

Ms.BEENA.V.S. BBA , MBA,UGC-NET , MSW, M Sc Applied Psychology

Assistant Professor



Academic Background:

MBA(Marketing&Finance),Bharathiar University,Coimbatore,2001.
UGC-NET –Lectureship in Management,2013

MSW, Bharathiar University (SDE),T N,2013

MSc Applied Psychology Bharathiar University,(SDE),
T N,2015

Areas of interest:

Marketing ,Human Resource Management, Finance

Organizational Behaviour , Management of financial services, Marketing of financial services, Retail business management, Marketing research, International financial Management,B2B Marketing, Brand Management, Consumer Behaviour, Marketing management, Human resource management Human resource development ,Managing interpersonal and group process ,Integrated marketing communication

Subjects handled:

Software Proficiency:

MS office.

Experience:

**Academics: (12
Years&8 months)**

February 2012 to Till date

Assistant Professor, Department of Management studies, Ilahia College of Engineering and Technology, Mulavoor, Kerala.

June 2007 August to 2012 January

2002 November to 2003 July

Industry (1Year)

2000 October to 2001 October.

Professional Association Activities :

Lecturer in St Alphonsa College, Thodupuzha

Lecturer in Business Administration Department of Al-Azhar college of Arts & Science, Thodupuzha

General Manager in Life India Educational & Charitable Trust, Muvattupuzha

Life time membership membership at ISTD(Indian Society for Training and Development

Publications:

Books:

- Beena V S, Aravind T.S, Roy Samuel-Marketing Management-11 ,Edition 2017,Thakur Publication Pvt LTD,Kerala.
 - Prashanth P John,Beena V S-Organisational Behaviour ,Edition 2019, ,Thakur Publication Pvt LTD,Kerala.
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- Beena V S ,Er Chippy R D,Consumer Behaviour, Edition 2022,Thakur Publication Pvt LTD,Kerala.

International Journals /Conferences:

- 1) Manu Melwin Joy & Beena .v.s. (2016). Gender equality at work place - Implications for innovative HR practices in information technology sector International Journal Of Science, Technology And Management, Volume No: 5, Issue 8, August 2016, Issn 2394-1537
- 2) Manu Melwin Joy, Beena V S, Merry Joe Chiramel and Ramesh Krishnan –“Importance Of Innovative Human Resource Practices In Promoting Organizational Citizenship Behaviors” International Journal of Marketing & Human Resource Management (IJMHRM), Volume 7,Issue 2, May– Aug (2016), pp. 61–66; ISSN Print: 0976-6421 and ISSN Online: 0976-643X, Journal Impact Factor(2016): 5.5510 Calculated by GISI (www.jifactor.com)

**Conferences/Seminars/
Workshops Participated:**

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1. Management Development Programme on 'Institution Building ' at IIM-Kozhikode
 2. Faculty Development Programme on Self Knowledge in education' at Sahrdaya College of engineering & Technology Thrissur
 3. Attended Faculty Development Programme at Viswajyothi College Of Engineering. Muvattupuzha
 4. Faculty Development Programme on IFRS- Teaching and corporate perspectives at Adi Sakara Business school, Kaladi
 5. Faculty Development Programme on Digital environment –New Perspectives at Sree Narayana Gurukulam College of engineering ,Kolenchery
 6. Faculty Development Programme on Management education in India-Inculcating a Global Mindset at Managalam Management studies ,Kottayam
 7. Faculty Development Programme on 'Marketing Mantra for Modern world , at Bharata Mata Institute of Management, Kochi

**Events Organized/
Conducted:**

Additional Chief superintendent of University examinations
Assist in MBA Admissions and Marketing
Assist in Co-ordinating various events like Agora ,Design thinking, Emergence, Job Fair etc

Achievements:

Secured 100% pass for Principles of Management, International Financial Management, Retail Business management, Organisational Behaviour, Marketing Management

Additional Responsibilities: Chief Warden-ICET Ladies Hostel
