



NAME: Jayashree C

DESIGNATION: Assistant Professor

QUALIFICATION: MBA (PGDMM)

TOTAL EXPERIENCE: Industry- 1.5 year, Academics- 2 year

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AREA OF INTEREST

MARKETING AND FINANCE

SUBJECTS TAUGHT

Innovation Management (2nd MBA), International Marketing Strategies (4th MBA), Financial Institution and regulatory bodies (3rdBBA) Travel and tourism management (1st BCOM) Consumer Behaviour (3rd MBA) Consumer Behaviour (5th BBA) Legal aspects and Intellectual property rights (1st MBA) Business research methodology (4th BBA) Business environment (2nd BBA) Brand Management (6th BBA) International Business (6th BBA) Business Environment (1st BBA), Business ethics (2nd BCOM), entrepreneurial economics(4th BBA)

NO. OF CERTIFICATIONS

6

**PAPERS
PRESENTED**
[NATIONAL &
INTERNATIONAL
]

NATIONAL:

1.. GST AND ITS IMPACT ON INDIAN ECONOMY

**2.INFLUENCE OF SOCIAL MEDIA MARKETING ON
CONSUMER BEHAVIOUR IN THE COSMETIC INDUSTRY: AN
EMPRICIAL STUDY.**

JOURNALS
[NATIONAL
&
INTERNATIO
NAL]
2018 Onwards

**1. Impact of service quality on customer satisfaction in online
banking Radha T, Murugesha B N, Chethan S, J.Merlin Sheela
Magdaline, Jayashree C, Vinutha K**

BOOK CHAPTERS PUBLISHED	NIL
FDP ATTENDED	<ol style="list-style-type: none"> 1. STATISTICAL TOOLS AND TECHNIQUES OF SOCIAL SCIENCE RESEARCH 2. LEGAL ASPECTS AND IPR 3. RESEARCH METHODOLOGY TECHNIQUES 4. SOFT SKILLS FOR TEACHERS 5. EMPOWERING EDUCATORS: NAVIGATING INTELLECTUAL PROPERTY IN EDUCATION” 6. AI IN HIGHER EDUCATION: ‘TEACHING AND LEARNING LANGUAGES’ 7. FIVE DAYS FDP ON ‘RESEARCH METHODOLOGY’. 8. FINANCIAL STATEMENT ANALYSIS- DU PONT ANALYSIS AND ECONOMIC VALUE ADDED (EVA) 9. DEVELOPING LEADERSHIP SKILLS AMONG ACADEMICIANS. 10. JOHARI WINDOW WITH EMOTIONAL QUOTIENT. 11. AN OVERVIEW ON IPR IN INDIA 12. QUANTITATIVE DATA ANALYSIS USING SPSS WITH INTERPRETATION AND WRITING RESEARCH ARTICLE.
MEMBERSHIPS	NIL

