

## Faculty profile

<b>Name</b>	<b>: Dr Kavitha L</b>
<b>Designation</b>	<b>: Assistant Professor</b>
<b>Department</b>	<b>: Commerce</b>
<b>E-mail:</b>	<b>: kavithaleela@gmail.com</b>
<b>Educational Qualifications</b>	<b>:M.Com, M.Ed, Ph.D, NET (Commerce), NET (Education), SET</b>
<b>Date of joining service</b>	<b>: 08/11/2012</b>
<b>Year of experience</b>	<b>: 13.6 years</b>
<b>Research Experience</b>	<b>: 13.6 years</b>
<b>Area of Research/Specializations</b>	<b>: Finance, Banking, HRM</b>
<b>Fellowship</b>	<b>: Minor Research Project by UGC- Title : Service Quality and Customer Satisfaction of Internet Banking in selected Public sector Banks of Kollam District, Agency: UGC, Outcome: Submitted on 31/03/20</b>

### Publications

#### **Articles published in edited books :**

1. An Analytical Study on the Impact of Internet Banking Service Quality on Customer Satisfaction, Colloquy, Anjaneya Publications ISBN:978-16-8824-139-8, 93-110
2. Learning in the Virtual World, Kerala Calling, Information and Public Relations Department, Government of Kerala, 16-17, Dec 2020.
3. Relief Stanadard Operating Procedure for Natural & Man-made Disaster, Ecoscapes (Ability Enhancement Compulsory Course), Kerala University Prescribed Text, Emerald Publishers, 146-156, ISBN:9789389080261,

4. Constraints Faced by Women Entrepreneurs in Pursuit of Venturing New Initiatives. *Advances in Commerce and Management*, Indus Scrolls Press, New Delhi pgs. 125-140, ISSN 978-93-90981-30-4

#### **Research papers in Research Journals :**

1. Published an article entitled Backwater Tourism- In Alapuzha District in a double blind peer reviewed and edited journal, *CHRYSALIS 2015, Sustainable Tourism and Emerging Trends, Challenges and Issues in HRM* organized by PG Department of Commerce, NSS College, Pandalam, Vol 1, No.1 Dec 2015, ISBN 978-93-5254-332-8
2. Published a paper entitled “Determinants of work life balance – An Analysis among Employees in Print Media Industry” in the research journal “Management Researcher” of “Institute of Management Development and Research”, *TVPM*, XXVII No.4, Oct-Dec , 2021, ISSN 2230-8431, page no: 51-58
3. “Work Interference with Personal Life Among Employees in Newspaper Industry” *Journal of Management and Entrepreneurship* , UGC-CARE List Group 1 Journal, ISSN : 2229-5348, Vol. 16, No.2 (VI), April-June 2022, page no. 46-52.
4. Kavitha L. (2024). Identifying Critical Factors of Work-Life Imbalances among Employees in the Newspaper Industry . *International Journal on Recent Trends in Business and Tourism (IJRTBT)*, 8(2), 44-60.  
<https://doi.org/10.31674/ijrtbt.2024.v08i02.004>  
Link: <https://ejournal.lucp.net/index.php/ijrtbt/issue/view/158>
5. Kavitha L. (2025) Cinema’s Last Stand-Adapting to Digital Dominance with New Film-making and Marketing Strategies, *Chalachithra Sameeksha*, Vol 9, Issue 1, January 2025,pg 70-74 ISSN: 2584-1173
6. Kavitha L.(2025)Employee Job Satisfaction Assessment in Newspaper Industry: Structural Equation Modelling, *Management Researcher*, Vol XXXI, No.3, July-Sep, ISSN: 2230-8431

#### **Paper presentations**

##### **International Seminar**

1. Presented a paper entitled “Youth Entrepreneurship and the Role of Government” at the international Multidisciplinary Conference, Theme: Innovative Trends in Commerce, Management, Vocational, Social, Environmental, Engineering and Technology held on 30<sup>th</sup> June at MCCIA, Tilak Road, Pune.

### **National Seminars :**

2. Presented a paper entitled 'Flexible Work Practices- A Means for achieving Job Satisfaction' in the Two-Day National seminar on Cross- Border Trade and Investments among Emerging Economies organized by the Department of Commerce in association with the Kerala State Higher Education Council, HHMSPB NSS College for Women, Thiruvananthapuram held on 4th and 5th Oct 2019
3. Presented a paper entitled 'Gender Discrimination: A Study on the issues faced by women Journalists' in the three-day International seminar on 'Business Models- Government Borrowings and Sourcing Finance for Sealing Business Operations' Organised by the Department of Commerce, School of Business Management and Legal Studies, University of Kerala during 22nd Jan, 2020.
4. Presented a paper entitled "Demonetisation and its Impact on Rural Economy at the National seminar on Economic Reforms- Post Demonetisation (ERPD-2019) in connection with Annual Research Conference (MGCARC-2019) organized by Research Committee, MG College, Thiruvananthapuram during 15th and 16th of March 2019.

### **Positions Held**

Academic	: Worked as Guest Faculty at Karmela Rani Training College (2009 to 2012), Assistant Professor NSS College Pandalam (2012 to 2013) Assistant Professor MMNSS College, Kottiyam (2013 to 2024) Member, Board of Studies from 2018 to 2020, Commerce (Pass), Member , PG Board of Studies(Management)
Administrative	: Head, Department of Commerce , MMNSS College, Kottiyam (2021 to 2024) Head, Department of Commerce, NSS College, Cherthala (2025-26)
Co-curricular	: Coordinator- Scholar Support Programme, Entrepreneurship Development Club Coordinator, Young Innovators Programme-

Facilitator, Member- IQAC (MMNSS  
College)  
Member-Tourism Club, Internal Complaint  
Cell (NSS College, Cherthala)