



Dr Suby Baby

Name: Dr Suby Baby

Designation and Department: Assistant Professor, Research and Postgraduate Department of Commerce

Date of Joining: 11-04-2012

Contact info: Velayakkattu House, Karimpana P.O., Koothattukulam, Ernakulam District, Kerala. Pincode- 686662

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Teaching Experience in years: 8.10 years in Nirmala College Muvattupuzha

Details of Promotions: 10-4-2021 (Stage III)

Academic Credentials

PhD in Commerce (awarded in 2011)

PhD from Mahatma Gandhi University, Kottayam

Thesis topic: Performance of public and private sector banks in Kerala- A Comparative Analysis

Masters in Commerce (2001-2003)

Department of Commerce, St Peter's College, Kolenchery, Kerala, India

Master in Business Administration (2005-2008)

IGNOU, Sacred Heart College Thevara, Kerala, India

Bachelors in Commerce (1997-2000)

Nirmala College Muvattupuzha

Scopus ID or Any Other Research ID:

Areas of Interest

- a. Teaching:
- b. Research: Finance, Marketing and Human Resource Management

Subjects Taught: Advanced Cost Accounting, Corporate Governance, Advertising and Sales promotion, E-Commerce and General Informatics, Principles of Business Decisions, Corporate

Regulations and Administration, Indirect Tax Law and Practice, Fundamentals of Accounting (Open Course in 2011), Entrepreneurship Development and Project Management, Higher Accounting, Financial Management, Environment Management and Human Rights, Marketing Management, Strategic Management, Practical Auditing

Institutional Responsibilities (Past and Present - Time period should be mentioned)

| Period | Status | Institution |
|----------------|---|----------------------------------|
| 2018- Till Now | RUSA Nodal Officer (Submitted proposal and RUSA grant was sanctioned to the tune of Rs. 2 Crore except during June 2019-February 2020) | Nirmala College, Muvattupuzha |
| 2018- Till now | BVoc Nodal Officer (Submitted proposal to UGC for BVoc Logistics programme and accordingly commenced the programme from 2018-19 academic year onwards with a fund of Rs. 1.05 Crore) Applied for 7 Bvoc programmes and one Certificate programme and got sanctioned in September 2020 | Nirmala College, Muvattupuzha |
| 2018- till now | Unnat Bharat Abhiyan Nodal Officer (Applied and sanctioned grant to adopt 5 panchayath for extension activities) | Nirmala College, Muvattupuzha |
| 2018-2019 | MHRD IIC Nodal Officer (Submitted a proposal and got registration) https://drive.google.com/file/d/1RoBepIeFtJCOs6oV-Le4jsARlwNfx36s/view?usp=sharing | Nirmala College, Muvattupuzha |
| 2018- 2019 | ARIIA Ranking Nodal Officer (Was shotlisted for visit as one of the college in India) | Nirmala College, Muvattupuzha |
| 2017- 2019 | Swatchatha Ranking Nodal officer (Was shotlisted for visit among shortlisted 150 colleges in India and among the three colleges in kerala in 2018 and 2019) | Nirmala College, Muvattupuzha |
| 2018- 2019 | Smart India Hackathon Nodal Officer (Registered and made a team for software competition and participated) | Nirmala College, Muvattupuzha |

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|---|--|----------------------------------|
| November 2020- Till Now | Chief Invigilator for the conduct of Chartered Accountants Examination in November 2020 and January 2020 | Nirmala College, Muvattupuzha |
| June 2020 onwards | Public Information Officer, RTI | Nirmala College, Muvattupuzha |
| 23 rd September 2013- 30 th June 2019 | IQAC Coordinator | Nirmala College, Muvattupuzha |
| 23 rd September 2013- 31 st May 2019 | NAAC Coordinator | Nirmala College, Muvattupuzha |
| 2016- 2019 | Member, Governing Body | Nirmala College, Muvattupuzha |
| 2016-31 st May 2019 | NIRF, Nodal Officer (91 st rank in 2017, 151-200 in 2018 and 101-150 in 2019) | Nirmala College, Muvattupuzha |
| 2018- 31 st May 2019 | AISHE Nodal Officer (Uploading data in AISHE Portal) | Nirmala College, Muvattupuzha |
| 2016- 31 st May 2019 | Member, Planning Board | Nirmala College, Muvattupuzha |
| 2016- 31 st May 2019 | Member, Purchase Committee | Nirmala College, Muvattupuzha |
| 2016- 31 st May 2019 | Member, Library Advisory Committee | Nirmala College, Muvattupuzha |
| 2016- 31 st May 2019 | Member, UGC Committee | Nirmala College, Muvattupuzha |
| 2016- 31 st May 2019 | Member, Campus Development Committee | Nirmala College, Muvattupuzha |
| 2016- 31 st May 2019 | Joint Coordinator website management | Nirmala College, Muvattupuzha |

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| 2016- 31st May 2019 | Joint Coordinator, Nirmala Stars | Nirmala College, Muvattupuzha |
| 2016- 31st May 2019 | MOOCs Coordinator | Nirmala College, Muvattupuzha |
| 2016- 31 st May 2019 | Teachers Performance Record Editor | Nirmala College, Muvattupuzha |
| 10 th and 11 th September 2015 | Convenor, UGC sponsored two day National seminar on “ Innovative trends in changing corporate scenario” | Nirmala College, Muvattupuzha |
| 2019-20 and 2015-16 | Convenor of Deusvult, South India Intercollegiate Commerce and Management Fest | Nirmala College, Muvattupuzha |
| 2014-16 , 2018- 19, 2019-20, 2020-21 | Commerce Association Teacher- in charge | Nirmala College, Muvattupuzha |
| 2012-2014 | Joint Secretary, Alumni Association | Nirmala College, Muvattupuzha |
| 2013-2015 | Joint Coordinator, Arts Club | Nirmala College, Muvattupuzha |

a. Research Projects

| Title | Details | Amount | Nature | Status |
|---|----------------|---------------|------------------|---------------|
| “Work Life Balance of Women Entrepreneurs in Small and Medium Scale Sectors in Kerala”. | UGC | 4,82,800 | Major Project | Completed |

b. Awards and Honours

| Year | Name of the Award | Instituted by | Remarks |
|-------------|--|-----------------------------|-----------------|
| 2020 | Young Transformational Teacher award | Marian College, Kuttikkanam | First Runner up |

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| 2017 | FLAIR International internship | Kerala State Higher Educational Council, Govt of Kerala | One among the 17 faculties selected all over kerala for one month internship in UK. |
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c. Research Guidance

| Year | Level of Research Guidance | Name of the University / affiliation | Name of the Research Centre | Number of Scholars |
|--------------|----------------------------|--------------------------------------|-------------------------------|--------------------|
| 2019 onwards | Ph.D | Mahatma Gandhi University, Kottayam | Nirmala College Muvattupuzha | 4 |
| 2018 | MPhil | Sacred Heart College, Thevara | Sacred Heart College, Thevara | 1 |

d. Seminar Organised

| Year | State/ National/ International Seminar/ webinar | Name of the sponsoring agency | Title of the seminar | Date | No of days | Role |
|------|---|-------------------------------|--|------------------------------|------------|-------------|
| 2020 | National Webinar | Management | Publishing in Scopus Indexed and UGC Care list of Journals | 30 th May 2020 | 1 | Coordinator |
| 2017 | College level | Management | Abdul Kalam Lecture Series | | 1 Day | Convenor |
| 2015 | National | UGC | Innovative Trends in changing Indian Corporate Scenario | 10th and 11th September 2015 | 2 Days | Convenor |

e. Research Papers in International Journals

| Year | Title | Name of the Journal | Volume/Issue/ doi unumber | Remarks (CARE list number or Scopus Number) |
|-------------|---|--|--------------------------------------|---|
| 2019 | “Imperatives of Micro-Scale Women Entrepreneurs in Ernakulam District- An Empirical Analysis” | Research Review International Journal of Multidisciplinary | Vol.4,Issue 6 | EISSN: 2455-3085 (Online), Vol.4,Issue 6, UGC Approved, Impact Factor 5.164 [SJIF] |
| 2019 | Bank Credit, its access and utilization in Kerala: An Empirical Study | Journal of Emerging Technologies and Innovative Research | Vol.6, Issue.6, | ISSN-2349-5162 UGC Approved (Journal No. 63975) |
| 2019 | Overdues Syndrome of Agriculturists and MSMES: An Empirical Study With Reference to Kerala | International Journal of Research and Analytical Reviews | | P- ISSN 2349-5138, ISSN and UGC Approved, 5.75 Impact factor, Refereed Journal, Peer Journal and Indexed Journal (E-ISSN 2348-1269, P- ISSN 2349-5138), |
| 2015 | Flawed bank credit in kerala- A negative impetus to economic change” | Commerce Spectrum | Vol .3 No.1 | ISSN 2321-371X |
| 2013 | Bank credit utilisation by agriculturists and MSMEs | Commerce Spectrum | Vol .1 No.1 | ISSN 2321-371X |
| 2013 | Constraints of micro scale women entrepreneurs in Ernakulam district- | Global Research Review | Vol .3 No.1 | ISSN indexed journal |

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| | an Empirical analysis | | | |
| 2012 | Operational and Financial Performance of Public and Private Sector Banks in India | Commerce and management explorer | Vol.2 No.1 | ISSN 2230-9187 |
| 2011 | Impact of bank credit on agriculturists and MSMEs: an empirical study with reference to Kerala | Research Scholar | Vol.1, No.1 | ISSN (2249-6696) |
| 2011 | Access and use of bank credit | Research Lines | Vol. IV No.1-C | ISSN (0975-8941) |

f. Books Published

| Year | Name of the Book | Publisher | ISBN | Remarks |
|------|--|--|-------------------|---|
| 2017 | Emerging Paradigms in Business-Marketing and HR perspectives | CUSAT | 978-93-80095-99-8 | Edited Chapter |
| 2015 | “Innovative Trends in changing Indian Corporate Scenario” | NARP, Publication Division | 978-81-929844-9-0 | Compiled the proceeding of the National Seminar |
| 2012 | Commercial Banking in India present status and suggestions for a better tomorrow | Abhijeet Publications, New Delhi | 978-9381136966 | Co- authored |
| 2011 | Growth with Equity Financial Inclusion | Department of Commerce, Pondicherry University, Puducherry | 978-81-8209-278-7 | Edited Chapter |

g. Details of Paper Presentations

| Year | Title of the paper | International/ National/ State level Seminar | Institute of organisation |
|------|---|--|---|
| 2017 | Customer Adoption OF E-wallets in Kerala- An analytical study | National | CUSAT |
| 2014 | “Flawed bank credit in kerala- A negative impetus to economic change” | International | Commerce association of kerala |
| 2011 | Access to bank credit by agriculturists and MSMEs: An empirical study with reference to kerala | International | Dept. of Commerce, Pondicherry University |
| 2011 | Utilization of bank credit by agriculturists and MSMEs: An empirical study with reference to kerala | International | Department of applied economics, Kannur University |
| 2010 | International Seminar on Rural Markets | International | Department of Management Studies, Mahatma Gandhi University |

h. Details of MOOC Courses Completed

- **Improving your business through a culture of health by HarvardX**
<https://courses.edx.org/certificates/5e8dfec11bac4e84a545dd05b43ecdb8>
- **Foundations for excellence in teaching online by Arizona State University**
<https://courses.edx.org/certificates/ec6b568519b949d0917496ed8504d406>
- **Influencing people by University of Michigan**
<https://www.coursera.org/account/accomplishments/certificate/7MMNJP7LHRCS>
- **Personal and Family Financial Planning by University of Florida**
<https://www.coursera.org/account/accomplishments/records/D3796UPLPSTA>
- **Cybersecurity and Its Ten domains by University systems of Georgia**
<https://www.coursera.org/account/accomplishments/records/LWTWXMJB3XM9>
- **Learn to teach online by University of South Wales, Sydney**
<https://www.coursera.org/account/accomplishments/certificate/KKB33MQVRQXZ>

- **How to learn online by edx**
<https://courses.edx.org/certificates/7b4c9c0f340240748698f33463fa7556>
- **Accessibility tools: Meeting the needs of diverse learners by Microsoft Educator Centre**
https://drive.google.com/file/d/1I7k4SVbqLhcnFkzVcpdhEXw_QIIHiExD/view?usp=sharing
- **Certified Microsoft Innovative Educator by Microsoft Educator Centre**
https://drive.google.com/file/d/1LeS1uSiZ6kHwh28_YofaY7hagqqeM5C5/view?usp=sharing
- **Engaging 21st Century Learners: Leveraging Squigl to Improve Student Engagement and Learning Outcomes by Microsoft Educator Centre**
<https://drive.google.com/file/d/1M64wRzGTGFwVdJoXBvAhiPJarSWmukg4/view?usp=sharing>
- **ServiceLearning in Action with WE Schools**
<https://drive.google.com/file/d/1VRMzrYMJo9Ku73CJncy4I30y2AsP3IEm/view?usp=sharing>
- **COVID-19: Operational Planning Guidelines and COVID-19 Partners Platform to support country preparedness and response**
https://drive.google.com/file/d/115MKTsgMJM4Qi9LYiGc1k_i-DTikrj-B/view?usp=sharing
- **Severe Acute Respiratory Infection (SARI) Treatment Facility Design**
https://drive.google.com/file/d/1lgaAhzQ_neFphW29HBJG_zZG3t03JbAp/view?usp=sharing
- “Analysing and Visualising Data with Excel” a programme offered by Microsoft

i. Question Paper Setter

- Kerala University
- Calicut University
- Kannur University
- Mar Ivanious College (Autonomous) Thiruvananthapuram

j. Valuation Duties

- Chief Examiner for MCom M G University Valuation
- Chief Examiner for MCom M G University Valuation
- External Valuation done for M A College (Autonomous), Kothamangalam

k. Additional Courses attended

- Two week online FDP on “ICT based new paradigms of E-Teaching and E-Learning : Digital Pedagogy ” organised by Mata Sundri College for Women, in collaboration with Teaching and Learning Centre Ramanujan College, University of Delhi sponsored by MHRD, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 15th September 2020 to 30th September 2020.
- One week online FDP on “ICT enhanced teaching learning” organised by Janaki Devi Memorial College in collaboration with Teaching and Learning Centre Ramanujan College, University of Delhi sponsored by MHRD, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 7th September 2020 to 13th September 2020.
<https://drive.google.com/file/d/19vHh1uw7SGMMp60ITLvTHTjwdtMG2DMz/view?usp=sharing>
- Two week online FDP on “Learning advanced E-tools for MOOCs Development and Research” organised by Motilal Nehru College in collaboration with Teaching and Learning Centre Ramanujan College, University of Delhi sponsored by MHRD, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 1st September 2020 to 14th September 2020.
<https://drive.google.com/file/d/1inte3Y2IVZA5IAGwknC-XtzkvoCbDvqc/view?usp=sharing>
- Two Week online FDP on “Quantitative Methods for data Analysis” organised by Teaching and Learning Centre Ramanujan College, University of Delhi sponsored by MHRD, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 12 August 2020 to 25th August 2020.

<https://drive.google.com/file/d/10zSV2FXlrmSN0ji8FPELeSHiXeCbZc6m/view?usp=sharing>

- Short Term Course on “Research Methodology on Social Sciences” 03.12.2018 to 17.12.2018(Mahatma Gandhi University, Kottayam)
- “Analysing and Visualising Data with Excel” a programme offered by Microsoft.
- Orientation course for college/university teachers held at HRDC, Calicut University from 15.01.2014 to Jan- Feb 2013.
- Induction Training of three days by Kerala Higher Education Council , June 2016
- Three days orientation programme by Kerala Higher Educational Council August 2016
- One day workshop on” Secondary data access through internet” at St. Peter’s College, Kolenchery. 2012, 12 Days SPSS training provided as a part of FDP in K.G.College,Pampady,2011-12

I. Resource Person

| Sl. No. | Status of Invitation | Programme | Organising Institution | Year |
|----------------|------------------------------|--|---|---------------|
| 1. | Resource Person (One Day) | National Seminar on Computational Intelligence | MES College Marampilly | March 2018 |
| 2. | Resource Person (One Day) | One day session on “New NAAC Framework” | K.E. College, Mannanam | July 2018 |
| 3. | Resource Person (One Day) | Half day session on “Mandatory Quality Assessment and Validation processes in the domain of Higher Edn.” | Marthoma Higher Education Commission (Representation of Marthoma College, Thiruvalla, Marthoma College, Thiruvalla, Marthoma College, Chungathara, St. Thomas College, Kozhenchery) | July 2018 |
| 4. | Resource Person (One Day) | One day session on Quality Indicator Frame Work- Revised NAAC Accreditation Process | Marthoma College, Chungathra | July 2018 |

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| 5. | Resource Person (One Day) | One day session on “Recent Trends in NAAC” | Amal College of Advanced Studies, Nilambur | July 2018 |
| 6. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” | Baselious College, Kottayam | August 2018 |
| 7. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” | St. Mary’s College, Manarcadu | December 2018 |
| 8. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” | Amal College of Advanced Studies, Nilambur | December 2018 |
| 9. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” | BPC College, Piravom | November 2018 |
| 10. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” | D. B. College, Thalayolaparambu | December 2018 |
| 11. | Resource Person (One Day) | One day session on “Revised NAAC Framework” | Victoria College, Palakkad | February 2019 |
| 12. | Resource Person (One Day) | One day session on “Quality assessment and New NAAC Framework” | Mar Basil College of Engineering, Kuttikkanam | February 2019 |
| 13. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” | BPC College, Piravom | May 2019 |
| 14. | Resource Person (One Day) | One day session on “Awareness about New RAF (Under Paramarsh Scheme of Newman College Thodupuzha) | Al Azhar College Thodupuzha | February 2020 |
| 15. | External Expert | Half yearly progress evaluation of Ph. D | St Xaviers College, Aluva | August 2020 |

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| | | Research Scholars in Commerce | | |
| 16. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” (Under Paramarsh Scheme of Newman College Thodupuzha) | Santhigiri College Vazhithala | September 2020 |
| 17. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” (Under Paramarsh Scheme of Newman College Thodupuzha) | Sree Narayana Guru College Of Arts & Science Paingottoor, Ernakulam, Kerala | September 2020 |
| 18. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” (Under Paramarsh Scheme of Newman College Thodupuzha) | St. George College, Vazhakulam | September 2020 |
| 19. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” (Under Paramarsh Scheme of Newman College Thodupuzha) | Santhigiri College Vazhithala | September 2020 |
| 20. | Resource Person (One Day) | One day session on “New Methodology of NAAC Accreditation” (Under Paramarsh Scheme of Newman College Thodupuzha) | Girijyothi College, Vazhathope | October 2020 |
| 21. | Resource Person (5 Days) | Five Day Webinar Series on “NAAC Accreditation Preparation An Introspection” | Little Flower College Guruvayoor | October 2020 |

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| | | (Under Paramarsh Scheme of Little Flower College Guruvayoor) | | |
| 22. | Resource Person (7 Days) | Seven Day FDP on NAAC Accreditation and Assessment Process | Christ College of Science and Management, Bangalore | October 2020 |
| 23. | Resource Person (One Day) | FDP on NAAC Accreditation and Assessment Process | Al Azhar Engineering College, Thodupuzha | October 2020 |
| 24. | Resource Person (One Day) | Teaching Learning and Evaluation-A Critical Analysis | Sree Narayana College, Coimbatore | December 2020 |
| 25. | Resource Person (One Day) | Problem Identification | Al Ameen College, Edathala | December 2020 |
| 26. | External Expert | Half yearly progress evaluation of Ph. D Research Scholars in Commerce | St Xaviers College, Aluva | January 2021 |
| 27. | Resource Person | FDP on NAAC Accreditation Process | Arafa College of Arts and Science | March 2020 |
| 28. | Chaired a session | NAAC Sponsored National Webinar on Impact of Covid-19 on Quality Assurance of Higher Education in Kerala: Challenges and Opportunities | Pavanatma College, Murickassery | March 2020 |

M. Election Duty Done

- Presiding Officer for Panchayath Election in 10th December 2020, Thazhvamkunnu, Kalluorkad Panchayath
- Appointment received as Presiding Officer for general election to KLA-2021 on 6th April 2021