


NAME	Dr. PREEMA ROSE NICHLAVOSE	
DESIGNATION	ASSISTANT PROFESSOR	
QUALIFICATION	M.Com., B.Ed., M.Phil., SET, NET, PhD	
EMAIL ID	preerose77@gmail.com	
PHONE NO	-	

TEACHING INTERESTS

Quantitative Techniques, Management Concept and Business Ethics, E-Commerce, Numerical Skills, Indian Financial System, Operations Research, Marketing Management

RESEARCH AREAS

FINANCE

ACADEMIC/PROFESSIONAL QUALIFICATIONS*

NAME OF THE PROGRAMME	INSTITUTION/UNIVERSITY	YEAR OF PASSING
Ph.D.	BHARATHIAR UNIVERSITY	2016
M.Phil.	BHARATHIAR UNIVERSITY	2011
M.Com.	UNIVERSITY OF CALICUT	2005
B.Ed.	UNIVERSITY OF CALICUT	2007
SET	DIRECTORATE OF HIGHER SECONDARY EDUCATION, GOVERNMENT OF KERALA	2006
NET	UNIVERSITY GRANT COMMISSION, NEW DELHI	2012

*PH.D, M.PHIL, PG, UG, B.Ed, NET, ANY OTHER

CAREER HISTORY/TEACHING EXPERIENCE

DESIGNATION	INSTITUTION/UNIVERSITY	YEAR OF SERVICE
Guest Lecturer	St. Joseph's College, Irinjalakuda	2008-2010

OWN MPHIL and PH D THESIS

SL.NO	TITLE	GUIDE NAME	INSTITUTION	MONTH/YEAR
1	STOCK TRADING ISSUES OF STOCK DEALERS (BROKERS/SUB-BROKERS) IN INDIA (With Special Reference to Cochin District, Kerala)	Dr.M.Sumathy	Bharathiar University	February 2012
2	INVESTORS' AND CLIENTS' PERCEPTION ON QUALITY DIMENSIONS OF INDIAN CREDIT RATING AGENCIES	Dr.M.Sumathy	Bharathiar University	April 2016

AWARDS/ACHIEVEMENTS/OTHERS*

SL.NO.	NAME OF AWARDS/ ACHIEVEMENTS/OTHERS	DESCRIPTION	MONTH/ YEAR
1.	M.Com. II Rank	University Of Calicut	September 2005

*BEST PAPER,BEST POSTER,ANY OTHER POST HELD ETC...

JOURNAL PUBLICATIONS

SL.NO.	TITLE	NAME OF JOURNAL / VOL. NO / ISSUE NO / PAGE NOS	ISSN NO	MONTH / YEAR
1.	Trading problems of stock dealers/brokers in India	Asian Journal of Research in Business Economics and Management, pp.83-93, Vol.2, Issue 4 (Impact factor 0.376)	ISSN 2250-1673	April 2012

2.	Security and Privacy in Digital Economy with Special Reference to India as an Emerging Economy	Indian Journal of International Business and Finance, Volume 2, Number 1, pp. 17-22	ISSN 2249-4200	January-June, 2012
3.	Relevance of sovereign credit risk rating on foreign direct investment	Asian Journal of Research in Banking & Finance (online), pp.170-175, Vol.3 (12) (Impact factor 0.8815)	ISSN 2249-7323	December 2013
4.	Analyzing the Perception on Credit Rating Quality – A Theoretical Framework	IFRSA Business Review, Vol 3, issue 4, pp. 305-310 (Impact factor 2.545)	ISSN No. 2249-8168	December 2013
5.	Effect of Globalization On Socio-Economic Indicators in ‘ASEAN’ Countries	IRJBM- International Research Journal of Business and Management (Online), Volume No – VII Issue – 9, pp. 09-17(Impact factor 1.47)	ISSN No. 2322-083X	September - 2014
6.	Investors’ and Clients’ Perception on Quality Dimensions of Indian Credit Rating Agencies	International Journal Of Marketing, Financial Services & Management Research (online), 4(4), pp.94-100, (Impact factor 3.454)	ISSN 2277-3622	April 2015
7.	Clients’ Perception and Satisfaction towards Quality Dimensions of Credit Rating Agency	Intercontinental Journal of Finance Research Review (online),3(4), pp.1-6, (Impact factor 0.875)	ISSN: 2321-0354	April 2015
8.	A Discriminant Analysis of the Investors’ and Clients’ Perception on Credit Rating Service Quality	in International Journal of Social Science & Interdisciplinary Research (online), 4(4), pp.100-105(Impact factor 3.503)	ISSN 2277-3630	April 2015

CONFERENCE PUBLICATIONS

SL.NO.	TITLE	NAME OF CONFERENCE	VENUE, MONTH / YEAR
1.	Consumerism in service	Globalisation and Consumer	Research centre for

	sector	protection”	consumerism, Kalasalingam University, Krishnankoil on 28 th & 29 th January 2011
2.	An analysis of customer awareness and preference for green marketing	A sustainable development towards innovative process	department of Commerce, Kaamadhenu Arts and Science college, Erode on 10 th February 2011
3.	Effectiveness of Consumer Awareness Campaigns	Globalization and Consumers”-issues and challenges	Department of consumer affairs, ministry of consumer affairs, Govt of India and organized by School of commerce, Bharathiar university, Coimbatore on 22 nd & 23 rd July 2011
4.	An Analysis- Adoption of E-Business in SMEs with special reference to Coimbatore District	Emerging trends in E-Commerce	department of Commerce, University of Madras, Chennai on 16 th & 17 th March 2011
5.	A study on social welfare activities of women through SHG schemes	Public policy and Governance 2012 (PPG 2012)	The Indian Institute of Science, Bangalore, India on 4 th -6 th September, 2012
6.	satisfaction level of investors towards Online Stock Trading-An analysis	Emerging Research Paradigms in Social Sciences”	Bharathiar University, Coimbatore 22-24 August, 2013

BOOKS AS AUTHOR/EDITED/CHAPTERS/REVIEWS

SL.NO	TITLE	AUTHOR NAMES	ISBN NO.	MONTH/ YEAR
1.	Emerging Research Paradigms in Social Sciences-International Convention	Dr. Ganesan (Chief Editor), Dr. M.Sumathy and Preema Rose Nichlavose (Editors)	ISBN 978-93-82951-33-9	August 2013

ORIENTATION/REFRESHER COURSES ATTENDED

SL.NO	NAME OF THE PROGRAMME	NAME OF THE ORGANISER	MONTH/ YEAR
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1.	Empowering faculty in statistical analysis using SPSS	School of Management, Karpagam University, Coimbatore	19 th November 2010
2.	Consumer protection and consumer welfare	Department of commerce and management studies, University of Calicut, Kerala	11 th & 12 th November 2011
3.	Applied Multivariate Techniques in Data Analysis	Department of Economics, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore	7 th -11 th May 2012
4.	Financial Modelling using Excel in Financial Management	PSG Institute of Management, Coimbatore	19-20 April 2013

PAPER PRESENTED IN SEMINARS/CONFERENCES AND WORKSHOPS ATTENDED#

SL.NO	NAME OF THE PROGRAMME	NAME OF THE ORGANISER& SPONSORING AGENCY	VENUE & DATE	LEVEL *
1.	Emerging Dimensions of Banking sector in the Global Scenario	Department of Commerce, Manonmaniam Sundaranar University	Tirunelveli on 21 st & 22 nd January 2011	International conference
2.	Globalisation and Consumer protection”	Research centre for consumerism, Kalasalingam University,	Krishnankoil on 28 th & 29 th January 2011	International conference
3.	Innovation and inclusion in banking”	Department of Applied Economics, University of Kannur	Kerala on 3 th & 4 th February 2011	International conference
4.	Emerging trends in E-Commerce”	UGC and department of Commerce, University of Madras,	Chennai on 16 th & 17 th March 2011	International conference
5.	Innovative Management Strategies for emerging Business Paradigms”	Adaikalamatha Institute of Management	Thanjavur on 28 th January, 2012	International conference
6.	Excellence in Business”	The College of Business Administration, University of Sharjah,	UAE on 9 th - 10 th May, 2012	International conference
7.	Public policy and Governance 2012 (PPG 2012)”	The Indian Institute of Science,	Bangalore on 4 th -6 th September, 2012	International conference

8.	Foreign Direct Investment- The Indian Scenario”	University of Kerala,	Thiruvananthapuram on 23-24 March, 2013	International conference
9.	Emerging Research Paradigms in Social Sciences”	Bharathiar University	Coimbatore 22-24 August, 2013	International conference
10.	Metamorphosis of modern management	School of Management, SNS College of Engineering,	Coimbatore on 10 th December 2010	National Conference
11.	XXXI Annual Conference of Association of Economists of Tamil Nadu (AET	Department of Economics, Dr. Sivanthi Aditanar College of Engineering,	Tiruchendur on 8 th & 9 th January 2011	National Conference
12.	Emerging issues in Indian economy	Department of Commerce and Research centre, St. Albert’s College, Kochi	Kerala on 20 th & 21 th January 2011	National Conference
13.	Issues of FDI in India	Department of Economics, Bharathidasan university,	Tiruchirappalli on 27 th & 28 th January 2011	National Conference
14.	A sustainable development towards innovative process	Department of Commerce, Kaamadhenu Arts and Science college,	Erode on 10 th February 2011	National Conference
15.	Emerging Issues in Indian Economy	Department of Economics, Bharathiar University,	Coimbatore on 14 th & 15 th February 2011	National Conference
16.	Corporate social responsibility and sustainable development	Department Of Rural Industries And Management, the Gandhigram Rural Institute- Deemed University,	Gandhigram on 23 th & 24 th February 2011	National Conference
17.	Managing for inclusive growth and sustainable development	department of Management studies, University of Madras,	Chennai on 4 th & 5 th March 2011	National Conference
18.	Globalization and Consumers”-issues and challenges	Department of consumer affairs, ministry of consumer affairs, Govt of India and organized by School of commerce, Bharathiar university, Coimbatore	22 nd & 23 rd July 2011	National Conference

19.	Micro finance for inclusive growth: challenges in sustainability of micro finance operations and interventions	department of Women's studies, Bharathidasan University,	Tiruchirappalli on 18 th & 19 th March 2011	National Conference
20.	Growth and Equity in India	department of Economics, Bharathiar university,	Coimbatore on 8 th & 9 th December 2011	National Conference
21.	64 th All India Conference of Indian Commerce Association	Department of Commerce, School of Management, Pondicherry University,	Pondicherry during December 13-15, 2011	National Conference
22.	Consumer protection and consumer welfare	Department of Consumer affairs, ministry of consumer affairs, Govt of India and organized by the department of commerce and management studies, University of Calicut,	Kerala on 11 th & 12 th November 2011	Workshop
23.	E-resources under UGC-INFLIBNET Digital Library Consortium	Arignar Anna Central Library, Bharathiar University,	Coimbatore on 30 th January 2013	Workshop
24.	Interaction programme for PhD Scholars (Social Sciences and Commerce)	UGC- Academic Staff College, Bharathiar University,	Coimbatore held from 01.02.2013 to 21.02.2013	Workshop
25.	Comprehensive Serial Research Workshop	School of Commerce & Research and Development Centre, Bharathiar University,	Coimbatore held on 27 th & 28 th October 2012 and 1 st to 3 rd March 2013	Workshop
26.	Data Analysis in Business Research	PSG Institute of Management, Coimbatore held on 19-20 April 2013		Workshop
27.	Application of Econometric Techniques in Empirical Research	Department of Econometrics, Bharathiar University	Coimbatore held on 26-27 February, 2014	Workshop
28.	Skill Development Programme	BSMED, Bharathiar University	Coimbatore held on 27-28	Workshop

			February, 2014	
29.	Data Analysis for Research in Social Science	Department of Commerce and Management Science, University of Calicut	Kerala held on 21-26 April, 2014	Workshop
30.	The Philosophical Framework in Curriculum Design, Evaluation and Academic Mentoring	Sacred Heart College (Autonomous), Thevara, Kochi	Kerala Held on 19-20 June 2015	Workshop
31.	Analytical tools in Business research	The Department of Commerce, C K G Memorial Government College, Perambra, Kozhikode	Kerala Held on 15-16 January 2016	Workshop

*INSTITUTIONAL, REGIONAL, STATE, NATIONAL, INTERNATIONAL

PG PROJECTS GUIDED

SL.NO	TITLE	MONTH/ YEAR
1.	Brand Preferences of Shampoo Among Young Women Customers of Thanikkudam Locality	2014
2.	Brand Preference of Moisturizers Among Women Post Graduate Students	2014

UG PROJECTS GUIDED

SL.NO	TITLE	MONTH/ YEAR
1.	Relevance of E- shopping among youth in Thrissur	2014
2.	Customer satisfaction at Big Bazaar, Thrissur	2014
3.	Perception of police personnel's towards the job satisfaction with special reference to Kerala Armed Police 1 st Battalion, Ramavarmapuram, Thrissur	2015
4.	A study on effectiveness of training programmes on employees with reference to Big Bazaar, Thrissur	2015