

Name	Dr. Ajinu B
Designation	Assistant Professor, Department of Management Studies and Commerce
Qualification	Ph.D, NET, MPhil
Email id	ajinuscas@gmail.com
PhD Topic	Role of Startups in Developing Entrepreneurial Culture in Kerala
Area of Interest	HR, Marketing and Operations
Presentations	<ol style="list-style-type: none"> 1. Pandemic impact and challenges on work culture: A study with reference to Kerala . MES College Marampally, Aluva, International Conference on Humans and Technology: A holistic and symbiotic approach to sustainable development (ICHT 2022), 17-22 January 2022. 2. Practices and implementation challenges of CSR in public sector enterprises in Trivandrum District. Faculty of public administration, School of Distance Education, University of Kerala. National seminar on Emerging issues in Corporate Governance in India, 6th to 8th November 2019. 3. Demonetisation and it's impact on entrepreneurship. National seminar on Demonetisation and aftermath. Kerala academy of social sciences and PG Department of Commerce, Govt Arts College Trivandrum. 4th February 2017. 4. Changing technologies and its impact in organizations. National seminar on working environment emerging concerns and challenges, Gurudev Institute Management Studies, Kadakkal, Kollam 9th January 2016. 5. Creating a sustainable economy- The need for make in India. National seminar on sustainable development and the Kerala economy. Dept of commerce, school of business management and legal studies, University of Kerala. 8th & 9th June 2015. 6. Sustainable development and management of rural India. National seminar on Management science research for sustainable development. Research forum, IMK University of Kerala. 29th November 2014. 7. Human capital flight and humans on the bench: An Indian perspective. National seminar on Human capital and Indian economy- Planning for development. Researchers forum, Dept of commerce and management, School of Business Management and Legal Studies, University of Kerala. 15th November 2014.
Publication in Journals	<ol style="list-style-type: none"> 8. Pandemic impact and challenges on work culture: A study

	<p>with reference to Kerala. Humans and Technology: A holistic and symbiotic approach to sustainable development (ICHT 2022), 2022</p> <p>9. Covid 19 repercussions on educational institution in India. Management Innovator, Researchers forum, IMK , University of Kerala 2021</p> <p>10. Practices and implementation challenges of CSR in public sector enterprises in Thiruvananthapuram District. Emerging issues in Corporate Governance in India. 2020</p> <p>11. Overriding facet of students into entrepreneurial career: A study in Kerala. Journal of Commerce and Business Research. 2017</p>
Publication in Books	<p>1. Startups a new dimension of development in Kerala. Espirit de corps, Dept of Management University of Kerala 2019</p> <p>2. Tourism and health risks: impacts and future concerns. Journal of Tourism and sustainable development, Dept of Management University of Kerala 2019(Co author Geethu Gopal)</p>
Books Published	Entrepreneurship, (Details pending) Co author Dr. Ajitha S, 2018.
Total UG Teaching Experience	2.5 years
Total PG Teaching Experience	1 year
Details of Teaching Experience	<p>1. Assistant Professor of Management Studies and Commerce – Finance, Saraswathi College of Arts and Science, Vilappil, Trivandrum, March 2022 – present</p> <p>2. Assistant Professor of Management Studies and Commerce, KICMA College of Arts and Science Neyyardam. 2015-2016</p> <p>3. Assistant Professor of Management Studies and Commerce, MES College Erumely Kottayam. 2021-2022.</p>
Papers/subjects/courses taught/teaching	Human Resource Management, Organizational Behavior, Security Analysis and Portfolio Management, Intellectual Property Rights, Customer Relationship Management, Entrepreneurship Development, Capital Market
Memberships or other academic duties fulfilled	Prepared a text for School of Distance Education University of Kerala on Entrepreneurship
Any other academic oriented experiences	Guest Lecture, School of Distance Education, University of Kerala, 2018-2019
Achievements/Awards/Honours	Recipient of Rashtrapatti Award for Bharath Scouts and Guides, Kendriya Vidyalaya Pattom, 2017