

Curriculum vitae of Dr. Divya George



Contact Information

Name: Dr. Divya George

Address: Assistant Professor, Research Department of Commerce, St. Thomas College (Autonomous), Thrissur-1

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Personal Information

Date of Birth : 15-10-1982
Nationality : Indian
Marital status : Married
Name of Father : P J George
Languages Known : English, Malayalam, Hindi, and Tamil

OBJECTIVE

To actively engage in ongoing learning opportunities within the field of commerce, attending seminars, workshops, and conferences to stay updated with the latest trends and developments. To contribute significantly to the academic community through high-quality research publications in reputable journals, with a focus on areas such as finance, accounting, economics, or management. To continuously improve teaching methodologies, incorporating innovative techniques to enhance student learning outcomes and foster critical thinking skills among students. To provide mentorship and guidance to students, helping them navigate academic challenges, career decisions, and personal development.

Academic Qualifications

Degrees	Title	Date of award	University
Ph.D.	Gambling and Decision Making: A Study on Selected Games	25/05/2021	University of Calicut

Examinations	Name of the Board/University	Year of Passing	Percent age of marks obtained	Division / Class/Grade	Subject
M.Com Commerce	University of Calicut	2005	78.29	I Class	Commerce
MBA	IGNOU	2010	68	I Division	Business Administration
M.Sc	Bharathiyar University	2013	63	I Division	Applied Psychology
M.Sc	Madras University	2016	65	I Division	Information Technology
B. Com Commerce	University of Calicut	2003	70.69	I Class	Commerce
B.Ed Commerce	M G Univeristy	2007	74.83	I Class	Commerce
Pre Degree	University of Calicut	2000	63.4	I Class	Commerce
High School/Matric	Kerala Board of Public Examinations	1998	75.33	I Class	
UGC-NET	UGC	2011			Commerce
SET	Directorate of Higher Secondary Examination, Kerala	2010			Commerce

Teaching Experience

16 Year of Teaching Experience in the field of Higher Education

Designation	Department	Date of actual Joining		Grade
		From	To	
Assistant Professor Senior Scale II	Department of Commerce	19-06-2023	Still Continuing	Level 12 (AGP 8000)
Assistant Professor Senior Scale	Department of Commerce	19-06-2018	18-06-2023	Level 11 (AGP 7000)

Assistant Professor	Department of Commerce	19-06-2012	18-06-2018	Level 10 (AGP 6000)
Guest Lecturer	Department of Commerce	19-08-2008	18-06-2012	NA

Currently working as Assistant Professor, in Research Department of Commerce, St. Thomas College (Autonomous), Thrissur

List of courses taught

01.	E. Commerce Management	UG 3 rd Semester
02.	Accounting for Management	UG 3 rd Semester
03.	E. Commerce (Open Course)	UG 5 th semester
04.	IT Applications in Commerce	PG 1 st semester
05.	Entrepreneurship Development	UG 2 nd semester
06.	Cost Accounting	UG 6 th semester
07.	Auditing and Corporate Governance	UG 6 th semester
08.	Business Communication	PG 2 nd semester
09.	Cost Accounting	UG 4 th Semester
10.	Strategic Cost Accounting	PG 2 nd Semester
11.	Human Resource Management	UG 3 rd Semester
12.	Corporate Governance and Business Ethics	PG 1 st Semester

Research Experience: 10 years of Research experience. Focus areas are Marketing Management and Human Resource Management

List research projects undertaken

Sl. No	Name of the project	Funding Agency	Amount sanctioned/utilized
01	Gambling Based Sales Promotion Strategies: A Study on the Business Houses In Kerala	UGC	120000
02	Santhome Seed Money 2020-2021 Effects of Online Gambling	St. Thomas College (Autonomous), Thrissur	25000
Total number of projects			2

Research Publications

Sl No	Authors in Order and Title of Publication	Journal Name, Volume, Number, Year and Digital Object Identifier Number (DOI)	International/National	Publisher with ISSN
1	Divya George (Influence of Consumer Sales Promotion Tools on the Buying Behaviour of People; With Special Reference to the Retail Stores in Kerala)	NOVYI MIR Vol: 5, Issue: 8; August 2020 DOI: 16.10098.NMRJ.2020.V5I8.256342.1717	International	<i>IZD STVO IZVESTIYA</i> <i>PUSHKINSKAYA</i> <i>PL 5, MOSCOW, RUSSIA,</i> <i>K-6</i> <i>ISSN 0130-7673</i>
2	Divya George (A Study on the Factors Attracting Customers of FMCG Sector to Gambling Based Sales Promotion Tools: with Special Reference to Business Houses in Kerala)	Studies in Indian Place Names Vol-40-Issue-3-February-2020	National	ISSN: 2394-3114
3	Divya George (Changing Buying Behaviour of Customers, with the influence of Gambling Natured Sales Promotion Tools, with Special Reference to Textile Industry in Kerala)	Journal of Social Welfare and Management. Vol: 11, Issue No: 2, April-June 2019	National	Red Flower Publication p- ISSN 0975-0231 e- ISSN 2456-0871
4	Divya George (Influence of Gambling in Sales Promotion Strategies)	Journal of Social Welfare and Management Vol: 10, Number: 3, September – December 2018 DOI : http://dx.doi.org/10.21088/JSWM.0975.0231.10318.31	National	Red Flower Publication p- ISSN 0975-0231 e- ISSN 2456-0871

5	Divya George (Impact of Gambling in Sales Promotion; with Special Reference to FMCG Sector in Kerala)	Mirror Vol4: 8 No.1 January 2018 pp. 190-200	National	Scholars Association of Kerala ISSN 2249-8117
6.	Divya George (Gambling Related Sales Promotion Tools and Its influence on Consumer Buying Behaviour)	Intercontinental Journal of Marketing Management Vol:2, Issue No: 3, July- September 2015	National	Intercontinental Research Consortium P -ISSN: 2350-0883 e- ISSN: 2350-0891
7.	Divya George (Eco Marketing With Special Reference to e-waste Management and Green Computing in Kerala)	Intercontinental Journal of Marketing Management Vol:2, Issue No: 2, April- June 2015	National	Intercontinental Research Consortium P -ISSN: 2350-0883 e- ISSN: 2350-0891

Research Paper Presentations

Sl.No	Title Of Paper	Title Of Conference	Organized By
1	Unveiling The Virtual Dice: Exploring The Landscape Of Online Gambling In Kerala"	First International Conference On Social Sciences: 21st Century Innovators; Fostering Entrepreneuria	Tharanellur Arts And Science College
2	A Study On Factors Affecting The Performance Of Women Entrepreneurs In Msmes With Special Reference	National Seminar Or Entrepreneurial Innovations And Sustainability	Carmel College (Autonomous), Mala
3	An Appraisal Of Sales Promotion Tools Adopted By Fmcg Sector In Kerala; With Special Reference To Ga	Marize 2k19, Entrepreneurship In The Era Of Innovation And Disruption	School Of Management Studies, Dr. John Mathai Centre, University Of Callicut, Thrissur
4	A Study On The Perception And Adoption Of Green Computing By The Business Houses In Kerala	Three Day National Seminar On Mixed Methods In Social Science Research 28-10-2019	Department Of Commerce And Management Studies Government College, Ollur
5	A Study On The Influence Of Gambling Related Sales Promotion Strategy Adopted By The Fmcg Sector In	Marise 2k17, International Conference On " Challenges Of Digital Business In The New Millennium&	John Mathai Center, University Of Calicut
6	A Study On Potential Of Eco Tourism In Kerala	Fincon 2019, International Conference On Advances In Financial Markets And Services	Research Department Of Commerce, St. Thomas\ College, (Autonomous), Thrissur
7	Influence Of Gambling In Sales Promotion Strategies	International Conference On Market Liquidity And Sustainable Development Towards Knowledge Society	Post Graduate Department Of Commerce, Christ College, Irinjalakuda

8	Presented A Paper Titled “ Eco Marketing And Its Scope”	Multi Disciplinary International Conference On “ Green Economy And Environment Sustainability”,	Organised By, Department Of Economics, Al Ameen College, Edathala On
9	Presented A Paper Titled “ A Study On Eco-Marketing Strategies And Its Impact On Green Computing I	Two Days National Seminar On Business Sustainability: Perspectives, Practices And Prognoses”,	Organised By Pg & Research Department Of Commerce And Management Studies Of Sri C Ahutha Menon G
10	Presented A Paper Titled “ A Study On The Influence On Gambling In Sales Promotion Tools And Its I	“Two Days International Seminar On Emerging Trends In Commerce & Management”.	Organised By Pg Department Of Commerce, Nss College, Ottapalam, Palakkad,
11	A Study On Gambling Based Sales Promotion Tools Adopted By Business Houses In Kerala	“Two Days International Seminar On Emerging Trends In Commerce & Management”.	John Mathai Centre, School Of Management Studies , University Of Calicut, Dr. John Mathai Centre, Th

Administrative Experience in ST. Thomas College

Sl.No	Type of Responsibility/Duty	Role Performed	Period
1	Internal Quality Assurance Cell	Coordinator	2023 onwards
2	Internal Quality Assurance Cell	Core Committee Member	2021 -2023
3	Academic Council	Member	2023 Onwards
4	Curriculum Enrichment Committee	Member	2023 Onwards
5	Board of Studies in UG and PG programmes in Commerce of St. Thomas’ College, Thrissur	BoS Member	2014 onwards
6	Youth Empowerment Scheme (YES)	Coordinator	2018-2023
7	Board of Studies (UG Eco Tourism)	Member	2016-2019
8	Academic and Administrative Audit Committee	Secretary	2019-2022
9	Grace Mark Committee	Joint Coordinator	2014-2022
10	College Manual Committee	Member	2023 onwards
11	Ethics Committee & Academic Integrity Panel	Member/ Secretary	2017 onwards
12	St. Thomas For Society	Member	2018-2022
13	PTA executive Committee	Member	2013-2018
14	Cookery Club	Coordinator	2020 onwards
15	Department Social Extension Activities	Coordinator	2019 onwards

Declaration

I hereby declare that the above given details are true to the best of my knowledge.

Date: 10/05/24

Dr. Divya George