

## Faculty Profile

**Mrs.Vijayalekshmi D.V**

**Assistant Professor**

**Department of Commerce**

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### Personal Details

Nationality : Indian  
Gender : Female  
Marital Status : Married  
Permanent Address : Thara,CRA 72,Chennilode, Nr Kumarapuram , Medical College P.O  
, Thiruvananthapuram.

### Educational qualifications

- **MPhil (Finance &Taxation)** from the Kerala University (2008-2010).Grade A
- **UGC NET & JRF (2011)**
- **M.com (Finance&Taxation)** from Kerala University) with **First class** 73.33%) (2005-2007)
- **B.com (Finance &Taxation)** from Kerala University with **First class** (70%) (2007-10)
- **Pre-degree (Science)** from All Saints College with **First class** (60%) (1999-2001)
- **Secondary** from the Holy Angels Convent School,Thiruvananthapuram ( SSLC, Kerala) with **First class with distinction** (85.33%) (1999)

### Experience

- Assistant Professor, D B Pampa College, Parumala ( 6<sup>th</sup> February 2024- till now)
- Assistant Professor on Contract ( 12<sup>th</sup> July 2011- 31<sup>st</sup> March 2020) All Saints College
- Assistant Professor on Contract ,UIT Alappuzha

### Other Important Responsibilities/Positions Held

- Translator, Supreme IT Section (High Court of Kerala )
- Academic Counsellor IGNOU
- President ,Commerce Research Forum

## **Research interests**

- Women Empowerment

## **Research Areas**

- Ph.D. : A study on the Effectiveness of women cooperatives in the socio-economic empowerment of weaker sections in Kerala”.
- M.phil : “A study on customer preference of Retail outlets with special referenceto Thiruvananthapuram District,

## **Seminars/Conferences/Poster presentations attended**

- Participated in the Two day National Seminar On "Banking Industry in India: Thiruvananthapuram, sponsored by Dept of Commerce, Govt Arts College., sponsored by Directorate of Collegiate Education on 21st and 22nd February, 2006.
- Presented and participated a paper on "Role titled " Role of incubators in fuelling Entrepreneurship with special reference to startup village in Kerala." in the Three day National Seminar on fine tuning commercial education and research introducing challenges ahead organised by Research and Post Graduate Department of Commerce government college for women Thiruvananthapuram and sponsored by Director of Collegiate Education Government of Kerala on 2nd 3rd and 4th November 2017.
- Participated and presented a paper on Cashless Economy a Boon or bane for India"-A theoretical Study in the fourth International Seminar conducted by Swami Vivekanada Association of Science and Humanities SVASH at Vylloppilly Sanskriti Bhavan on 22nd December 2018.
- Participated and presented a paper on role of mentors in building ethics at the Two day National seminar on "Ethics in higher education policies and practice" jointly organised by All Saints College Trivandrum and Journal of Dharma and Globe ethics net India on 29th and 30th July 2019 at all since College Trivandrum.
- Participated and presented a paper entitled "Ethical Investment :An innovative tool for sustainable growth". in the two day National Seminar on" environmental accounting and green practices in

business organised by post graduate department of Commerce and Research Centre of Mahatma Gandhi College Thiruvananthapuram on 13th and 14th February 2020.

- Participated and Presented a paper titled "Gender Budgeting a financial innovative tool for gender mainstreaming "in the one day National seminar on particular practices in India organised by the Post graduate department of Commerce All saints college Thiruvananthapuram conducted by the Institute of Parliamentary affairs Government of Kerala on 14th February 2020.
- Participated and presented a paper entitled "Bitcoins a blueprint for Digital economy and overview in the international seminar on cyber security and digital marketing" organised by post graduate entrance test department of Commerce Mahatma Gandhi College of Thiruvananthapuram in Association with the Kerala state Higher Education Council held on March 2020.
- Participated and Presented a paper entitled "Achieving democracy through gender Budgeting" in the National seminar on "Challenges and prospects of Indian democracy in the last 2 decades" organised by the Department of History and Political science All Saints College Trivandrum in collaboration with the institute of parliamentary affairs Government of Kerala on 26th March 2021 Trivandrum.
- Participated in the presented a paper on National workshop on "Statistical analysis and interpretation using SPSS" organised by research forum PG and research department of Commerce Government Arts College Thiruvananthapuram on 5th to May 7th 2022.
- Participated in the Two day orientation program for PhD Course work organized by researchers forum department of Commerce school of business management and legal studies University Of Kerala during 27 &28 June 2022.
- Participated in the national workshop on inside understanding the basics of research organized by the commerce research forum PG and research department of Commerce government college for women Thiruvananthapuram on 14th March 2023.
- Participated in the national workshop on how to write a research paper organized by HL Learn Edu tech Institute held on 21st March 2023.
- Participated in the State level One day Workshop on Bcom honors Major Course “Basic Finance for Daily Life” organised by KG College Pampady,Kerala on 9<sup>th</sup> August 2024.

## **Research Publications**

- A study on women cooperatives in Kerala. In Shodharavalli: Research perspectives in arts, humanities and social sciences (1<sup>st</sup> ed.). ISBN 978-81-953842-5-9. 2021.
- Role of mentors in building ethics. In Ethics in higher education: Policies and praxis. Global Ethics Net & Dharmaram Journal of Religions and Philosophies. ISBN 978-81-930193. 2020.

- Cashless economy: A boon or bane for India. International Journal of Multidisciplinary Research, 2, December. UGC Listed Journal No. 4239 (Impact Factor: 4.118). 2018.
- Gender budgeting: A financial innovation for gender mainstreaming. UGC Care Listed Journal, 40(Special Issue), 46. ISSN 2394-3114. 2020.
- Ethical investment: An effective tool for sustainable growth. Mukthshabdh Journal, 9(S). UGC Care Group I Journal. ISSN 2347-3150. 2020.
- Managing disruptive technologies: Challenges ahead for managers. International Journal of All Research Education and Scientific Methods (IJARESM), 9(3), March. ISSN 2455-6211 (Impact Factor: 7.429). 2021.
- Effectiveness of women cooperatives in the empowerment of women: A study with reference to Kerala. UGC Care Enlisted Journal, 37(10), No. 2, October–December. ISSN 2348-8425. 2022.
- India’s gig economy: Harnessing opportunities, mitigating risks, and ensuring sustainable growth. In Emerging paradigms in commerce and management research (2<sup>nd</sup> ed.). Bi-annual peer-reviewed edited book. ISBN 978-93-341-2548-1. 2025

## Faculty Development Programmes Attended

1. Attended an Online NEP Sensitization Programme for University/college Teachers conducted by UGC Malaviya Mission Teacher Training Centre (MMTC) University of Kerala sponsored by UGC from 17/6/2025 to 27/6/2025 .
2. Attended an online FDP programme on Redefining Teaching: Strategies for Experimental Learning organized by Lourdes Matha institute of management Studies on 29/10/2025.
3. Participated in the “One Day Faculty Development Programme (FDP) on International Financial Reporting Standards jointly organised by the ACCA and Department of Commerce University of Kerala on December 6<sup>th</sup> 2024.

## Seminars Organised

- Organised a Two-day National-level seminar on **“Promoting Democratic Accountability Media Court Nexus”** held on January 8<sup>th</sup> and 9<sup>th</sup> 2025 in association with **IQAC and Institute of Parliamentary Affairs, Government of Kerala.”**

- Organised a National workshop on “**Insight Series 3 “Unlocking the Research Vault: A Guide to Systematic Literature Review”**” in association with Commerce Research Forum, PG And Research Department of Commerce, Govt College for Women, Thiruvananthapuram.

#### **RESOURCE PERSON**

Served as Resource person on the topic, “**Indian law relating to IPR in the 10 Day National Webinar on E Business & Cyber law**” held by Post Graduate & Research Department of Commerce, Govt: Arts College, Thiruvananthapuram from 9<sup>th</sup> May to 18<sup>th</sup> May 2020.

#### **QUESTION BANK PREPARATION**

1. Participated in the question bank preparation of the Second Semester MGU -UGP 2025 Honours(Commerce) of Mahathma University.