

FACULTY PROFILE

Dr. PRASASTHAN MK.

DESIGNATION : ASSISTANT PROFESSOR OF
COMMERCE

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EDUCATIONAL QUALIFICATIONS : M. Com, Ph. D.

AREA OF INTEREST/SPECIALIZATION : FINANCE

FIELD OF RESEARCH : Brand Loyalty, Purchase Decisions

ACADEMIC ACHIEVEMENTS : UGC - NET (2011 & 2012)

TEACHING EXPERIENCE

- (i) FDP substitute teacher in Commerce (UGC), KSMDDB College, Sasthamcotta
- (ii) Govt. Guest Lecturer, Sree Sankara College, Kilimanoor

POSITIONS HELD

- (i) Anti- Ragging Cell Convenor (2022-2023, 2023-2024)
- (ii) Club Coordinator (2022-2023)
- (iii) PTA Treasurer (2022-2023, 2023-2024)
- (iv) Entrepreneurship Development Club Coordinator (2022-2023, 2023-2024)
- (v) YIP Coordinator (2023-2024)
- (vi) Exam Chief Superintendent (2024-)

TRAINING PROGRAMMES ATTENDED

- (i) Online FDP in Commerce on the topic 'Financial Markets: Teaching and Research Perspectives' conducted by Kerala State Higher Education Council (KSHEC)

from 27th June to 3rd July, 2020 (One Week National Faculty Development Programme)

- (ii) National Workshop on 'Research Methods in Social Sciences' organised by the Researchers Forum, Department of Commerce and Institute of Management in Kerala, University of Kerala, held on 3rd and 4th of February 2012.

PUBLICATIONS

:

1. **Prasasthan M K (2020) Crowded Funding – An innovative Investing Platform, *Our Heritage, UGC Care Journal*, 68 (18), 481-487 (ISSN: 0474-9030)**
2. **Prasasthan M K (2018) Customer Satisfaction in Retailing of FMCGs in Thiruvananthapuram District, *Management Researcher (UGC Approved Journal)*, Institute of Management Researcher (IMDR), XXII (4), 61-70. (ISSN: 2230-8431)**
3. **Prasasthan M K & Dr. Jubily Navaprabha (2016) FDI in retailing and its impact on Brand Loyalty in FMCGs, *Management Researcher*, Institute of Management Researcher (IMDR), XXII (3), 31-35. (ISSN: 2230-8431)**
4. **Prasasthan M K, Akhila M K, Dr. Jubily Navaprabha (2015) HRM practices in ITeS - BPO industry in Kerala: Issues and challenges, *International Journal of Management*, MIT College of Management, Moradabad, 3 (1), 29-32. (ISSN: 2321-6700)**
5. **Prasasthan M K, Akhila M K, Dr. Jubily Navaprabha (2015) Innovative Economic strategies for Financial Inclusion, *Misbah – niche of knowledge*, 12 (12), 146-153. (ISSN: 0976-2523)**
6. **Prasasthan M K, Akhila M K, Dr. Jubily Navaprabha (2015) Corporate Social Responsibility in Consumer Behaviour and Purchase Decisions, *Recent Trends In Corporate Governance-A Collection of Selected Papers*, 109-113 (ISBN: 9789352540181)**
7. **Prasasthan M K & Vishnu Gopan (2014) Prospects of Internet Banking, *Finnova' 14: Financial engineering in India: growth prospects and challenges*, 159-165. (ISBN: 978-81-89085-91-9)**

8. **Vishnu Gopan & Prasasthan M K** (2012) **Consumption pattern of Credit card holders in Thiruvananthapuram district**, “*Innovative Strategies for Emerging Business Paradigms*” (1), Adaikalamatha Institute of Management, Adaikalamatha College, Thanjavur. 23-25, (ISBN: 978-81-909038-1-3)

SEMINARS/CONFERENCES ATTENDED :

Paper Presentations:

1. “*Accounting as an investigative outlook-paradigm shift for nation development*”, 39th All India Accounting Conference and International seminar on Accounting Education & Research held at Department of Commerce, Bangalore University, Bengaluru. (16th & 17th December 2016)
2. “*Ethics in Accounting – Call for Inclusive Development*” 38th All India Accounting Conference and International seminar on Accounting Education & Research held at University Business School, Panjab University, Chandigarh (India) (5th & 6th December 2015).
3. “*Human Resource Management practices in ITeS - BPO industry in Kerala: Issues and challenges*, 67th All India Commerce Conference of the Indian Commerce Association held at Department of Commerce, Utkal University, Bhubaneswar (from 27th to 29th December, 2014)
4. “*Management of Human capital – focus on PSU banks*”. One - day National Seminar on "Human Capital and Indian Economy- Planning for Development" organized by Researchers' Forum, Department of Commerce and Management, School of Business Management and Legal Studies, University of Kerala on 15th November 2014.
5. “*Environmental Accounting – an appraisal*” 36th All India Accounting Conference and International seminar on Accounting Education & Research held at Department of Commerce & Management studies, Andhra University, Visakhapatnam (11th & 12th January 2014).

6. *“Role of Micro finance in women empowerment with special reference to Kudumbasree units”* UGC sponsored National Seminar on "Challenges and Prospects in Finance and Financial Services organized by Post Graduate Department of Commerce and Research Centre, Sanatana Dharma College, Alappuzha, (25th & 26th September 2014)
7. *“Effect of FDI on Brand Loyalty in FMCGs”* International Seminar on Foreign Direct Investment -The Indian Scenario, held at Department of Commerce, School of Business Management and Legal Studies, University of Kerala, Thiruvananthapuram, (23rd & 24th March 2013).
8. *“Carbon trading Accounting – ethical issues and challenges”* 35th All India Accounting Conference and International seminar on Accounting Education & Research held at Department of Business Management, Saurashtra University, Rajkot, Gujarat (5th & 6th January 2013).
9. *“Role of monetary policy in tackling inflation”* International Conference on Innovations in Management Practices, held at the Department of Management Studies, Kristu Jayanti College of Management & Technology, Bangalore (20th & 21st April,2012)
10. *“Women empowerment through MGNREGA”* 64th All India Commerce Conference organized by the Department of Commerce, School of Management, Pondicherry University, Pondicherry. (13th – 15th December, 2011)