

## **Faculty Profile**

Name : Dr. SHINY SALAM

Designation : ASSISTANT PROFESSOR

Academic Qualification : M. Com, MBA, PhD

Area of Interest: FOREST ECOTOURISM,  
CAPITAL MARKET OPERATIONS,  
INTERNATIONAL FINANCE,  
DERIVATIVES

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Phone: 9496151347

Date of birth: 22.10.1982

Date of joining: 10.09.2012



### **Education**

Sl. No	Course	Institution	Period
1	M.Com (Finance)	TKM College of Arts& Science, Kollam	2006-08
2	MBA (Finance)	Distance Education (Madurai Kamaraj University)	2011-13
3	PhD in Commerce	University of Kerala	August, 2024

### **Publications**

Sl. No	Publications	Year
1	Demonetization- How allied sectors unleash their genies to muddle the sensex	2017

2	Infrastructure development and Green Policies the Panacea that Greenex and Carbonex Purport	2017
3	Family prosperity cajoled women- the pertinent requisite for entrepreneurship? An empirical analysis of production problems confronted by microenterprises under Kudumbasree Mission in Kerala	2019
4	Resurgence of Small eateries- The successful business model of online food apps in major cities of Kerala	2020
5	“The Predators Assuage to The Prey – The Effectiveness of CSR Initiatives of Companies in Kerala	2020
6	“Exploring Nature’s Abode: Unveiling Kerala’s Enchanting Forest Ecotourism Products” <a href="https://doi.org/10.59640/cbr.v15i1.141-152">https://doi.org/10.59640/cbr.v15i1.141-152</a>	2022
7	Over-the-Top (OTT) video streaming services’ continuance adoption during and after Covid-19 pandemic: Mediation analysis combining two research frameworks Journal of Infrastructure, Policy and Development 2024, 8(13), 9059. <a href="https://doi.org/10.24294/jipd9059">https://doi.org/10.24294/jipd9059</a>	2024
8	“Resurgence of Small Eateries Through Partnerships for the Goals: The Successful Business Model of Online Food Apps in Kerala” DOI: <a href="https://doi.org/10.47172/2965-730X.SDGsReview.v5.n02.pe04992">https://doi.org/10.47172/2965-730X.SDGsReview.v5.n02.pe04992</a>	2024

### Research Projects

Sl. No	Title of the Project	Funding Agency	Amount	Period
1	Present status of CSR practices of Public Limited Companies in Kerala	UGC	65,000.00	2014-16

### Professional Experience and Key Roles held

- Joined as Assistant Professor in the year on September,2012 and having more than 13 years of experience in teaching.
- Supervise and mentor undergraduate and postgraduate students in academic and research projects.
- Actively participate in curriculum development and restructuring workshops-Syllabus Revision Workshops in the year 2017 and 2024

- Coordinate various academic programs and workshops to enhance student learning experiences.

### **Key Roles held**

Head of Department of Commerce from March 2022 to March 2025.

College level Co-ordinator of all Social /Extension Activity Clubs in the College from 2020 to 2025

Member of the Internal Quality Assurance Cell (IQAC) at TKM College of Arts and Science during the year 2017

Executive Member of India Accounting Association, Kerala Chapter

### **Achievements**

- Certificate of Appreciation from Samagra Shiksha, Kerala for conducting the “Sastrapadam” three-day residential camp at TKM College of Arts and Science, Kollam
- Best Paper Award for the paper titled “The push-pull effect on Eco-tourism destination loyalty and e-promotions: A PLS-PM Approach” in the Two days International Conference on Emerging Business Models organized by Mar Ivanios College, Thiruvananthapuram, dated 1<sup>st</sup> February 2025
- Asian Journal of Geographical Research Certificate of Excellence in Reviewing Research Article titled “Eco-Tourism in Bhilwara District: A Geographical Study” dated 12-02-2025
- South Asian Journal of Social Studies and Economics Certificate of Excellence in Reviewing Research Article titled “Eco-Tourism in Bhilwara District: A Geographical Study” dated 17-05-2025.