



**SREE NARAYANA COLLEGE**  
**Sivagiri, Varkala,**  
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Name	<b>Simu Rajendran</b>
Address	“Mithila”, TC 14/848(1), Chettikunnu , M.C P.O, Kumarapuram, Trivandrum-695011 e-mail- whitepearls1982@gmail.com
Designation	Assistant Professor in Commerce, <b>S.N College, Sivagiri, Varkala.</b>
Area of Specialization	Finance
Date of Appointment	(i) In the institution :6/6/2013 (ii) In the present post:6/6/2013
Academic Qualification	P.G.diploma in Journalism, M.com, B.Ed, UGC- NET, Ph.D –doing in Kerala university.
Teaching Experience	Worked as Guest lecturer(Dept of commerce) in S.N college for Women, Kollam, from November 2012 to March 2013.
Classes handling (Degree/PG)	Degree classes
Area of Interest	Finance
Area of Research	Role of local self government in the infrastructure development of kerala.
Research Guidance	Project guidance for UG students
Responsibilities undertaken	In charge of co-operative society in the college for 3months

Workshops/Seminars attended	<p>1.National Workshop on <i>Research Methods in Social sciences</i> organized by Researchers Forum, Department of Commerce, February 2012</p> <p>2.National Seminar on <i>Emerging Trends in E-Commerce</i> organised by PG department of Commerce, Govt College, Attingal March 2012.</p> <p>3.National seminar on <i>Rural e-commerce in India</i> held at Govt.Arts college Trivandrum, 2012.</p> <p>4.National seminar on <i>Government’s role in awareness creation on Entrepreneurship among women in India</i> sponsored by the Director of collegiate education, Govt of Kerala,2013.</p> <p>5.International seminar on <i>Foreign Direct Investment – The Indian Scenario</i> organized by Department of Commerce, School of Business Management and legal studies, University of Kerala, March 2013.</p>
Papers presented	<p>1.<b>Simu Rajendran</b>, “Emerging trends in m-commerce”. National Seminar on <i>Emerging Trends in E-Commerce</i> organised by PG department of Commerce, Govt College, Attingal March 2012.</p> <p>2.<b>Simu Rajendran</b>, “A study on e-retailing –an emerging trend in e-commerce” .National seminar on <i>Rural e-commerce in India</i> held at Govt. Arts college Trivandrum, 2012.</p> <p>3.<b>Simu Rajendran</b>, “Present status of women entrepreneurship in India”. National seminar on <i>Government’s role in awareness creation on Entrepreneurship among women in India</i> sponsored by the Director of collegiate education, Govt of Kerala,2013.</p> <p>4.<b>Simu Rajendran</b>, “FDI opportunities in India for infrastructure development” .International seminar on <i>Foreign Direct Investment – The Indian Scenario</i> organized by Department of Commerce, School of Business Management and legal studies, University of Kerala, March 2013.</p>
Research publications	<p>1.<b>Simu Rajendran</b>, Dr.L.Vincent, “A study on e- retailing- an emerging trend in e-commerce , (2013)</p> <p>2.<b>Simu Rajendran</b> “FDI opportunitites in India for Infrastructure Development”, (2013).</p>
Membership(s) in	<p>Member, <b>Researchers Forum of Arts college</b>, Trivandrum.</p> <p>Member, <b>Researchers Forum , Department of Commerce and Institute of Management in Kerala</b>, University of Kerala.</p>
Extracurricular activities	<p>Writing and reading.</p>