

CURRICULUM VITAE

Dr. RUKSANA SULTHANA A.H.

ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE

T K M COLLEGE OF ARTS AND SCIENCE, KOLLAM

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INTRODUCTORY STATEMENT

At its primitive level, I believe that teaching is about engrossing the minds of the students. It is about presenting a theoretical framework students to which they can begin to, in a deep and thoughtful way, agree to, comprehend, and enthusiastically shape the dynamic world that shapes them. It is about encouraging students to signify intellectually about various macro- and micro-level issues.

A 12+years' experienced educator, I led and managed the Commerce department of T K M College of Arts and Science, Karicode, Kollam for 5 years (2017-2022). As part of my duties, I aim for excellent delivery of the entire portfolio of academic and co-curricular activities through continual engagement with colleagues, students, and the external stakeholders. A teacher with great hopes, I am dedicated to my institution, its students, and our community. Teaching is both a privilege and a responsibility. Regularly, I contribute to the scholarship and intellectual life of academic institutions by conducting high quality administrative duties and teaching Commerce subjects to the students. As the students' guide, I believe it is important to understand their motivations for taking the class and their preferred method of learning. My role is to help students to find questions, not just

answers, and to learn new ways of discovering knowledge. Accompanied by an extensive academic background and plethora of high quality workshops and seminars attended, I take responsibility for the quality of teaching delivered and, as necessary, seek further training, guidance and skills development to ensure that self-standards are maintained and continuously improved.

PROFESSIONAL PREPARATION

Personal and Career Profile of the Faculty

Sl. No.	Particulars	Details
1.	Name of the Faculty	Dr. Ruksana Sulthana A.H.
2.	Designation	Assistant Professor
3.	Department	Commerce
4.	Qualifications	M Com, Ph.D
5.	Age and Date of Birth	09-06-1981
6.	Contact Number	9995106046
7.	Address	Barakat, Ho: No: 8 B, Samrudhi Nagar, Uliyakovil, Asramam, Kollam-2
8.	Email Id	ruksanasulthana@gmail.com
9.	Date of acquiring M.Phil./Ph.D. Degree and Name of the University	Ph.D Awarded, 18-06-2025, University of Kerala.
10.	Date of Joining*	10-09-2012
11.	Total teaching experience	12 yrs and 10 months
12.	Date of retirement	2037

13. Academic Qualifications

<i>Exam Passed</i>	<i>Board/University</i>	<i>Subjects</i>	<i>Month, Year</i>	<i>Division/Merit</i>
S.S.L.C	BOARD OF STUDIES ,KERALA UNIVERSITY		March 2000	First class
B.Com.	UNIVERSITY OF KERALA	commerce	April 2003	Second class
M.Com.*	UNIVERSITY OF KERALA	finance	may 2008	First class

14. Details of M.Phil. / Ph.D./Post-doctoral fellowship

<i>Research Stage</i>	<i>Title of Work/ Thesis</i>	<i>University where the work was carried out</i>
Ph. D.	EXPLORING THE INFLUENCE OF eWOM, AWARENESS, AND ATTITUDES ON THE INTENSITY AND INTENT OF MODEST FASHION CONSUMPTION IN KERALA	University of Kerala

15. Publications (Peer-reviewed Journals and Books) –

- 1. EXAMINING THE INFLUENCE OF INFLUENCER MARKETING: A BIBLIOMETRIC OVERVIEW OF PAST RESEARCH, IPE Journal of Management, ISSN 2249-9040,2024**
- 2. Revealing the Influence of eWOM in Consumer Purchase Choices: A Bibliometric Analysis, Commerce and Business Research, ISSN 0976-4091, 2024.**

16. Academic duties assigned (Extension Activities, Mentorship, etc.) (Academic year-wise):

- COORDINATOR OF EXTENSION ACTIVITIES
- ASSISTANT NODAL OFFICER IEDC

- COORDINATOR OF CODE OF CONDUCT MONITORING AND ETHICS COMMITTEE
- ACTING AS FACULTY ADVISOR OF FYUGP 2025 BATCH..