

## Faculty Profile

**Dr. SHEHNAZ S R**

- **Designation:** Assistant Professor
- **Academic Qualification:** M.Com, B.Ed, PhD in Commerce
- **Area of Interest:** Entrepreneurship, Asset Pricing, Women Empowerment
- **Address:** T.C - 41/2368, Sherin Soudh, Manacaud P O, Thiruvananthapuram - 691005
- **Email:** shehnazsr@gmail.com
- **Date of joining:** 14.06.2013
  - Member, Academic Committee for B.Com Degree Program, Sreenarayanaguru Open University
  - Member, Indian Accounting Association
  - Member, IQAC, T.K.M College of Arts and Science, Kollam
  - Co-ordinator, Learner Support Centre - T.K.M College of Arts and Science, Kollam, Sreenarayanaguru Open University
  - Member, Editorial Committee, Research Journal of TKM, TIJMR
  - Member, Research Committee, T.K.M College of Arts and Science, Kollam
  - Convenor, IPR Cell, T.K.M College of Arts and Science, Kollam

### Education

Course	Institution	Period
SSLC	Board of Examinations, Kerala	March, 1995
Pre-degree	University of Kerala	March, 1997
B.Com	University of Kerala	March, 2000
M.Com	University of Kerala	March, 2002
B. Ed	University of Kerala	March, 2004
Ph. D Commerce	University of Kerala	June, 2016

## Publications

Resurgence of Small Eateries Through Partnerships for the Goals: The Successful Business Model of Online Food Apps in Kerala, Journal of Lifestyle & SDG'S Review, Vol.5 No.2, February 2025, e-ISSN:2965-730X

<https://sdgsreview.org/LifestyleJournal/issue/view/142>

Global Change in Consumer Acceptance and Growth of Virtual Payment Platforms in Kerala Consumer Motives and Problems, Management Researcher, Vol.XXX No.1 Jan-Mar 2024, pp81-90

A Study on Online Food Delivery: An Innovative Practice in Restaurant Business, SATRAACHEE, Issue 25, Vol.37, No.2, Oct-Dec,2022, ISSN:2348-8425, pp278-283

Amelioration of Skills among Weavers in Handloom Industry – An Evaluative Study, Management Innovator, Vol.15, No.1, 2022, ISSN 0974-6749, pp263-267

Extirpate the Pandemic: A Probe into the Prominence of Healthcare Sector, Covid-19: A Paradigm shift in Global Environment, Amity University, Patna ISBN-978-81-951930-7-3, pp123-135

The Impact of Goods and Services Tax on Restaurant Business in India, Shodharavalli: Research Perspectives in Arts, Humanities and Social Sciences, November 2021, ISBN:978-81-953842-5-9

Pervasiveness and Predictors of Stress among Healthcare Workers in managing Covid-19 pandemic, Commerce & Business Researcher, Vol 14, Issue-1, January-March 2021, ISSN No.0976-4097, pp40-53

Layman's Perspective of Financial Return Predictions - The Enthralling Power of Market Index - An Empirical Test of Single Index Model, ECOMMAT, 2020, ISBN-978-81-947715-7-9, pp207-224

A Study on Customer Preference Towards Food Delivery Applications, International Journal of Advance and Innovative Research, Volume 7, Issue 3(III), July-September 2020, ISSN 2394-7780, pp29-34

Total Quality Management: Infallible Significance in Healthcare, Entrepreneurship – New Horizon, August 2020, ISBN:978-81-947114-4-5, pp70-79

Taking a day to Learn or Lifetime to Master – Empirical evaluation of marketing efforts of Women Micro Enterprises under Family Prosperity, Mukta Shabd Journal Volume IX Issue V, MAY/2020, pp 1028- 1038 available at: <http://shabdbooks.com/gallery/108-may-2020.pdf>

The Predators Assuage to the Prey – The Effectiveness of CSR Initiatives of

Companies in Kerala, Mukta Shabd Journal Volume - IX Issue - IV, April 2020, pp 1-9 available at: <http://shabdbooks.com/gallery/1-april%20spe,%202020af.pdf>

Green Banking – An Initiative for Sustainable Development, Mukta Shabd Journal Volume - IX Issue – IV(S), April 2020-5, pp171-178,  
DOI:09.0014.MSJ.2020.V9I4(s).0086781.1726

The Plethora of Leakages in Tax System – Capping the Direct Taxes component of Personal tax in terms of their variability, Studies in Indian Place Names Vol-40, Issue-46, February-2020, pp411-418 available at:

<https://archives.tpnsindia.org/index.php/sipn/article/view/2933>

Goods and Service Tax Regime: A Probe into the ensemble on Healthcare sector, Studies in Indian Place Names Vol:40 Issue:46, February 2020, pp 307-313 available at: <https://archives.tpnsindia.org/index.php/sipn/article/view/2910>

Resurgence of small eateries– The successful business model of online food apps in major cities of Kerala. Our Heritage, 68(43), 522-536. available at: <https://archives.ourheritagejournal.com/index.php/oh/article/view/4681>

Women Entrepreneurship enticed Family Prosperity- An Empirical evaluation of performance of microenterprises under Kudumbashree mission in Kerala, India, International Journal of Entrepreneurship and Small Business, Inderscience Publishers, 2019 Vol.38 No.1/2, pp.120-140ISSN online: 1741-8054, ISSN print: 1476-1297, - available at:<https://www.inderscience.com/info/inarticle.php?artid=102514>

Family Prosperity Cajoled Women – The Pertinent Requisite for Entrepreneurship? An Empirical Analysis of Production Problems Confronted by Microenterprises Under Kudumbashree Mission in Kerala, Asian Journal of Multidimensional Research (AJMR), April 2019 Vol.8Spl Issue 2, pp.748-759, ISSN online 2278-4853 – available at:

<https://www.tarj.in/images/download/AJMR%20APRIL%20%202019%20SPECIAL%20%20ISSUE%20%20FULL%20JOURNAL.pdf>

Venturing Beyond Domestic Walls - An Enquiry into the Role of Kudumbashree (Family Prosperity) Mission in Translating Women Entrepreneurial Passions into Profitable Micro Enterprises, IOSR Journal of Business and Management, Vol. 20, Issue 2, February 2018, pp 47-52 e-ISSN: 2278-487X, p-ISSN: 2319-7668. available at: <https://www.researchgate.net/publication/323950183>

The Dual Index Model: Augmenting Technicals to Fundamentals in Auguring Returns from Vacillant Stock Prices - Empirical Evidence of IT Sector in India, **Southern Economist**, Volume 56, October 15, 2017, No.12, ISSN 0038-4046 available at:

<https://www.quantnews.com/?s=The+Dual+Index+Model%3A+Augmenting+Technical+to+Fundamentals+in+Auguring+Returns+from+Vacillant+Stock+Prices+-+Empirical+Evidence+of+IT+Sector+in+India>

The Dual Index Model – Empirical Proof of an Astute Model that Augurs Stock Prices across Assorted Sectors in **Global Business & Economics Anthology**, Volume I, March 2017 pp 13-26, available at

[https://www.researchgate.net/publication/319568727\\_The\\_Dual\\_Index\\_Model\\_-\\_Empirical\\_Proof\\_of\\_an\\_Astute\\_Model\\_that\\_Augurs\\_Stock\\_Prices\\_across\\_Assorted\\_Sectors](https://www.researchgate.net/publication/319568727_The_Dual_Index_Model_-_Empirical_Proof_of_an_Astute_Model_that_Augurs_Stock_Prices_across_Assorted_Sectors)

Demonetization – How Allied Sectors Unleash their Genies to Muddle the Sensex, **Southern Economist**, Volume 55, January 1st 2017, No.17, ISSN 0038-4046 available at: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3012927](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3012927)

The Single Index Model – An Exoteric Choice of Investors in Imbroglio – An Empirical Study of Banking Sector in India” in **International Journal of Management (IJM)**, Volume 7, Issue 5, July-Aug 2016, pp210-222, Available online at <http://www.iaeme.com/ijm/issues.asp?JType=IJM&VType=7&ITYPE=5>, ISSN Print: 0976-6502 and ISSN Online: 0976-6510

“Gold Prices and Nifty – Unravelling of an Intricately Interwoven Nexus” in **International Journal of Advanced Research (IJAR)** 4(8), 246-261, ISSN No.2320-5407 available at

[https://www.researchgate.net/publication/307955092\\_GOLD\\_PRICES\\_AND\\_NIFTY\\_-\\_UNRAVELLING\\_OF\\_AN\\_INTRICATELY\\_INTERWOVEN\\_NEXUS](https://www.researchgate.net/publication/307955092_GOLD_PRICES_AND_NIFTY_-_UNRAVELLING_OF_AN_INTRICATELY_INTERWOVEN_NEXUS)

“Women Empowerment: A Case of Women Micro Enterprises in Kollai Grama Panchayat” in **Southern Economist**, Volume 54, May 1st 2015, No.1, ISSN 0038-4046

“Financial Engineering: Its Impact on the Indian Financial System” in **Southern Economist**, Volume 54, July 15th 2015, No.6, ISSN 0038-4046

“A Glimpse on Corporate Governance in Small & Medium Enterprises in Kerala” in ‘Recent Trends in Corporate Governance’ October 2015 ISBN 9789352540181

“Small Business Incubation and Rural Economic Development” in ‘Doing Business in India – Challenges and Opportunities Ahead’, August 2014 ISBN 978-821-924688-4-6

“New Strategies in Insurance Channels of Distribution – A Study on Indian Insurance Sector” in Steward Business Review, Volume I, Issue-II, December 2013 – June 2014, ISSN No.2320-9399

“Role of ICT based business initiatives in women empowerment” in Rural e-Commerce: in India Emerging Trends and Challenges, 2013, ISBN: 978-93-5104-594-6

## **Seminar and Conferences Presentations**

- The Power of the Crowd: Understanding Crowdfunding Potential among Gen Z, International Conference on Arts Literature and Business organized by Research and PG Department of Commerce, Government College, Kattappana, Idukki, Kerala, 28<sup>th</sup> – 30<sup>th</sup> November 2024.
- Impact of Sustainable Investment on Financial Performance – Industry-wise Analysis, 46th All India Accounting Conference and International Seminar on Accounting Education and research, organized by Indian Accounting Association, South Bengal Branch, 23<sup>rd</sup> – 24<sup>th</sup> November, 2024.
- Crowdfunding: A Catalyst for Economic Empowerment of Women, 46th All India Accounting Conference and International Seminar on Accounting Education and research, organized by Indian Accounting Association, South Bengal Branch, 23<sup>rd</sup> – 24<sup>th</sup> November, 2024.
- ARIMA Predictions of GST Revenue: A Tool for Effective Fiscal Management and Economic Recovery for India, 46th All India Accounting Conference and International Seminar on Accounting Education and research, organized by Indian Accounting Association, South Bengal Branch, 23<sup>rd</sup> – 24<sup>th</sup> November, 2024.
- Navigating The Indian Crowdfunding Landscape: A Comprehensive Comparison of Top Crowdfunding Platforms in the International Seminar on Navigating India’s Economic Development: Pathways, Prospects and Challenges organized by the Department of Economics, University of Kerala, 20<sup>th</sup> – 22<sup>nd</sup> November 2024.
- Consumer Acceptance and Growth of Virtual Payment platforms in Kerala Consumer Motives and Problems – Special Reference to e-Wallets, National Conference on AI Driven Business Innovation on the Sustainable Holistic Development organized by PG and Research Department of Commerce, Malankara Catholic College, Kanyakumari District, Tamilnadu, 29<sup>th</sup> August 2024.
- The Self Marginalized Women – Relevance of Accounting Information in Analysing Potential Returns, 44th All India Accounting Conference and International Seminar on Accounting Education and research, organized by School of Commerce and Business Studies,

Jiwaji University, Gwalior, Madhya Pradesh in association with Indian Accounting Association, Gwalior Branch, 29th – 30th October 2022.

- Digital Wave in Restaurant Business – Pros and Cons, Three day International Conference on Industry 4.0 – Eliciting Emerging Opportunities in the New Millennium organized by the Research Promotion and Ethics Committee, Mar Ivanios College (Autonomous), 25th – 27th August 2022.

- Goods and Service Tax Regime: A Probe into the ensemble on Healthcare sector, National Seminar on Budgetary Practices in India, organised by Post Graduate Department of Commerce All Saints' College Thiruvananthapuram, Kerala, 14th February 2020.

- The Plethora of Leakages in Tax System –Capping the Direct Taxes component of Personal tax in terms of their variability, National Seminar on Budgetary Practices in India, organised by Post Graduate Department of Commerce All Saints' College Thiruvananthapuram, Kerala, 14th February 2020.

- Green Banking – An Initiative for Sustainable Development, Environmental Accounting and Green Practices in Business, Two-day National Seminar organised by PG Department of Commerce and Research Centre, Mahatma Gandhi College, Thiruvananthapuram, Kerala, 13th and 14th February 2020.

- The Predators’ Assuage to the Prey-The effectiveness of CSR initiatives of Companies in Kerala, Environmental Accounting and Green Practices in Business, Two-day National Seminar organised by PG Department of Commerce and Research Centre, Mahatma Gandhi College, Thiruvananthapuram, Kerala, 13th and 14th February 2020.

- Resurgence of small eateries– The successful business model of online food apps in major cities of Kerala, Business Models-Government Borrowings & Sourcing Financing for Scaling Business Operations, Three day International Seminar organised by Department of Commerce, School of Business Management and Legal Studies, University of Kerala, 20th to 22nd January 2020.

- Carbon Accounting –Enlightened Passions of Nascent Ecopreneurs Vs Acquiescence of Slaked Legislations, 42nd All India Accounting Conference & International Seminar on Accounting Education and Research, Jodhpur, 28 and 29th December 2019.

- “The Dual Index Model – Empirical Proof of an Astute Model that Augurs Stock Prices across Assorted Sectors” in 30th Business & Economics Society International Conference, Abu Dhabi, UAE, January 2017

- “The Self Marginalized Women and Stock Market Analysis – Can the Paradoxical Myth of Idle Time and Home making be solved?” in the ICSSR sponsored National Seminar organized by Post Graduate Department of Commerce and Research Centre, Sanatana Dharma College, Alapuzha.

- “Infrastructure Development and Green Policies – The Panacea that Greenex and Carbonex Purport” in the International Seminar on ‘Infrastructure – Industrialization and Development: Forward Linkages Drawing from Global Models’ organized by Department of Commerce, School of Business Management and Legal Studies, University of Kerala, Thiruvananthapuram.
- “Angel Investors – The Growth Story of Start-ups to the next trajectory in the wings of business angels that sprout the seed funds” at the International Conference on Alternative Finance and Sustainable Socio-Economic Development organized by School of Distance Education, University of Kerala.
- “A Glimpse on Corporate Governance in Small & Medium Enterprises in Kerala” in the National Seminar on ‘Recent Trends in Corporate Governance’ organized by Post Graduate Department of Commerce and Research Centre, Sanatana Dharma College, Alapuzha.
- “Role of Kudumbhasree in Social Marketing – A Study with Reference to Kerala” in the National Seminar on ‘Innovative Management Practices for Sustainable Development and Global Competitiveness’ IMPETUS’ 15 organized by Department of Management Studies, Pondicherry University in association with Indian Council of Social Science Research (ICSSR), New Delhi.
- National seminar on Goods and Services Taxes: Central vis-a-vis State Governments organized by Post Graduate Department of Commerce, Pavanatma College, M.G. University, Kottayam.
- “Role of International Migrants in promoting Micro finance in India” in the International Seminar on Micro Finance – Opportunities and Challenges’ organized by Department of Commerce, All Saints’ College, Thiruvananthapuram.
- “Investment Banking & Securities Issuance” in the National Seminar on ‘Finance & Banking’ organized by Marian International Institute of Management, Kuttikanam, Kerala.
- “A Glimpse of Performance of Micro finance in the empowerment of women among Backward class” in the National Seminar on Religion, Politics and Economy in Modern Kerala – Identifying the Role of Muslims, Organised by T.K.M College of Arts & Science, Kollam.
- “Implication of Factoring Regulations Act 2011: Opportunities and Challenges” in the International Conference on ‘Financial Innovations’ organized by Post Graduate Department of Commerce and Management, M.E.S Asmabi College, Kodungallur

## **Research Projects**

Title of the Project	Funding Agency	Amount	Period
Multifaceted Role of Micro enterprises – A Study with reference to Kudumbashree Units in Kerala	2014-15	150000	2 years