



NAME	Sheryl Preethika
DESIGNATION	Assistant Professor
QUALIFICATION	M.Com., KSET
EMAIL	sheryl@stagnescollege.edu.in
WORK EXPERIENCE (IN YEARS)	12
EDUCATIONAL DETAILS	M.Com. from Mangalore University
OVERALL TEACHING EXPERIENCE	Department of Commerce, St Agnes College (June 2012 till date)
SPECIALIZATION PG	Finance
COURSES TAUGHT AT UG/PG	Direct Taxes, Indirect Taxes, Cost Accounting, Financial Management, Financial Accounting, Marketing Management, Advertising and Sales Management, Management, Insurance, Communication, Business Law, Company Law, Corporate Governance, Audit and Assurance (ACCA),

	Strategic Business Leader (ACCA), Banking (Industry Integrated), Indian Taxation (ACCA), Corporate Administration
SKILL SETS	Experienced in providing strong leadership, proficient in organizing and structuring tasks and workflows, confident and articulate communicator, effective Management, technical proficiency

PARTICIPATION IN CONFERENCES/ SEMINARS/ WORKSHOPS

DATE	LEVEL	TITLE	DETAILS OF ORGANISERS	PLACE	TITLE OF PAPER PRESENTED
15 February, 2023	National	IP Awareness / Training program under National Intellectual Property Awareness Mission	IQAC & Dept of Commerce in association with The Patent Office, Kolkata under Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce & Industry	Online	---
2 July, 2022	National	Webinar on 'How to file income tax returns'	GFGC, Kavour in collaboration with MUCTA	Online	---
7 and 8 May 2022	State	National Seminar on 'NEP: Creating Innovative Eco System for Sustainable Entrepreneurship'	MUCTA	Mangalore	---
8 January, 2022	College	FDP on Research and Publication	Department of Commerce UG & PG Studies, St Agnes College (Autonomous)	Mangalore	---
20 Nov 2021	University	One day workshop on 'First Semester NEP BCOM Courses'	MUCTA	Mangalore	---

21 – 24 September 2021	National	Online FDP on Capital Market for Business Process	Tata Consultancy Services	Online	---
12 August, 2021	State	State level webinar on ‘The schemes under Skill Development Entrepreneurship	Library and Information Centre, St Agnes College	Mangalore	---
10 – 15 June, 2021	College	FDP on Outcome Based Education	St Agnes College (Autonomous), Mangaluru in collaboration with IPSR Solutions Ltd.	Online	---
25 January, 2021	National	Webinar on “Ideas for Collaborations”	Research Committee, St Agnes College (Autonomous), Mangaluru	Online	---
21 December, 2020	National	Webinar on “Impact of Covid-19 on Commercial Banking Operations”	Department of Commerce - B.Com BPS, Mount Carmel College (Autonomous), Bengaluru	Online	---
14 October, 2020	National	Webinar on ‘Investing in Mental Health: Role of Educators’	Dept of PG Psychology and Clinical Psychology, St Agnes College (Autonomous)	Online	---
7 September, 2020	National	Webinar on ‘Insights on National Education Policy – Prospects and Challenges’	IQAC, St Agnes College (Autonomous), Mangaluru	Online	---
9 July, 2020	National	Webinar on ‘What is Postmodernism?’	School of English and Foreign Languages, Gandhigram Rural Institute,	Online	---

			Deemed to be University in collaboration with IQAC, St Thomas College (Autonomous), Thrissur		
6 July, 2020	National	Webinar on ‘Inclusive Banking and Finance: Emerging Marketing Scenario’	IQAC, Government First Grade College, Kavoov, Mangaluru	Online	---
8 – 13 June, 2020	National	One-week national level FDP on ‘Effective Educator for Professional and Institutional Excellence’	Government First Grade College, Kavoov, Mangaluru	Online	---
7 June, 2020	International	Webinar on “Challenges and Opportunities for Business and Economies Worldwide, Post Covid-19”	Government Raza P. G. College, Rampur, UP	Online	---
31 May, 2020	International	Webinar on ‘Mental Health and Well-being Amidst Various Calamities’	Department of Humanities, St. Paul Institute of Professional Studies, Indore	Online	---
28 May, 2020	International	One day international online conference on ‘Expanding Strategies of Teaching-Learning with Digital Proficiency’	Little Flower College, Guruvayur	Online	---
26, 27 and 29 May 2020	College	Faculty Development Programme on ‘Online Teaching Methods’	St Agnes College (Autonomous), Mangaluru	Online	---
22 – 23 May, 2020	National	Webinar on ‘Branding Design and Digital Marketing’	Department of Communication Media, Auxilium College	Vellore	---

22 May 2020	University	Online FDP on Basics of Research	Government First Grade College, Punjalkatte	Online	---
20 May, 2020	National	Webinar on “Preparing Nets Today for Fishing Tomorrow” (Sharpen Your Edge)	IQAC of Vanita Vishram Women’s College of Commerce, Surat	Online	---
18-20 May, 2020	National	National level E-Learning workshop on ‘Structural Equation Modelling for Researchers’	St Agnes College (Autonomous), Mangaluru	Online	---
16 May, 2020	International	Webinar on “Recent Development and Future Trends in Banking Sector”	IQAC, Bunts Sangha’s Uma Krishna Shetty Institute of Management Studies and Research	Online	---
13 May, 2020	International	Webinar on ‘Contemporary Digital Cinema and Society’	Department of Visual Communication, Sathyabama Institute of Science and Technology, Chennai	Online	---
11-15 May, 2020	National	Season 5 of Skycampus on the theme ‘The Future of Skills - Education, Employment & Entrepreneurship’	ICT Academy	Online	---
8 - 9 May 2020	International	Webinar on “The Role of E-Learning during Lockdown: Academic Challenges and the Road Ahead”	IQAC in collaboration with the Department of Education, Patna Women’s College, Autonomous, Patna University	Online	---
4 – 6 May, 2020	National	National online FDP titled ‘Quality Enhancement in Higher Education	IQAC, St. Ann’s College for Women, Hyderabad	Online	---

		Institutions - Future Vision'			
12 Sep 2019	International	The Educational Growth Summit		Bengaluru	---
14 August, 2019	State	One day state level programme on 'Demonstration on SWAYAM/NPTEL: Online Course'	St Agnes College Library and Information Centre	Mangaluru	---
28 June, 2019	National	National Level Seminar 'Insights on SBCS and MOOC in higher education system'	AMUCT in association with St Agnes College (Autonomous)	Mangaluru	---
4 - 5 January, 2019	International	Intellectual Property Rights and Entrepreneurship	St Agnes College, Mangaluru	Mangaluru	---
4 June, 2018		FDP ACCA – P4 – Advanced Financial Management	ISDC, UK/Bengaluru	Mangalore	---
1– 2 March, 2018	International	International Conference on Global Convergence of New Age Business Practices and Strategies	Mount Carmel College, Bengaluru	Bengaluru	A Study on the Customer Perception on Implications of Goods and Services Tax on Electrical Appliances with reference to Mangaluru City
8 December, 2017	National	A Round Table Discussion on Educating for Global Competencies	ISDC UK/ Bengaluru	Taj Gateway Hotel, Mangaluru	---

9 October, 2017		FDP ACCA – P2 – Corporate Reporting	ISDC, UK/Bengaluru	Mangalore	---
10 – 11 August, 2017	National	FDP on GST	St Joseph’s Engineering College, Mangaluru	Mangaluru	---
1 – 3 June, 2017		FDP ACCA – F9 – Financial Management	ISDC, UK/Bengaluru	Mangalore	---
23 May, 2017		FDP ACCA – F8 – Audit and Assurance	ISDC, UK/Bengaluru	Mangalore	---
23 – 25 May, 2017		FDP ACCA – F3 – International Financial Accounting	ISDC, UK/Bengaluru	Mangalore	---
11 – 14 April, 2017		FDP ACCA – F2 – Management Accounting	ISDC, UK/Bengaluru	Mangalore	
18 – 19 November, 2016	International	International Conference on Inclusive Growth and Sustainable Development	SDMIMD, Mysuru	Mysuru	Financial Inclusion and Economic Growth – A Study on Migrant Labourers in Mangaluru
5 - 6 February, 2016	National	UGC Sponsored National Conference on Quality Initiative in Higher Education with a Special Focus on Women’s Education	St. Agnes College, Mangalore	Mangalore	---

29 – 30 January, 2016	National	UGC Sponsored National Conference on Micro Finance: Growth Engine for Rural Economy	Canara College, Mangalore	Mangalore	“Micro Finance in India: Contemporary Issues and Challenges”
29 – 30 Dec. 2015	International	Ethics and Governance in Management	Justice K. S. Hegde Institute of Management NITTE	NITTE	---
4 March, 2015	University	Inter-Collegiate Level Panel Discussion on Union Budget-2015	Besant Women’s College, Mangalore	Mangalore	---
23 – 24 January, 2015	National	UGC Sponsored National Conference on Gender Issues on Campus & in Society	Canara College, Mangalore	Mangalore	“Perception of Women on Feminine Portrayal in Media”
26 - 27 September, 2014	National	UGC Sponsored National Conference on Women Empowerment through Microfinance-Challenges and Prospects	St. Agnes College, Mangalore	Mangalore	---
23 December, 2013	State	Technical Seminar on Solid Waste Management and Plastic Recycling	Hotel Ocean Pearl, Mangalore	Mangalore	---

PUBLICATIONS

YEAR	TITLE OF THE JOURNAL	TITLE OF THE PAPER	VOLUME NO. / ISSUE NO. / PAGE	UGC/SCOPUS
2016	Compendium of Papers of 2 nd International Conference on Inclusive Growth and Sustainable Development	Financial Inclusion and Economic Growth – A Study on Migrant Labourers in Mangaluru	ISBN: 978-93-83302-18-5	-----
2016	The Conference Proceedings of National Conference on “Micro Finance: Growth Engine for Rural Economy”	“Micro Finance in India: Contemporary Issues and Challenges”	ISBN: 978-81-927561-6-5	-----
2015	The Conference Proceedings of National Conference on “Gender Issues on Campus & in Society”	“Perception of Women on Feminine Portrayal in Media”	ISBN: 978-81-927561	-----

CHIEF GUEST/ RESOURCE PERSON/ MODERATOR/ CHAIRPERSON/ CO-ORDINATOR/ ANY OTHER

DATE	POSITION HELD	TITLE OF THE PROGRAM ORGANISED	PLACE
28 May, 2022	Co-Ordinator	Talk on ‘Gender Equality and Women Rights’ Guest Speaker: Mrs Brinda Adige Founder director – Global Concerns India	Mangalore
19 May, 2022	Commerce Co-Ordinator	National Level Intercollegiate Fest – Agno Fest	Mangalore
2 March 2022	Resource Person	Session on National Education Policy for St Agnes PU Students, Mangaluru	Mangalore

25 October, 2021	Resource Person	Certificate Course on Soft Skills organized by the Department of Commerce, St Agnes College (Autonomous)	Online
October, 2021	Co-Convener	FDP on 'Empowering Commerce Teachers for NEP 2020'	Online
27 August 2021 - 26 August 2021	Resource Person	Online Career Guidance Session for St Agnes PU Students, Mangaluru	Online
22 July, 2020	Resource Person	Certificate Course on Soft Skills organized by the Department of Commerce, St Agnes College (Autonomous)	Online
2015	Commerce Co-ordinator	National Level Intercollegiate Fest – Agno Fest	Mangalore

RESEARCH PROJECTS GUIDED

YEAR	TITLE OF THE PROJECT	NAME OF STUDENT
2022-23	General Study on Customer Satisfaction with reference to Federal Bank	Joshny George
2022-23	A Comparative Study on Customer Satisfaction towards Reliance Trends and Lifestyle Stores	Riya Amin Immatty
2022-23	A Study on Impact of Advertisements on Social Media with reference to Youths in Mangalore	K Thrishna Shetty
2021-22	A Study on Social Media Optimisation with a focus on Brand Comprehension from Small Business Perspective with reference to Alter Marketing Solution Pvt Ltd	Anusha Zita Noronha

2021-22	A Study on the impact of Brand Image on Customer Loyalty with reference to Youth in Mangalore City	Fathima Ashoora
2021-22	A Study on Customer Preference towards Online Shopping – Issues and Reasons with reference to DK	Sandra Abigail Fernandes
2020-21	Study on the Impact of COVID 19 on Online Education with reference to BCOM Students of Mangalore	Jasmine Christina Fernandes
2020-21	A Comparative Study on Customer Preference and Customer Behaviour of Ideal Ice cream and Natural Ice cream	Renita D’Souza
2019-20	A Study on Influence of Company’s Corporate Social Responsibility on Buying Behaviour of Youth	Nandana Ranjith
2019-20	Comparative Study of Plans of Telecom Services and Customer Perception towards the same	Fatima Walter Joy
2018-19	A Comparative Study on importance of Public Finance to Corporate with reference to Conduent Inc., Bengaluru and Clan Gaming, Bengaluru	Alisha D’Silva
2018-19	A Study on Marketing Strategies and its effects on Consumer Behaviour with special reference to Apple Mart, Mangaluru	Fathima Anis

DETAILS OF MEMBERSHIP IN ACADEMIC BODIES	BOS Member, St Agnes College (2012 – Till date) BOE Member, St Agnes College (2014 – Till date) BOE Member (St Aloysius College, Mangaluru)
ADMINISTRATIVE RESPONSIBILITIES	HOD of Commerce (March 2022 – Till date)

	<p>Dean for Commerce and Business Administration (June 2017 – May 2020)</p> <p>Women’s Cell – Staff Co-ordinator</p> <p>Commerce Forum - Staff Co-ordinator</p> <p>Sports Association - Staff Co-ordinator</p> <p>SACCSA - Staff Co-ordinator</p> <p>Agnes Towards Community – Staff In charge</p> <p>Solid Waste Management Certificate Course - Assistant Co-ordinator</p> <p>Health and Hygiene (Value Added Course) - Co-ordinator</p> <p>IQAC – Member</p> <p>NAAC Criteria 1: Curricular Aspect - Member</p> <p>NAAC Criteria 2: Teaching Learning and Evaluation – Member</p> <p>NAAC Criteria 7: Member</p> <p>Alumni Association - Treasurer</p> <p>Admission Committee– Member</p> <p>Discipline Committee– Member</p> <p>Sports Committee– Member</p> <p>Cleanliness Committee – Member</p> <p>Sexual Harassment/Grievance Redressal Cell – Member</p>
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NPTEL/FDP/COURSERA/ CERTIFICATE COURSES COMPLETED

TYPE	YEAR	TITLE	DETAILS OF THE SPONSORS/ORGANISERS	DURATION
FDP	2023	International Faculty Development Programme on Soft Skills for Capacity Building	Joseph’s Academy of Soft Skills (JASS), St Joseph’s College (Autonomous), Tiruchirappalli, Tamil Nadu	5 Days

FDP	2023	National Level Online FDP on Outcome Based Education (OBE)	St James College of Nursing and St James College of Pharmaceutical Sciences, Chalakudy in association with the Kerala State Higher Education Council	7 Days
FDP	2021	Tax Computation, Planning and Filing ITR	Faculty of Commerce and Management, SGT University, New Delhi	5 Days
FDP	2021	'Empowering Commerce Teachers for NEP 2020'	Mangalore University, MUCTA, St Agnes College, GFGC Kavour, MAA	7 Days
Coursera	2021	'Finding Purpose and Meaning in Life: Living for What Matters Most'	Online non-credit course authorized by University of Michigan	4 Weeks
FDP	2020	National level online FDP for trainers on "Mastering the Art of Handling Post Covid Challenges for Sustainable Development"	Dr. M.G.R Educational and Research Institute (Deemed to be University), Maduravoyal, Chennai, Tamilnadu	7 Days
FDP	2020	National level FDP on 'Impact of Covid-19 on Indian Economy and Industry'	Sangoli Rayanna First Grade Constituent College, Rani Channamma University, Belagavi	7 Days
FDP	2020	An Approach for Technical Skill Enhancement (FDPTSE-2020)"	IQAC, Toshniwal Arts, Commerce and Science College, Maharashtra	6 Days
FDP	2020	Banking for BPS – Train the Trainer	TCS	6 Days
