

# **MAR GREGORIOS COLLEGE OF LAW**

**Mar Ivanios Vidyanagar**

**Trivandrum**

## **PERSONAL PROFILE**

**Name** : **Gopika B**  
**Designation** : **Asst. Professor**

## **EDUCATIONAL QUALIFICATIONS**

**Master Degree** : MCOM, Finance  
**Bachelor Degree** : BCOM, Finance  
**Diploma** : Diploma in Computer Application  
**Other Qualifications** : Qualified NET and SET in 2019  
Pursuing PhD from Sunrise university, Rajasthan

## **PROFESSIONAL EXPERIENCE**

**Present** : Mar Gregorios College of Law - 3 years (2021 to present)  
**Previous** : Financial executive (Trainee) at Kerala Financial Corporation

## **PUBLICATIONS & PAPER PRESENTATIONS**

### **Paper Presentations**

- Presented paper titled **“Policy holder’s awareness and factors influencing the purchasing decision of health insurance”** in two days national seminar conducted at Govt. Arts College on 2019
- Presented a paper titled **‘A study on role of Kudumbasree Eateries with special reference to Thiruvananthapuram city** ‘in the International Conference on Contemporary Trends, Challenges & Prospects in Global Business, organised by Postgraduate Department of Commerce and IQAC, Christ Nagar College, Maranalloor, Trivandrum, in association with International Skill Development Corporation (ISDC) on 21st and 22nd of October 2021
- Presented a paper titled **“A Study on the Impact of covid 19 on digital payment among people in Trivandrum city”** in the

International Conference on Global digital finance, organised by Postgraduate Department of Commerce and IQAC, Christ Nagar College, Maranalloor, Trivandrum, in association with International Skill Development Corporation (ISDC) on 21 march 2023

- Presented paper titled “**A study on the impact of social media on academic performance of students**” in the national conference on quality and its assurance in modern studies: emerging trends for research in the digital era organized by department of research, sunrise university-alwar on January 2023

## **Publications**

- Title: **A study on the investment behavior of Govt. college teachers with special reference faculties of Govt. College for women, Tvm**  
Published in **Studies in Indian place Name** (SIPN) [ISSN 2394-3114] VOL: 40, Issue: 86 Month: March Year: 2020  
Impact factor: 6.1
- Title: **A study on consumer purchasing behavior towards eco-friendly products**  
Published in **Kanpur philosophers: International journal of Humanities, Law and Social sciences**  
ISSN 2348-8301  
Vol. VIII, Issue 9:2021  
UGC Care approved, Group 1, Peer reviewed and referred journal
- Title: **A study on role of Kudumbashree eateries with special reference to Thiruvananthapuram city**  
Published in **Kanpur philosophers: International journal of Humanities, Law and Social sciences**  
ISSN 2348-8301  
Vol. VIII, Issue 10:2021  
UGC Care approved, Group 1, Peer reviewed and referred journal
- Title: **A comprehensive study on the customer reference along with degree of customer satisfaction of electric vehicles with special reference to Trivandrum city**  
Published in **Kutap**, an international, peer reviewed, referred UGC Care enlisted half yearly journal  
ISSN 2582-5356 Vol.6 Issue 8 January-June 2023

## FDP

- Participated in the seven days international faculty development programme on “Changing dimensions in commerce education” organized by PG department of commerce, Nallamuthu Gounder Mahalingam College, Pollachi, October 2021
- Participated in the Seven Days Professional Development Programme on “Effective and Quality Research Writing - Phase III” organized by Department of Commerce, (Shift II), Patrician College of Arts and Science, Chennai from 13th - 19th June 2022.
- Participated in the Seven Days National Level Faculty Development Programme on “emerging trends & challenges in commerce & management education” from 19th September 2023-26th September 2023, organized by Department of Commerce with International Business, Hindusthan College of Arts & Science (Autonomous), Coimbatore

## WORKSHOPS, SEMINARS, WEBINARS & CONFERENCES

### National/ International Level

Attended :

- Participated in the International Conference on Contemporary Trends, Challenges & Prospects in Global Business, organized by Postgraduate Department of Commerce and IQAC, Christ Nagar College, Maranalloor, Trivandrum, in association with International Skill Development Corporation (ISDC) on 21st and 22nd of October 2021.
- Seminar on “why research is beneficial for advanced learning “organized by sunrise university Alwar on May 2023
- Successfully completed Online Jot on implementation of GST in Tally conducted by Aakam Industrial Training and Research Institute, Coimbatore (Manonmanian Sundaram University).
- Attended a webinar on Strategy for managing personal finance organized by department of commerce northern-eastern hill university, Shillong, Meghalaya in collaboration with association of mutual funds in India
- Participated in the national webinar on A holistic approach to industry-academy interaction organized by the PG department of commerce, kristu jyoti college of management and technology changanacherry.

