

## Faculty Profile

- Name** : Dr.K.Sravana
- Designation** : Assistant Professor in Commerce
- Qualification** : M.Com, MPhil, MA(Dance), MBA, PhD
- E-mail id** : [drksravana@gmail.com](mailto:drksravana@gmail.com)
- Address** : Assistant Professor, Research Dept. of Commerce,  
Govt. Arts & Science College, Kozhikode.
- Positions Held in College** : 1) Additional Superintendent, University Examinations  
Member,  
2)Scholarship Committee  
3) Member, Department Admission(UG)  
4) Convener, ED Club  
5)Member, Research Journal Committee(Arts)
- Teaching Interests** : Research Methodology, Marketing and Finance
- Research Areas** : Service Marketing, Tourism and Corporate Governance
- Research Guideship and Centre** : Yes, Govt College Madappally
- Ph. D Guided** : Four (Ongoing)
1. T. Vinnethan – Effect of GST on selected Tourism Industrial sector in Kerala – An Empirical Analysis. 24-05-2018
  2. M.V.Praveen – Service Quality in Public Bus Transport System in Kerala. 24-05-2018
  3. Shamshana.V.C. – The role of Viral marketing via internet for the development of Tourism industry in Kerala. 08-10-2018
  4. Farisa Abdul Asees – Operational efficiency of Women Cooperative Banks in Kerala and their contribution to Women Development. 08-10-2018

**Research Projects/ Grants/Fellowships received: Yes,**

- 1) Private Money lending market and Borrowers' suicides : A study n the present socio-economic milieu in Kerala, UGC-JRF, Minor Research Project(UGC), 2015-17
- 2) Enhancing the Quality of PG Project Work, University of Roehampton, London, FLAIR - International Internship, DCE-Govt of Kerala, 2016

**Memberships in Board/ Association/ Professional Affiliations:**

- 1) Life Member, Indian Accounting Association
- 2) Life Member, Association of Bharathnatyam Artistes of India

**Invited talks in media/ any other :**

- Online FDP on Research methodology in Social Sciences, Commerce and Management(Literature Review in Research) organised by Providence Womens' College, Kozhokode, PMMMMNMTT and MHRD, July 2021.
- Webinar on Research Publications (Topic: Your – Go To – Guide to Publish) organised by Post Graduate Department of commerce & management Studies, Alphonsa College Thiruvambady, December 2020.
- Career opportunities and Motivation Programme ( Topic: Careers in Commerce) organised by the Department of Commerce, Malabar Christian College, Calicut, November 2020.
- Commerce Symposium (Topic: Goal Setting and Time Management) conducted by Commerce Association of Govt Sanskrit H.S.S., Meppayil, Vadakara, January 2018.
- Commerce Association Inauguration and Keynote address (Topic: Importance of Research in Higher Education), Governemnt Arts & Science College, Kunnamangalam, February 2017.
- National Workshop on 'Research Methodology' (Topic: Plagiarism in Literature Review) organised by Post Graduate & Research department of Commerce, Government college Madappally, January 2017.
- Certificate course for Post Graduate students (Topic: Goal Setting and Time Management) in connection with add on course organised by Post Graduate and Research Department of Physics, Government College Madappally, January 2017.
- Commerce Association Inauguration and Keynote address (Topic: Demonitisation: Pros & Corns), M.E.T.Arts & Science College, Nadapuram, December 2016.

- Induction training for Assistant Professors (Topic: Enhancing the quality of Research in Higher Education) in the FLAIR programme organised by Directorate of Collegiate Education, October 2016.
- National Workshop on ‘Research methodology’ organised by Post Graduate & Research department of Commerce, Government College Madappally, January 2017.
- Chaired the technical session on ‘Spreadsheet as a Tool for Inventory Analysis’ in the Two day National level Workshop on ‘IT Tools for Business Excellence’ organised by S.A.R.B.T.M. Govt. College, Koyilandy on 29<sup>th</sup> & 30<sup>th</sup> December 2015.

### **Journal Publications**

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#### **International**

- Praveen MV and Sravana, “Service Quality of India Post Payment Bank(IPPB) : The Target Clientele’s Perception”, Anvesak-Sardar Patel Institute of Economic and Social Research, ISSN : 0378 – 4568, Vol 51, No.02(VII), July-December 2021.
- Vineethan.T and Sravana, “Spectacular resemblance in GST revenue collection of Kerala and Karnataka : An analysis of growth inclination and performance”, NIU International Journal of Human Rights, ISSN :2394 – 0298, Vol 2, June 2020.
- Praveen.M.V. and Sravana, “Financial Service Quality: A Comparative Study of State Owned and Privately Owned NBFCs in Kerala”, International Journal of Human Rights, ISSN (Print) :0975 -8364, (Online) : 2249 – 3255, Vol 2, June 2020.
- Sravana, “They play an incredible role in improving the public transport system in Kerala: A study based on the satisfaction level of KSRTC passengers”. International Journal of Advanced Research and Development (*IJRD*), ISSN:2455-4030 (*Impact factor = 5.24*), Vol.1, Issue 5, May 2016, pp. 95-97
- Sravana, “Rural Development through agricultural tourism: A study based on Kerala”. South Asian Journal of Marketing & Management Research (*SAJMMR*) ISSN:2249-877X (*Impact factor = 4.748*) Vol.5, Issue 10, October 2015,pp 1-9
- Sravana, “Farm Tourism set to take off in a big way: A Study based on analysis of Visitors’ satisfaction in Kerala”. South Asian Journal of Tourism and Heritage (*SAJTH*) (International Referred Research Journal) (Indexed 1.2) ISSN: 0974-5432, Vol . 5, No.1, January 2012, pp 143-152

#### **National**

- Vineethan.T and Sravana, “Effect of Goods and Service Tax on aggregate Commercial Tax revenue of Kerala State”, Juni Khyat, ISSN: 2278 – 4632, Vol -10, Issue 7, No.14, July 2020
- Praveen.M.V. and Sravana, “Extensive service quality of Domestic Power Supply in Kerala : A study in the vantage of Total household electrification in Kerala”, Juni Khyat, ISSN : 2278 – 4632, Vol 10, No 14, July 2020.
- Sravana, “A study on the Government intervention on Private Money Lenders in Kerala”.Research Scholar – Peer Refereed Quarterly Inter Disciplinary Research Journal, ISSN:2249-6696,Vol.7, No.2, June 2017, pp 156-161

- Sravana, “Investment Behaviour of Women Investors”. POSEIDON – Journal of Commerce, Management and Social Science, *ISSN:2319-6238, Vol.4, No.2, December 2015, pp 175-182*
- Sravana, “Prospects to Cultural tourism - A study on the business opportunities of selected performing art forms in Kerala”. Man-Age, Management Journal of Department of Commerce and Management Studies of University of Calicut. *ISSN: 2231-3060 Vol. 7, Issue No. 1-2, Jan – Dec 2011, p 70*
- Sravana, “Cultural Tourism in Kerala: A study with special reference to Malabar”. Southern Economist, *ISSN: 0038-4046, Vol. 50, No. 11, October – 1, 2011, P 11*
- Sravana, “Challenges of cultural Tourism in Kerala: A Study with special reference to Malabar”. Man-Age, Management Journal of Department of Commerce and Management Studies of University of Calicut. *ISSN: 2231-3060, Vol. 6, Issue No. 1-2, Jan – Dec 2010, P 26*

### **Conference Publications**

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#### **International**

1. “Do they manage their role in Teaching and Learning during the Covid 19 World”, International Conference on Sustainable Learning : Strategies and its Consequences in Digital India(SLSC-2021) organized by Department of Humanities and Sciences, NIT Goa and the School of Management, NITK Surathkal held on 5<sup>th</sup> to 6<sup>th</sup> June 2021.
2. Nostalgic Consumption Exploring the role of Nostalgic intensity, elements and Nostalgia Advertising, International conference in the series of Youth 2025 Envisioning Business for a Better Tomorrow, organised by Jaipuria Institute of management held on February 18-20, 2021
3. “Role of local government in Tourism Development”, International Conference on changing dynamics of Business Management organised by School of Business Studies and Department of Commerce and Management Studies, University of Calicut, 26-27 September 2019
4. “Corporate Governance and Family Business: A case study on Family Businesses in Kerala”, International conference on sustainability and Business organised by IIM Calcutta, 13-14 January 2018
5. “Good Corporate Governance in family owned businesses – Necessary or not?”, International conferenceCorporate Governance organised by Department of Commerce and Management Studies, University of Calicut,7-8 June 2017
6. “Private money lending sector in Kerala – A study on legal perspective”, International conference on emerging trends in business organised by Department of Management Studies, Christ University, Bangalore, February 2017
7. “Problems and Prospects of cultural tourism in Kerala: A study with special reference to Malabar”, International Conference on Management Research organised by Centre for contemporary Management Research, Bharathidasan University, Trichy, 12-14 February 2011

8. “Agricultural Tourism – As a factor of Rural development in Kerala”, International Conference on innovation and inclusion in banking : issues, strategies and options organised by School of development studies and Department of Applied economics, Kannur University, Kerala, February 2011

### **National**

1. “Do they face problems while they travel? An analysis on cultural tourists of Kerala”, UGC sponsored National Seminar, Marthoma College, Chungathara, Nilambur, Kerala, ISBN: 978-93-5254-231-4, 1-2 December 2015
2. “An Introduction to Learning Management System”, National level workshop on E-Learning Management System organised by S.A.R.B.T.M.Govt. College, Koyilandy, January 2014
3. “Economic Recession”, National Seminar on Impact of global recession on the agrarian economy of Kerala with special reference to Wayanad organised by Department of Commerce, W.M.O. Arts & Science College, Muttil, February 2009

**Articles in Periodicals/ magazines/any other** : Nil

**Blog/Web articles** : Nil

**Books as author/ edited/ Chapters/Reviews** :

- 1) Corporate Governance and Business Ethics – Dr.K.Sravana, Redshine Publication Pvt Ltd., July 2022, ISBN : 978-93-94727-61-8
- 2) Service marketing – Dr.K.Sravana and others, Redshine Publication Pvt Ltd., December 2021.ISBN 978-93-93239-53-2
- 3) Envisioning business for a better tomorrow, innovate, integrate, impact – Nostalgic consumption: Exploring intensity elements and nostalgia advertising – February 2021

**Seminars organised** :

- ✓ October 16<sup>th</sup> to 17<sup>th</sup> 2021 - National workshop on “Questionnaire Designing for Research” in the Department of Commerce, Govt Arts and Science College Calicut.
- ✓ March 16<sup>th</sup> to 17<sup>th</sup> 2021 – Organised National Workshop for faculties and research scholars on “New horizons in conceptual modelling, data analytics and academic writing in Business Research” in the Department of Commerce and Management Studies, University of Calicut, Kerala.
- ✓ September 09<sup>th</sup> 2020 – Organised National Webinar for faculties and research scholars on “How to prepare a Research Proposal or a Synopsis?” in the Department of Commerce, Govt Arts and Science College Calicut, Kerala.

- ✓ February 02<sup>nd</sup> 2018 – Organised South Indian Management Fest – Zestaura 2k18 for Post Graduate and Under Graduate students in the Department of Commerce, Govt College Madappally, Vadakara, Kerala.
- ✓ December 10<sup>th</sup> to 11<sup>th</sup> 2015 – Organised National Seminar for faculties and research scholars on “Service marketing challenges and prospects” in the Department of Commerce, S.A.R.B.T.M. Govt College Koyilandy, Kerala.

**MOOC Course Conducted** : Nil

**E-content developed** : Nil

**Paper presentation at state/ national/international programmes: :**

**International**

1. “Do they manage their role in Teaching and Learning during the ovid 19 World”, International Conference on Sustainable Learning : Strategies and its Consequences in Digital India(SLSC-2021) organized by Department of Humanities and Sciences, NIT Goa and the School of Management, NITK Surathkal held on 5<sup>th</sup> to 6<sup>th</sup> June 2021.
2. Nostalgic Consumption Exploring the role of Nostalgic intensity, elements and Nostalgia Advertising, International conference in the series of Youth 2025 Envisioning Business for a Better Tomorrow, organised by Jaipuria Institute of management held on February 18-20, 2021
3. “Role of local government in Tourism Development”, International Conference on changing dynamics of Business Management organised by School of Business Studies and Department of Commerce and Management Studies, University of Calicut, 26-27 September 2019
4. “Corporate Governance and Family Business: A case study on Family Businesses in Kerala”, International conference on sustainability and Business organised by IIM Calcutta, 13-14 January 2018
5. “Good Corporate Governance in family owned businesses – Necessary or not?”, International conferenceCorporate Governance organised by Department of Commerce and Management Studies, University of Calicut,7-8 June 2017
6. “Private money lending sector in Kerala – A study on legal perspective”, International conference on emerging trends in business organised by Department of Management Studies, Christ University, Bangalore, February 2017
7. “Problems and Prospects of cultural tourism in Kerala: A study with special reference to Malabar”, International Conference on Management Research organised by Centre for contemporary Management Research, Bharathidasan University, Trichy, 12-14 February 2011
8. “Agricultural Tourism – As a factor of Rural development in Kerala”, International Conference on innovation and inclusion in banking : issues, strategies and options

organised by School of development studies and Department of Applied economics, Kannur University, Kerala, February 2011

### **National**

1. “Do they face problems while they travel? An analysis on cultural tourists of Kerala”, UGC sponsored National Seminar, Marthoma College, Chungathara, Nilambur, Kerala, ISBN: 978-93-5254-231-4, 1-2 December 2015

### **Seminars/ Conferences attended:**

- Three days Training on ‘One District One Idea – Innovation Project Leadership Program of K-DISC organised by Digital University of Kerala, January 2021.
- International Seminar on ‘UGC CARE List Publications’ organised by Department of Commerce & Management Studies, University of Calicut, March 2020.
- Five Day National Workshop on ‘Research methodology and Data Analysis in Social Science Research’ organised by Post Graduate Department of Commerce, Govt College Mananthavady, 1st to 5th February 2020.
- International Seminar cum Workshop on ‘Research Methodology in Social Sciences’ organised by jointly by Department of Economics & Department of Commerce, Govt Arts & Science College Kunnammangalam, November 2019.
- International Conference, University of Calicut, September 2019 ▪ International conference, IIM Calcutta, January 2018
- International conference, University of Calicut, June 2017
- International conference on ‘Emerging Trends in Business ICETB\_2017’ organised by Department of Management Studies, Christ University, Bangalore, February 2017.
- National Workshop on ‘Research methodology’ organised by Post Graduate & Research department of Commerce, Government College Madappally, January 2017.
- International workshop on ‘Virtual Internationalisation making effective use of new technologies to enhance the student experience’ organised by university of Kerala in participation with FLAIR and University of Roehampton, January 2016
- UGC sponsored National Seminar on ‘Prospects of Service Industry in India – Trends & Patterns’ at Marthoma College, Chungathara, December 2015
- Two day National level Workshop on ‘IT Tools for Business Excellence’ organised by S.A.R.B.T.M. Govt. College, Koyilandy, December 2015.

- Two day National Seminar on ‘Service Marketing – Prospects & Challenges’ organised by S.A.R.B.T.M. Govt. College, Koyilandy, December 2015.
- One day Faculty Development Programme on ‘Contemporary Pedagogies in Commerce and Management’ organised by Farook Institute of Management Studies(FIMS), November 2015
- Two Day National Seminar on Various Aspects of Hindi Literature organised by S.A.R.B.T.M. Govt. College, Koyilandy, October 2015.
- Two day Workshop on ‘Interdisciplinary Research-led Education and Curriculum Innovation’ organised by the FLAIR programme in partnership with the University of Southampton, United Kingdom, September 2015.
- Induction Training Programme on ‘Good Learning’ – Phase II organised by FLAIR programme, July 2015
- National level Workshop on ‘E-Learning Management System’ at S.A.R.B.T.M. Government College, Koyilandy, January 2014
- National level Faculty Development Programme in Techno – Management System’ organised by S.A.R.B.T.M. Govt. College, Koyilandy, December 2013.
- Induction Training Programme on ‘Good Learning’ – Phase I organised by FLAIR programme, November 2013.
- National Seminar on ‘Human Rights Issues in early marriage’ organised by Centre for Women’s Studies & Academic Staff College, university of Calicut, October 2013
- National Conference on ‘School Psychology: Mental Health Challenges’ organised by Department of Psychology, University of Calicut, November 2012.
- UGC sponsored national Seminar on ‘Dynamics of Bank Management – Emerging Issues, Challenges and Strategies’ organised by the Department of Commerce and Management Studies, University of Calicut, March 2011.
- International Conference at Bharathidasan University, Trichy, February 2011
- International Conference on ‘Innovation & Inclusion in Banking: Issues, Strategies & Options’ at Kannur University, Kerala, February 2011.
- One Day Workshop on ‘Research Paper writing organised’ organised by CHMK Library and All Kerala Research Scholars Association, September 2010.
- National Workshop on ‘Intellectual Property Rights and Economic Development in the Knowledge Era’ organised by PIC-Kerala, KSCSTE & University of Calicut, August 2010.

- Two Day National Workshop on ‘Research Methodology’ organised by University of Calicut & State Institute of Languages – Kerala, February 2010.
- National seminar on ‘Impact of Global Recession on the Agrarian Economy of Kerala with special reference to Wayanad held at W.M.O. Arts & Science College, Muttill, February 2009.
- Workshop on ‘New Nuances of WTO’ organised by MSME Development Institute, Thrissur, Ministry of MSME, Government of India in association with Calicut Management Association and School of Management Studies, Calicut, University of Calicut, March 2008.

**Other Programmes attended :**

1. Refresher Course in Commerce and Management (Online – PMMMMNMMT – TLC Ramanujan College, New Delhi) June 25<sup>th</sup> 2021
2. Refresher Course in Advanced Research Methodology (Online – PMMMMNMMT- TLC Ramanujan College, New Delhi) June 15<sup>th</sup> 2021
3. FDP in MOOCs (Online - TLC Ramanujan College, New Delhi) May 31<sup>st</sup> 2021
4. Inter Disciplinary Refresher course in Commerce & Management, UGC-HRDC, Kannur University
5. Special Summer School (Thrust area: Economics & Business Studies) (Refresher course), UGC-HRDC, University of Calicut
6. Induction training programme on Good Learning, Phase II, FLAIR Programme by Higher Education Department, December 2015
7. Induction training programme on Good Learning, Phase I, FLAIR Programme by Higher Education Department, December 2013
8. Orientation Programme, Academic Staff College, University of Calicut, September 2013

**Participation/ Deputed in projects/ extended activities initiated by Government:**

- 🚩 Core Committee Member, Innovative cluster initiatives, K DISC, Govt of Kerala.
- 🚩 Facilitator, Young Innovators Programme (YIP), K-DISC, Govt of Kerala.

**Awards/ Achievements/ positions/others :**

- ❖ Rashtriya Gourav Award 2018 by India International Friendship Society, New Delhi.
- ❖ International Internship February 2016, Roehampton University, London.
- ❖ Rank Award from Malayala Manorama & Air India, for academic and non-academic achievements 2008
- ❖ Miss Kerala Runner up 2003

- ❖ Kalathilakam- Inter Zone Competition in University of Calicut (2001, 2003, 2004, 2005, 2006, 2007)
- ❖ Vocational Excellence Award of Rotary International 2008
- ❖ First Prize in Bharathanatyam(2001,2002,2003), Kuchupudi, Ottan Thullal, Fancy Dress, University of Calicut

**Other relevant information if any** :

**Academic and Administrative positions held**

- Additional Chief Examiner, University Examinations (2020-21)
- Subject Expert in the Inspection Commission of University of Calicut for granting provisional affiliation to the M.Com/B.Com/B.B.A. courses (2015-16)
- Subject Expert in the Interview board for Lecturer in Commerce, Govt. College, Mokeri
- Faculty for the M.Com/B.Com Online Lecture Series of EMMRC, School of Distance Education, University of Calicut (2015-16)
- Guided few dissertations and thesis in UG & PG at College level
- Chief and Additional Examiner in evaluation of Calicut University UG & PG answer papers
- Invigilator for Calicut University UG & PG examinations
- Core Committee Member, Kozhikode District, K-DISC.
- Co-ordinator Entrepreneurial Development Club (2020-21)
- Editorial Board, Research Journal (Arts) (2020-21)
- Life Time Member, Indian Accounting Association
- Coordinator Management Fest – Zestaura 2k18(2017-2018)
- Member Women Development cell (2017-2018)
- Member Research Committee (2017-2018)
- Convener Research Committee(2015-2016)
- Coordinator National Seminar (2015)
- Coordinator Scholar support Programme (2015)
- Coordinator Entrepreneurial Development Club (2011,2015)
- Staff Club secretary (2015-2016)
- Coordinator Women Development Cell (2012-2014)