



# Dr Nithya U S

Assistant Professor of Commerce

## ADDRESS & EMAIL

Karthika,  
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Thalayolaparambu  
Kottayam  
Kerala-686605

## QUALIFICATION

Ph.D, M.com, MBA, B.ED,  
NET, SET

## DATE OF JOINING

22.01.2016

## EXPERIENCE IN YEARS

5

## AREA OF SPECIALIZATION

Finance

## ADMINISTRATIVE DISTINCTION

- Member- ED Club, Investors club, Tourism Club
- Department IQAC Coordinator
- Research Committee Member
- WWS Mentor
- Admission committee member
- Coordinator-S.S.P
- Library Advisory Committee Member
- Coordinator ED Club
- Coordinator- Consumer Club
- Coordinator-PFMS
- Member, Career Guidance Cell
- Treasurer - Staff Association
- Entrepreneurship Development Club

## PAPER PRESENTATIONS

- Impact of Globalization on Tourism- Creativity and Innovation in Business for Sustainable Competitive Advantage
- The Impact of Censoring Investors Investment Decision- National Conference on Emerging Challenges for Sustainable Business

- Implementation Challenges of IFRS- National Seminar on Implementation of IFRS Issues and Challenges
- Problems Faced by Women in the Society- Protection of Western Ghats - Issues, Concerns and Policy Alternatives
- Issues faced by a Research Scholar with Special Reference to the Area of Tourism- Research Methodology and Data Analysis in Social Science
- Impact of Demonetization on Tourism - Cash to Cashless Economy- Opportunities and Challenges
- A study on Mobile Wallets in digital banking system – 4<sup>th</sup> international seminar of SVASH 2018
- Scope of Beach Tourism - An Analysis- Three Day National seminar on changing paradigms in tourism industry of Kerala
- A study on behavioral finance and various bias that can affect investment decision-Two Days National seminar on Behavioral Finance

### **PARTICIPATION IN SEMINARS/ CONFERENCES/ WORKSHOPS**

- Three Day National workshop on Time series analysis
- NPTEL workshop by IIT Madras
- 4<sup>th</sup> international seminar of SVASH
- Trade war- three day international seminar
- 66<sup>th</sup> All india Commerce conference of the Indian Commerce association

### **INVITED LECTURES AS RESOURCE PERSON**

- Talk at St.Thomas college, Kozhencherry about Crypto Currency
- Invited talk at UIM, Challenges faced by Women

### **PUBLICATIONS IN BOOKS OR JOURNALS**

- Multilevel Marketing (MLM) – A Step beyond Customer Satisfaction- Mirror - International Research Journal of Commerce, Management and Social Sciences
- A Study on Social Media Marketing- Kaav international journal of economics,commerce&Business Management

- Problems and Prospects of Heritage Tourism in Kerala- International Research Journal of Management and Commerce
- Impact of K.T.D.C on Tourism Industry- Journal of Advance Management Research
- Work Life Balance of IT Professionals in Kerala- Emperor International Journal of Finance and Management Research
- A Study on the Unsung Tourism Spots in Kerala- Emperor International Journal of Finance and Management Research
- IFRS - Challenges and Opportunities- Mirror - International Research Journal of Commerce, Management and Social Sciences
- Various Dimensions of Tourism – An Overview on the World's Flourishing Industry- Research Line
- Study on the Relevance of Heritage Tourism in Kerala- Poseidon
- Impact of Globalization on Tourism Industry in India - A Conceptual Analysis- Global Research Review
- Heritage Tourism – Untapped Avenues of Kerala Tourism- Global Research Review
- Role of ICT in Higher Education:Rationale and Challenges- IJCBM
- A Study on Micro financing with Special Reference to Chellanam Panchayath- SH Research Journal
- A study on Bitcoin And its effect in Indian Economy- International Journal of Research in Humanities, Arts and Literature.
- A study of Budgetary allocations in digitalizing banks- Studies in Indian Place Names (UGC Care Journal),Vol-40-Issue-46,February 2020.
- Emerging business models for companies in future- Our Heritage,Vol-68 Issue 18, January 2020. UGC CARE )

## **MEMBERSHIP IN PROFESSIONAL BODIES**

- Member of ICA

## **OTHER ACHIEVEMENTS**

- Paper Reviewer for international Conference -Application of Digital Technology in Commerce
- Selected Participant of FLAIR 2018-19
- Judge of paper presentation competition- St.Thomas college, kozhencherry

## **RESEARCH OUTPUT**

- Approved Research Guide of Kerala University
- Produced one Ph.D
- Guiding 4bResearch scholars
- Coordinator of various Workshops and seminars