

FACULTY PROFILE

Dr. REMYA P D

DESIGNATION : ASSISTANT PROFESSOR OF
COMMERCE

ADDRESS : PERUMPALLIL PADINJARE ILLAM,
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KERALA- 691555

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EDUCATIONAL QUALIFICATIONS : M.Com, B.Ed., PGDCA, SET, NET, PhD

AREA OF INTEREST/SPECIALIZATION : FINANCE AND TAXATION

TOPIC OF RESEARCH : MARKETING STRATEGIES ADOPTED BY
PHARMACEUTICAL COMPANIES IN
KERALA.

TEACHING EXPERIENCE

:

- (i) COLLEGE OF APPLIED SCIENCE, MALLAPALLY
- (ii) Govt. HSS ADOOR
- (iii) CATHOLICATE COLLEGE, PATHANAMTHITTA

SEMINARS/WORKSHOPS ATTENDED

- (i) UGC Sponsored national seminar on Applications of statistical techniques in Commerce and Management- Catholicate College, Pathanamthitta.
- (ii) National Conference on Financial literacy among rural people sponsored by Institute of Parliamentary affairs.
- (iii) National Workshop on Structural Equation Modeling and Path analysis sponsored by Mahatma Gandhi University and organized by Baselius College, Kottayam.
- (iv) National Workshop on Social Science Research: Synchronising Theory with Practice Sponsored by Directorate of Collegiate Education.

- (v) National Seminar on Financial Inclusion- An Indian Perspective organized by Dept. of Commerce, Theivanai Ammal College for Woman, Chennai.
- (vi) Workshop on Research methodology for Social Sciences Conducted by School of Management, Bishop Jerome Institute, Kollam.
- (vii) Workshop on Mendeley organized by Kerala Library Association, Kottayam and Dept. of Commerce, K.G.College, Pampady.
- (viii) National Conference on changing Global Strategies for Business sustainability organized by Baselius College, Kottayam and co-sponsored by Mahatma Gandhi University, Kottayam.
- (ix) UGC sponsored national seminar on Multi-Variate Analysis in Commerce and Management Research organized by Catholicate College Pathanamthitta.
- (x) National conference on Corporate Social Responsibility and Service sector organized by Catholicate College Pathanamthitta.
- (xi) State level seminar on Derivative Instruments and Indian Financial Market organized by K.G.College, Pampady.
- (xii) UGC sponsored National Seminar on Autonomy and Quality Assurance in Higher Education organized by Kuriakose Elias College, Mannanam, Kottayam.
- (xiii) Workshop on Applications of Non-Parametric Tests in Research organized by Baselius College, Kottayam.
- (xiv) Faculty Development Programme on Research methods and Data Analysis using SPSS organized by Musaliar Institute of Management, Pathanamthitta.
- (xv) Faculty Development Programme on Research Methodology organized by K.G.College, Pampady.
- (xvi) National Level online FDP on Outcome based Education in Association with Kerala State Higher Education Council organized by Nirmala College, Muvattupuzha.
- (xvii) Two week online FDP on Intellectual Property Rights organized by SSV college Valanchirangara in association with College Development Council ,MG University Kottayam

PUBLICATIONS

:

1. Remya P D, Segmentation Targeting and Positioning Strategies of Pharmaceutical companies ,NIU International Journal of Human Rights ISSN2394-0298 Volume 8(XIII),2021
2. Dr Biju T and Remya P.D,Promotional Strategies adopted by Pharmaceutical Companies in Kerala,Asia Pacific Journal Of Reaearch,ISSN 2320-5504,Vol 3,January 2020
3. Remya P D and Dr Biju T ,Basel Norms and Indian Banks ,Research scholar,Vol 5 No 3,September 2015
4. Remya P D and Dr Biju T,Management of Non Performing Assets,Financial Markets in India,ISBN :978-93-85567-77-3

5. Remya P D and Dr Biju T ,Customer satisfaction ,customer loyalty and brand equity in Pharmaceutical companies in kerala,MIRROR,Vol 9,No 1,June 2019,ISSN 2249-8117
6. Remya P D ,Marketing strategies Of Pharmaceutical Industry in Kerala -Conceptual Framework,Anvesak,Vol 51,No 1(XII) January -June 2021

POSITIONS HELD

1. Head of the Department
2. PTA Executive Committee Member
3. College Council Member
4. Career Development Cell Co Ordinator
5. College Level Monitoring Committee Convenor
6. Students Grievance and Redressal Committee Member
7. Criterion Leader of IQAC