

**NAME** : **SIML.B.S**  
**DESIGNATION** : **ASSISTANT PROFESSOR**  
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**EDUCATIONAL QUALIFICATION** : **M.Com (NET), CMA (Inter)**  
**AREA OF INTEREST** : **Taxation, Costing, Accounting, management, marketing.**  
**SPECIALISATION** : **Finance**  
**TEACHING EXPERIENCE** : **6 years 2 months**

Designation	Institution	Period
Assistant Professor	SN College, Kannur	3 Yrs. 6 Months
Assistant Professor	SN College, Punalur	2Yrs. 8Months

**ADMINISTRATIVE POSITIONS HELD:**

- National Service Scheme Programme Officer
- Women studies unit- co-ordinator
- Data operator-NSS
- Member\_Anti\_ragging committee.

**Journal Articles**

**2021\_Simi.B.S\_ “Investment attitude and behaviour of women bank employees in Kerala”. Facet of Economy- Yesterday, Today and Tomorrow. ISBN: 978-93-91700-14\_0. Pp79-86.**

**2021\_Simi.B.S\_”performance of mutual fund players in India\_ A critical evaluation”. Management researcher A peer reviewed journal.VolXXVII No.3.ISSN-2230-8431.**

**2019-Simi.B.S-“A STUDY ON ROLE OF SIDBI VARIOUS SCHEME IN SMALL SCALE DEVELOPMENT IN INDIA”-Journal of management research and analysis Vol06-PP83.**

**2018-Simi.B.S- “RISK APPREHENSION AND INVESTMENT BEHAVIOUR OF SMALL INVESTORS”- media of intellectual reading and research of researchers-Vol8-pp 86.**

**2016-Simi.B.S-“GROWTH AND DEVELOPMENT OF BEACH TOURISM IN KERALA- AN OVERVIEW”-Journal of commerce, management and social science-vol4 pp-79.**

**2016-Simi.B.S-“AN EMPIRICAL ANALYSIS ON KSFE LTD IN RURAL SAVING”-Peer refereed quarterly inter disciplinary research journal-vol5-pp-198’**

**Book Chapters**

**2021\_A Study on consumer buying behaviour towards online shopping special reference of South Kerala-Consumer behaviour pp183.**

**2020-Simi.B.S-A STUDY OF EFFECTIVENESS OF ONLINE ADVERTISING IN BUSINESS OF THIRUVANANTHAPURAM DISTRICT”-Advertising-pp198**

## **Papers Presented**

**2016-Rural empowerment through KSFE-Govt Nedumangadu college-tvm-20<sup>th</sup> November**

**2016-prospects of small scale industries in kerala- sn college chempazhanchy-15 march**

**2019-A study on role of SIDBI various scheme in small scale industrial development in India - Department of management study Kannur-22February.**

**2021\_ consumers attitude towards green packaging measures adopted in small and medium scale industries in Kerala- Government College thripunithara.**

## **Participation**

**Orientation programme - HRDC, Kannur University**

**Refresher course in commerce - HRDC, Kerala University.**

**International Multi\_ Disciplinary conference – Government College Thripunithara.**

**Five days specialized training on GST\_ GIFT and Indian Accounting Association.**

**Workshop series on Research Methodology-SD college Alappuzha.**

**Two day national seminar on leading issues in Indian public finance- Panampilly memorial government college chalakudy.**

**Three day national workshop on statistical packages in social science\_ BJM college Chavara.**