	■ Coordinated the programme 'Live Learn Light up'
26 November 2021	■ Coordinated the induction programme Phase I, Phase II, Phase III.
01 June 2021	■ Coordinated Opening Day Programme 'ANAVO 2K21'(Online)

Invited Talks



Media Discussions



Community Service



Skills

Languages known	■ English, Malayalam.
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