

AKHIL B S

ASSISTANT PROFESSOR IN COMMERCE



ADMINISTRATIVE DISTINCTION

- University Examination Chief Superintendent
- Discipline Committee Convenor
- University Malpractice Prevention Squad Member
- University Exam Invigilator
- Valuation of University answer scripts -Chief & Additional Examiner
- Practical Duty External Examiner

AWARDS AND ACHIEVEMENTS

- Received Certificate of Appreciation from the University of Kerala for exemplary services rendered to society through the Vimukthi Anti-Drug initiative (2022–23) as part of Institutional Social Responsibility

ADDRESS

Omkar, Kaveri Nagar,
Kallumthazham (P.O),
Kollam – 691004

QUALIFICATIONS:

M.Com, MA, MBA,
UGC-NET

DATE OF JOINING:

30 January 2019 (FN)

EXPERIENCE IN YEARS:

6 Years 8 Months

AREA OF RESEARCH:

Consumer Behaviour

SEMINARS/WORKSHOPS PAPERS PRESENTED

- Change Management – An Empirical Study – National Seminar, University Institute of Management, Adoor (12–13 May 2015)
- Knowledge Management – An Evaluative Study – UGC Sponsored National Seminar, NSS College Pandalam (29–30 Sept & 1 Oct 2015)
- Consumer Behaviour in the Used Car Market: Trends, Determinants and Implications –National Conference, SN Trusts Arts &Science College, Pambanar, Idukki (6–7 Mar2025)
- Pre-owned Car Market in Kerala – International Conference on Navigating AI (AIRCE), Mar Thoma College of Science &Technology, Kollam (6–7 Feb 2025)
- The Role of AI Tools in Analysing Consumer Behaviour in the Used Car Market –National Seminar, St. Stephen's college, Pathanapuram (23 Jan 2025)

PUBLICATIONS

- International Financial Reporting Standards in Indian Context – Poseidon (ISSN: 2319-6238)
- Role of social media marketing in shaping business – Global Research Review (ISSN:2250-2521)
- The role of small scale entrepreneurship in building India – Research Lines (ISSN: 0975-8941)
- Role of Information Technology in banking sectors in India – Mirror (ISSN: 2249-8117)
- Influence of Green Marketing on Consumer Behaviour – Lux Montis (ISSN: 2321-8053)
- Factors influencing the consumer preference of pre-owned luxury cars – Satacahcee (ISSN: 2348-8425)- UGC CARE Enlisted ,Peer Reviewed and Referred Journal
- Greening the driveway: The Influence of Sustainable Finance on Auto Purchasing Behaviour – Rabindra Bharati University Journal of Economics (ISSN: 0975-802X)- UGC CARE Approved,Peer Reviewed and Referred Journal
- Role of Online Platforms in Shaping Consumer Behaviour in the Used Car Market – IPE Journal of Management (ISSN: 2249-9040)- UGC CARE Approved,Peer Reviewed and Referred Journal

COURSES/ FDPs / ORIENTATIONS ATTENDED

- Faculty Induction Programme – Central University of Punjab, Bathinda (04.06.2019 to 03.07.2019) – 30 Days – MHRD PMMMNMTT
- National Level FDP (Online) on 'Investor Awareness on Stock Market' – Mother Teresa Women's University, Kodaikanal (25.08.2021 to 31.08.2021) – 7 Days – Dept. of Commerce in association with SEBI
- NEP 2020 Orientation & Sensitization Programme (MM-TTP) – Sri Venkateswara University, Tirupati (10.12.2024 to 19.12.2024) – 10 Days – UGC MM TTC

STUDENT RELATED CO-CURRICULAR, EXTENSION & FIELD-BASED

Literary & Debate Club	Co-ordinator
Tourism Club	Member
Entrepreneurship Development Club	Member
Arts Club	Advisor
NSS	Programme Officer
ICT Club	Member
NCC	Care Taker