



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

Ms. Neethu Mariam Ajith

Assistant Professor

Department of Commerce

Mobile No. +91 9747572933, 9400722933

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Personal Details

Date of Birth	04.03.1991
Nationality	Indian
Marital Status	Married
Permanent Address	Malamuttathu Kizhakkethil, Elanthoor P O ,Pathanamthitta, Kerala, India. Pin 689643

Higher Education

2011 – 2013	M.Com , University of Kerala.
2008 – 2011	B.Com , St Thomas College, Kozhencherry, Pathanamthitta.

Professional Position

03 June 2015 to present	Assistant Professor, Department of Commerce, St Thomas College, Kozhencherry
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Teaching Experience

2015 – 2023	Undergraduate students
	Postgraduate students

Courses Taught

M.Com	Security Anlysis and Portfolio Management
	Human Resource Management
	Organisational Behaviour
	International Business
	Advanced Financial Accounting
	International Finance
B.Com	Principles of Business Decisions

Courses Taught (continued)

- Fundamentals of Accounting (Open Course)
- Auditing
- Marketing Management
- Financial Services
- Corporate Accounting
- Banking and Insurance
- Dimensions and Methodology of Business Studies

Other Important Responsibilities/Positions Held

2021-23	■ Co ordinator, Career guidance and placement cell , ■ Committee Member, NIRF.
2022 to present	■ Treasurer, Commerce Alumni Association
2021-22	■ Committee Member, Research Forum
2020-21	■ Committee Member, MOOC/Coursera/SWAYAM
2019-20	■ Committee Member, Brains Trust ■ Committee Member, Eco/Bhoomithra Club
2018-19, 2019-20	■ Assistant Returning officer, College Union Election
2018-19 and 2019-20	■ Internal Mentor, Walk With Scholar
2018-19	■ Question paper Setter, third and fourth semester BBA (SDE) Degree Examination ,University of Kerala
2017-18	■ Treasurer, Women's Cell ■ Question paper Setter, Mar Ivanios College (Autonomous) Trivandrum.
2016-17	■ Stage Manager, Mahatma Gandhi University Youth Festival held at St Thomas College, Kozhencherry
2015 to present	■ External Examiner, Project evaluation and viva voce.
2015- to present	■ Chief Examiner, University Paper valuation (B.Com)
2015 to present	■ Additional Examiner, University Paper valuation (M.Com)



Research Experience

- **Research Scholar (Part time)**, Postgraduate Department of Commerce and Research Centre , St Thomas College, Kozhencherry, affiliated to Mahatma Gandhi University Kottayam. (from 4th May 2022 onwards)
Guide: Dr Jyothis T, Assistant Professor, St Thomas College, Kozhencherry



Research Publications

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| 2020 | ■ Cast A Glance into the Banking Behaviour with IPPB of Rural Area in Kerala.
Neethu Mariam Ajith, Dr Ria Mammen, Bettymol Elizabeth Thampy. SAMBODHI, Vol. 43, No. 4, 104-110, 2020. ISSN 2249-6661 |
| | ■ Rural women in the digital age: A study on digital financial literacy.
Neethu Mariam Ajith, Karthika S Nair. Our Heritage, ISSN: 0474-9030, Vol 68, Issue 2 Jan 2020 |

















Research Publications (continued)

- 2019  **Direct Benefit Transfer- A Key to Financial Inclusion.** Neethu Mariam Ajith, Karthika S Nair. Journal of Emerging Technologies and Innovative Research, 2019 (Journal No:63975) (ISSN:2349-5162), Volume 6 Issue
- 2018  **India A Nudge Towards Being A cashless Economy.** Neethu Mariam Ajith, Bettymol Elizabeth Thampy . Emerging Issues in Commerce, National Seminar Proceedings ISBN 978-93-5351-8349, October 2018

Paper Presentations

- 17-18 January 2019  **M Services : A Comparative Study Between mobile banking apps and payment apps.** International Conference on “ Application of Digital Technology in Commerce” organized by Post Graduate and Research Department of Commerce, St Thomas College, Kozhencherry.
- 20-21 January 2020  **“Fintech: A Milestone in the Financial History of India.** Two day national seminar on the topic “Recent Trends In Banking And Finance” , organized by PG Department Of Commerce And Research Centre, St.Thomas College Kozhencherry in association with MG university Kottayam.

Project Guidance

- M.Com 
- 2019-21 Batch  **Divya**, *A Study on customer satisfaction and perception towards the services of Ranny service Cooperative Bank*
- 2018-20 Batch  **Suriya Suku.**, *A study on customers perception towards foodtech*
 **Karthika S Nair**, *A study on the impact of digitalization on financial inclusion with special reference to India Post Payment Bank*
- 2017-19 Batch  **Nithin S Pillai**, *customer satisfaction: renaults small hatch back car KWID*
 **Deepa Jayadevan**, *work life balance of women employees with special reference to Rubco mattress Pampady ()*
- 2016-18 Batch  **Jithu V Thampy**, *A study on customers perception towards mobile banking with special reference to Kozhencherry taluk*
 **Saranya K Manu**, *Awareness and effectiveness of ASAP among college students in Pathanamthitta district*
- 2015-17 Batch  **Aswathy Vijayan**, *A study on e governance and users satisfaction through akshaya centres with special reference to cherukolpuzha*
- 2015-17Batch  **Mrudula Aleena Thomas**, *A comparative study on online and offline shopping among students in punalur*
- 2014-16 Batch  **Sreekumar K Devadas**, *a study of diary farming in Ranny taluk*
 **Sneha Annie John**, *a study on the potentials of konni as a tourist destination*
- B.Com 
- 2017-20 Batch  **Teena Elsa Thomas, Shiji Mariam Daniel, Surabhi P R**, *A Study On the Poularity Of Cashless Transactions in Rural Areas*
 **Rohan K Vinod, Melvin Sunny, Justin George Mathew**, *A Study On Customer Awareness Towards Mobile Wallet With Special Reference to Pathanamthitta District*
 **Melbin Thomas Mathew, Jeswin Jacob, Joji George.**, *Effectiveness of Online Advertising On Consumer Behaviour With Special Reference to Kozhencherry Taluk*

Project Guidance (continued)

2016-19 Batch	■ Athira Shaji, Greeshma R Nair, Jiji Stanly , <i>A Study On Customer's Perception Towards Post Office Savings Scheme With Special Reference To Ranni Taluk</i>
	■ Merlin M K, Praveena Kumari K A, Stephy Elsa Biji , <i>A Study on Consumer Perception Towards Mutual Fund</i>
2015-18 Batch	■ Jobin T Abraham, Joel V Johnson. , <i>A Study On Customer Satisfction Towards Service Provided by Maruthi Suzuki Ltd With Special Reference to Kozhencherry Taluk</i>
	■ Achu Rajan, Bino Benny, Jibin J Mathews , <i>A Study on Consumers Attitude Towards Digital Payment Otions at Point Of Sale With Secial Reference to Puramattom Panchayath</i>
	■ Reni Susan Philip, Shinta James, Suneetha S. , <i>A Study on Job Satisfaction Among Nurses in Private and Government Hositals</i>
2014-17 Batch	■ Riya Shain Thomas, Sonia Ann John, Sneha Mathew , <i>TECH Products: A Compari-son Between SBI and FEDERAL BANK</i>
2013-16 Batch	■ Jeena Anna Mathew, Jenimol Raju, Juliya Ann Mathews. , <i>Preference Of Online Shopping Sites among employed Persons</i>

FDP

1- 14 December 2022	■ Online To week Refresher Course in Commerce and Management, Teaching Learning Centre, Ramanujan College, University of Delhi and MHRD.
30 October -13 November 2022	■ Online To week interdisciplinary Refresher Course Teaching Learning Centre, Ramanujan College, University of Delhi and MHRD.
18-22 October 2022	■ Five day National level virtual Faculty Development Programme on Intellectual Property Rights, Kristu Jyothi College of Management and Technology in association with IPR information centre Kerala and KSCSTE
17-30 November 2020	■ Online Refresher course in Commerce and Management UGC HRDC, University of Kerala.
26-30 May 2020	■ 5 day FDP "How Can Teachers Make a Difference?", IQAC of St.Thomas College, Kozhencherry and Kerala State Higher Education Council,
18-22 May 2020	■ One week STTP on Statistical Analysis for Research, REST Society For Research International(RSRI), Krishnagiri TamilNadu, India
11-15 May 2020	■ One week STTP on Advanced Research Methodology, REST Society For Research International(RSRI), Krishnagiri TamilNadu, India
16 October - 5 November 2019	■ orientation XL, UGC HRDC Kannur University

Seminars/ Conferences/ Workshops Attended

27 January 2023	■ Workshop on Systematic Literature Review, organized by Department of Commerce, St Thomas College Kozhencherry
25 November 2022	■ National online workshop on Research Ethics and identifying Predatory and Cloned Journals in Publication, organized by Indian Institute of Management and Commerce

Seminars/ Conferences/ Workshops Attended (continued)

18 November 2022	Workshop on Systematic Literature Review, organized by Post Graduate Department of Commerce in association with Research and IPR cell and IQAC ,Kristu Jyoti College of Management and Technology.
8 November 2022	National level webinar on Intellectual Property Rights And issues in Cyber space, organized by IQAC of Kristu Jyothi College of Management and Technology.
22 -26 October 2022	Five day online workshop on Research and Publication Ethics, organized by Mar Athanasios College Kothamangalam.
3-5 September 2022	International online workshop on Academic writing - Ethical issue, Global Institute of Statistical Solutions.
19 August 2022	One day seminar on ' Insights on Research Concepts', organized by Department of Commerce, St Thomas College, Kozhencherry.
11 August 2022	One day workshop on ' Research and Publication Ethics,organized by St St Thomas College, Kozhencherry.
20 July 2022	IP awareness programme under National Intellectual Property Awareness Mission, organized by St St Thomas College, Kozhencherry.
16-18 May 2022	Three day workshop on " Trends in Academic Plagiarism,organized by St Thomas College, Kozhencherry
18 July - 15 August 2021	10 day workshop on Research Capability Building, organized by Research and Post Graduate Department of Commerce, SB College, Changanassery and Research and Post Graduate Department of Commerce , K G College Pampady in association with Indian Accounting Association , Alappuzha Branch
21 July - 30 July 2021	National Research talk series, organized by Post Graduate and Research Department of Commerce, MG College , Trivandrum in association with Indian Accounting Association
10 March 2021	Webinar on Research Report Writing, organized by Post Graduate Department of Commerce and Research Centre, St Thomas College Kozhencherry
5 November 2020	webinar on " Project Proposal and Project Funding, organized by IQAC of St.Thomas College, Kozhencherry and KSHEC.
22 July 2020	Webinar on When COVID infects the Mind, organized by St Thomas College kozhencherry.
16 July 2020	Webinar on Outcome Based Education, organized by IQAC St Thomas College kozhencherry in association with Kerala State Higher Education Council.
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,Thrissur.
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.
10 May 2020	National Webinar on Research in Accounting, organized by PG Department of Commerce Government College Thripunithura

Seminars/ Conferences/ Workshops Attended (continued)

07 May 2020	■	webinar on Gamification Tools in Teaching, organized by St Xavier's College for women Aluva
30 Aril 2020	■	International webinar on Academic Publishing in Top rated Journals , organized by PG Department of Commerce Government College Thripunithura.
6-8 February 2020	■	Three Day National Workshop on "Fairness in Questionnaire Design- Exploring Data Dynamics, organized by Researcher's Forum PG and Research Department of Commerce, Mar Ivanious College(Autonomus).
28-29 January 2020	■	Two Day Regional Workshop on Statistical Tools and Data Analysis, organized by Department of Statistics St Thomas College Kozhencherry.
20-21 January 2020	■	Two day National Seminar on the topic "Recent Trends In Banking And Finance, organized by Pg Department Of Commerce And Research Centre, St.Thomas College Kozhencherry in association with MG University Kottayam.
17-18 January 2019	■	International Conference on " Application of Digital Technology in Commerce", organized by Post Graduate and Research Department of Commerce, St Thomas College, Kozhencherry.
30 November 2019	■	One day workshop on "Recent Trends in New Higher Education Policy, organized by Malankara Marthoma Syrian Church Higher Education Commission Kerala.
25-26 July 2019	■	National Workshop titled " Questionnaire Designing- Basics and Relevant Tests", organized by School of Business Studies, Department of Commerce and Management Studies, University of Calicut.
14-16 November 2018	■	Three Day National Workshop on " Statistical Analysis in Social Science Research, organized by Post Graduate and Research Department of Commerce, Thunchan Memorial Govt College, Tirur.
10April 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.
11 February 2017	■	The Challenging Benchmarks on Teaching and Learning, organized by Mar Thoma Syrian church Higher Education Commission, Kerala.
17th and 18th March 2016	■	FDI: Prospects, Challenges, and Alternatives, organized by Department of Economics, St Thomas College, Kozhencherry.

Seminar/Conferences/Workshops Organized

10th March 2021	■	Coordinator, "Webinar on Research Report Writing" organised by Post Graduate Department of Commerce and Research Centre, St Thomas College Kozhencherry.
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Seminar/Conferences/Workshops Organized (continued)

20-21 January 2020  Coordinator, Two day National Seminar on the topic “Recent Trends In Banking And Finance” organised by Post Graduate Department of Commerce and Research Centre, St Thomas College Kozhencherry.

Skills

Languages known  English, Malayalam.