

## Staff Profile



01	Name	ARSHIYA KHANUM		
02	Designation	Assistant Professor		
03	Department	BBA (Management)		
04	Qualification	M. Com	Specialization: Finance	
05	KSET/NET/PhD	KSET		
06	Contact Number	Department (Intercom) 08214240943	Mobile 9591365827	Alt. Number -
07	email ID	arshiyakhanum@stphilos.ac.in		
08	Experience ( no. of years)	Teaching 11 Years	Research NIL	Work Experience -

09	<b>Details of seminars/conferences/workshops attended.</b> ( Fill in the chronological order )			
	Sl. No.	Conferences/Seminars	Name of the	Date &

		/Workshops/Webinars	Institute/University	Duration
	01	Career Prospectus and employment opportunities in Science and Technology Education	H.M. College of Science and Technology, Manjeri Kerala	22nd and 23rd Dec 2010 (2 Days)
	02	State level Seminar	GoodWill Christian College for Women Bangalore	4 <sup>th</sup> March 2011 (1 Day)
	03	Exploring Research Avenues	Vidyavardhaka Research Foundation	28th Oct 2017 (1 Day)
	04	Knowledge Partnerships to Advance UN Sustainable Development Goals	St. Philomena's College (Autonomous) Mysuru	17th and 18th Nov 2017 (2 Days)
	05	Towards enhancing Quality of Teaching, Learning and Evaluation in college	IAQC, St. Philomena's College (Autonomous) Mysuru	18th -20th Dec 2017 (3 Days)
	06	GST & Customs Duty	SBRR Mahajana First Grade College	12th Jan 2018 (1 Day)
	07	Professional Enrichment Programme	St. Philomena's College (Autonomous) Mysuru	1 <sup>st</sup> and 2 <sup>nd</sup> June 2018 (2 Days)
	08	International Conference on dynamics of entrepreneurship	Teresian College, Mysore	27th and 28th Nov, 2018 (2 Days)
	09	FDP on teaching and learning	SDMIMD College, Mysore	21st and 22nd March, 2019 (2 Days)
	10	Workshop on assessment and evaluation of teachers	St. Philomena's College (Autonomous) Mysuru	29th and 30th April, 2019 (2 Days)
	11	FDP on teaching techniques with gamification	University of Mysore	24th - 26th Feb, 2020 (3 Days)
	12	Personal Financial Management	ICT ACADEMY	20th May, 2020 (1 Day)
	13	Preparing for online teaching	Sacred Heart College	21st May, 2020 (1 Day)
	14	Data Analytics for Finance Professionals	Invisor	23rd May, 2020 (1 Day)
	15	Accelerating Industry 4.0- A Post Covid Paradigm	ICT ACADEMY	25th - 29th May, 2020 (5 Days)
	16	FDP- "Creation of Google sites and	RBVRR Women's	26th May,

		OER”	College	2020 (1 Day)
	17	International Webinar-“ Salesforce ecosystem”	St. Anne’s first grade college for women	27th May - 29th May 2020 (3 Days)
	18	International Webinar Series-“Trade Distinctiveness in Global Disaster”	St. Joseph College (Art & Science)	29th May, - 31st May, 2020 (3 Days)
	19	Two days National Webinar –“Legal services awareness and lockdown”	Government college for Women, Mandya	1st - 2nd June 2020 (2 Days)
	20	One week National Online FDP “Challenges & Opportunities In Business Post Covid”	Ethiraj College For Women	1st - 8th June, 2020 (1 Week)
	21	Covid-19 Women Exploitation	Ethiraj College for Women	4th June, 2020 (1 Day)
	22	Two day National level webinar on “Coping with Covid-19” Teaching and learning for professional excellence:Opportunities and challenges” organized by Department of Commerce and Management.	St. Philomena’s College( Autonomous)	5th - 6th June 2020 (2 Days)
	23	Two Day National level Webinar “Technological Impact On Human Psychology”	SRI Bhagwan Mahaveer Jain College	10th - 11th June, 2020 (2 Days)
	24	Impact of Covid -19 On Financial Sector	Teresian College	26th June, 2020 (1 Day)
	25	Working Capital Management	INVISOR	29th June, 2020 ( 1 Day)
	26	Online “Webinar on career Opportunities for final year Commerce and Management Students”	St. Philomena’s College( Autonomous)	28 <sup>th</sup> - 29 <sup>th</sup> July,2020 (1 Day)
	27	International Webinar on “Contemprerory issues in Commerce and Management(IWCIM 2020)	St. Philomean’s College( Autonomous)	7th - 10th Oct, 2020
	28	One day National Level Webinar on – “IFRS &Ind AS”	SRI K Puttaswamy First Grade College	3rd Sept, 2020 (1 Day)
	29	FDP on “IFRS (IND-AS)”	Sri K. Puttaswamy First Grade College	1 <sup>st</sup> - 3 <sup>rd</sup> March, 2021
	30	FDP on “Technology Supported Teaching & Evaluation	St. Philomena's College (Autonomous) Mysuru	19 <sup>th</sup> - 27 <sup>th</sup> July, 2021 (6 Days)
	31	St. Philomena's College (Autonomous) Mysuru	St. Philomena's College (Autonomous) Mysuru	22 <sup>nd</sup> - 28 <sup>th</sup> June, 2022

				(5 Days)
	32	Faculty Knowledge Sharing Program	IBS, ICFAI Business School, Bangalore	19 <sup>th</sup> August,2022
	33	3 <sup>rd</sup> International Conference on Knowledge partnership for advancing the UN SDG's	BIMS, University of Mysore	4 <sup>th</sup> – 5 <sup>th</sup> November 2022 (2Days)
	34	“Digital Transformation, Sustainability and Well Being- A New Perspective”	St.Philomena’s College (Autonomous)	9 <sup>th</sup> – 11 <sup>th</sup> February 2023
	35	Technology Use and Integration'	UGC-Human Resource Development Centre, University of Mysore, Manasagangotri, Mysuru	13th March 2023
	36	Equity and Inclusion	UGC-Human Resource Development Centre, University of Mysore, Manasagangotri, Mysuru	13th March 2023
	37	'Global Outreach of Higher Education'	UGC-Human Resource Development Centre, University of Mysore, Manasagangotri, Mysuru	14th March 2023
	38	Motivated, Energized and Capable Faculty'	UGC-Human Resource Development Centre, University of Mysore, Manasagangotri, Mysuru	15th March 2023

	39	FDP on “Revisiting the NAAC Accreditation and Assessment Process in Autonomous Colleges in the light of NEP”	St. Philomena's College (Autonomous) Mysuru	27 <sup>th</sup> March - 01 <sup>st</sup> April, 2023 (6 Days)
	40	International Conference on “Recent Global Trends in Science, Technology Commerce & Management	St. Anne’s Degree College, Kodagu.	19 <sup>th</sup> May ,2023
	41	FDP on “ Idea Generation Methods”	The National Institute of Engineering, Mysore.	26 <sup>th</sup> June- 28 <sup>th</sup> June, 2023(3 Days)
	42	One Day National Webinar on “ Designing and Implementing an Effective Curriculum and Credit Framework for Undergraduate Programs in Higher Educational Institutions”	Xavier Board of Higher Education in India in Association with Mount Carmel College Autonomous, Bengaluru.	2 <sup>nd</sup> August, 2023
	43	One Day Workshop on “Demystifying the Outcome Based Education (OBE)”	St. Philomena's College (Autonomous) Mysuru	24 <sup>th</sup> August, 2023
	44	One Day Seminar on “The Dynamics of Interpersonal Relationship In Education”	Pushpashrama – Institution of Philosophy and Religion, Mysuru.	26 <sup>th</sup> August, 2023
10	<b>Papers Presented at various conferences/Seminars.</b> ( Fill in the chronological order )			
	S. No.	Title of the paper	Conference/Seminar & Place	Dates
	01	A study on risk and return dimensions of gold investment.	Goodwill Christian College for Women, Bangalore	4th March, 2011
	02	Entrepreneurship development of herbal products: Prospects and challenges.	Teresian College, Mysore	27th and 28th Nov, 2018

	03	Customer Perspective towards ayurveda skincare products: A study with special reference to retail outlets of ayurvedic shops in Mysore city.	BIMS, University of Mysore	4 <sup>th</sup> and 5 <sup>th</sup> November 2022
	04	Customer Perspective towards Internet Banking Services : A study with special reference to Canara Banks Mysore city.	St.Philomena's College (Autonomous)	9 <sup>th</sup> – 11 <sup>th</sup> February 2023
	05	A study on Green Marketing Strategies of Organic Food Products in Mysore District.	St. Anne's Degree College, Kodagu.	19 <sup>th</sup> May ,2023
11	<b>Acted as a Resource Person seminars/conferences/workshops.</b> ( Fill in the chronological order )			
	S. No.	College/ University	Topics	Date
	01	-	-	-
12	<b>Awards and Recognition</b>			
	S. No.	Awards / Recognition	University or Any Organization	Date
	01	-	-	-

Details of publications by faculty

SL. No.	Papers published in peer reviewed / UGC notified journals	Monographs, Books, Chapters in books	Citations	h-index	Impact factor range/Average Impact factor
01	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI	DIRECT MARKETING SERVICES: A STUDY WITH REFERENCES TO ON-LINE	NIL	NIL	UGC Care group-I

		SHOPPING CUSTOMERS IN MYSORE CITY ISSN: 0972-0766, Vol: XCV, No:47, 2022			
02	“A review- Urban society and life style” Purbayon Publication , Guwahati-	Societal Landscape and Lifestyle Diseases ISBN 978-81- 19001-33-0 1 March 2023	NIL	NIL	NIL
03	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	An Empirical Investigation of Customer’s Perspective Towards Amazon Shoppers In Mysore City” ISSN : 0972-8945 8945 Vol. XXI, No. 4 July 2023Vol. XXI, No. 4 July 2023	NIL	NIL	UGC Care group-I