

FACULTY PROFILE

Dr. ROOPA REVATHY R

DESIGNATION : ASSISTANT PROFESSOR OF
COMMERCE ON CONTRACT

ADDRESS : REAR TEMPLE,
CHERUKUNNAM, VARKALA,
THIRUVANANTHAPURAM

PHONE NUMBER : 9645609472

EMAIL ID : rooparevathy@gmail.com

EDUCATIONAL QUALIFICATIONS : M. Com., Ph. D.

AREA OF INTEREST/SPECIALIZATION : COMMERCE

FIELD OF RESEARCH : ENTREPRENEURIAL VENTURES
IN KERALA-PROBLEMS AND PROSPECTS

ACADEMIC ACHIEVEMENTS : NET (JUNE 2015)

TEACHING EXPERIENCE

- (i) Guest Lecturer in Commerce Department, SN College, Varkala, Trivandrum, Kerala from June, 2022 to March 2023.
- (ii) Govt. Guest Lecturer in Commerce in S.N COLLEGE FOR WOMEN, KOLLAM, October 3.2016 to March 31.2017
- (iii) Govt. Guest Lecturer, Sree Sankara College, Kilimanoor from October 2023

PUBLICATIONS

1. A study about Entrepreneurial Behavior of Young Entrepreneurs, International Journal for Research in Engineering Application and Management, Co author -Dr. Nimi Dev. R, Issue 11, Volume 04, Feb.2019, 308-313,ISSN: 2454-9150
2. Potential of technology Startups, Ushas Journal of Business Management,2018 Vol.17,No .1. .ISSN: 0975-3311

3. Failures in Indian Startups: Reasons and Lessons, Vidyanikethan journal of management research, ISSN: 2320-3951 ,Co Author- Dr. Nimi Dev. R, March 2018.
4. Impact of COVID 19 pandemic on Micro Small and Medium Enterprises, International Journal of Management, ISSN 0976-6502, Volume 12, Issue 3, March 2021.

SEMINARS/CONFERENCES ATTENDED :

1. International Conference on ‘5S- Strategy, System and Service for Sustainability and Scalability of Business’, organized by Pondicherry University on 2018 March 23 &24.
2. ‘International Conference on People first? Man, Machine, Milieu’,International conference organized by MES Mampad College, Malapuram on 2019 January 15-17.
3. ‘Behavioral finance-The emerging financial market scenario’,National webinar organized by KMM Arts and Science college, Trikkakara on 2020 July 15.
4. ‘Navigating the Human and Business impact of COVID-19 ‘,Webinar organized by M.P.M.M S.N Trust college,Shorannur on 2020 June 27.
5. ‘Marketing challenges and Employee Engagement during and post COVID 19’, organized by Institute of Management in Kerala on 2020 July 30.
6. ‘COVID 19: A catalyst for Innovation and Entrepreneurship’ ,Webinar organized by Mar Ivanios College on 2020 July 1.
7. International conference on ‘Sustaining a competitive edge in the challenging global scenario:challenges, practices, and innovations’, organized by CHRIST ,Bangaluru. Presented a paper titled, ‘Potential of technology startups to bring down underemployment among engineering students’.2018 February