



**RASHIDA P**

**HOD**

**Department of Management Studies**

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### **EDUCATIONAL QUALIFICATION**

- **MBA in Financial Management & Human Resource Management.**
- **M.Com**
- **NET**
- **PG Diploma in International Business Operations**
- **Diploma in Computerised Financial Accounting**

### **WORK EXPERIENCE**

#### **Teaching Experience**

- **PEEKAY CICS Arts & Science College Mathara – From 2015 July 6th till continuing**
- **MAMO College, Manassery – From 12th June 2014 to 30th November 2014**
- **IIKM Business School – From 15th October 2013 to 31st March 2014**
- **Dayapuram Arts & Science College Mathara – From 3rd June 2012 – 31st March 2013**

### **AREA OF INTERESTS**

- **Human Resource Management**
- **Financial Management**

### **WORKSHOPS/ TRAINING ATTENDED**

- **The International Faculty Development Programme on Research Methodology from 07/08/2024 to 13/08/2024 was organized by BALA'S V V Academy (Registered under MSME, Govt. of India.).**

- **HR & Administration Training at Edwin Academy, Malabar Innovation Entrepreneurship Zone, Kannur.**
- **Two-day National Workshop on “Research Methodology in Commerce” organized by PG Department of Commerce, EMEA College of Arts and Science, Kondotti, from 10/08/2022 to 11/08/2022.**
- **Faculty Development Program on Artificial Intelligence, organized by Microsoft India & SAP India in collaboration with ASAP Kerala under Tech Saksham Program from 22/02/2022 to 25/02/2022.**
- **Workshop on “Publishing Research Papers in Indexed Journals” organized by Indian Accounting Association, Kozhikode Branch on 20th November 2021.**
- **National Workshop on “Questionnaire Designing for Research” organized by PG and Research Department of Commerce, Govt. Arts and Science College Calicut, from 16/10/2021 to 17/10/2021.**
- **An online workshop on GST Registration, organized by Onacademia, Trivandrum, on 26th October 2021.**
- **“Research Orientation Workshop Series” organized by PGDCMS, Nasra College of Arts and Science, Tirurkar in academic collaboration with PGDCMS and Research Centre, Government College Tripunithura from 04/10/2021 to 07/10/2021.**
- **Workshop on “Citation Management Using Mendeley” Organized by Alagappa University, Karaikudi, in collaboration with Shanlax Research, Madurai, and Research Partner Puducherry 09/10/2021.**
- **National workshop on Data Analysis for Social Science Research. Organized by Research and Post Graduate Department of Management Studies, Farook College (Autonomous) on 1st, 2nd and 3rd November 2021.**
- **National Webinar organized by the PG Department of Commerce, Sree Narayana Guru College of Advanced Studies, Nattika in collaboration with Little Flower College, Guruvayur under UGC NAAC Paramarsh Scheme on 29th September 2021**
- **Online workshop on Project Guidance: A Practical Approach organized by St. Joseph’s College Irinjalakuda from 30/10/2021 to 26/03/2022.**
- **FDP on “Online Teaching Methods” organized by FIMS, Farook College, Kozhikode, on 22nd April 2020.**
- **Regional workshop on “BBA Syllabus Revision” organized by Calicut University in association with the Department of Commerce and Management Studies, RSM SNDP Yogam College, Koyilandy on 08/02/2018.**
- **Public Relation Officer training from “Accountants Service Society”, Calicut Centre.**

## PRESENTATIONS

- Presented a paper on the topic “Identifying and Evaluating the Factors of Sustainable Marketing and its Mediating Role” in a Two-Day National Seminar on National Education Policy (NEP 2020) “Transformative Reforms in the Indian Education System” organized by the PG Department of Commerce and Management Studies, PEEKAY CICS Arts and Science College, Mathara, Kozhikode on 22nd February 2024.
- Presented a paper on the topic “Influence of social media marketing on individual’s buying attitude and perception” in a Two-Day National Seminar on National Education Policy (NEP 2020) “Transformative Reforms in the Indian Education System” organized by the PG Department of Commerce and Management Studies, PEEKAY CICS Arts and Science College, Mathara, Kozhikode on 22nd February 2024.

### **PUBLICATIONS**

- An article on the topic “Influence of Green Human Resource Management Practices on Conservational Performance: The Facilitating Role of Green Innovation” in South India Journal of Social Sciences, ISSN: 0972-8945, Vol.XXX, No.7,2023.
- An article on the topic “Influence of social media marketing on individual’s buying attitude and perception” in Journal of Education, Rabindra Bharati University, ISSN : 0972-7175, Vol.XXIV, No.1(I),2022.

### **PUBLICATIONS**

- Co-ordinator, Attribute 7- Governance And Administration, IQAC.
- Member of the College Admission Committee.
- Member of Examination Monitoring Committee.
- Member of College Union Election Committee.
- Member of Anti-Ragging Squad.
- Member of the College Discipline Committee.