

Report of Commerce Department 2019-20

Prin. Dr. Vijetha Shetty

Prof. Manisha Naik

Associate Professor and HOD, PG Recognized (University of Mumbai)

Prof. Dr. P Thanga Durai

Associate Professor and PG Recognized (University of Mumbai)

Prof. Maya Hande

Assistant Professor

Activities conducted

- Interactive workshop on “Discovering Life Goals” was conducted by Chetan Shah on 14th August 2019 was attended by 54 students.
- Motivational lecture by Ms. Kumud Singh, (Clinical Psychologist) was arranged for
- TYBCom students on the topic “Emotional Wellbeing” on Monday 26th August 2019.
- Organised course in ‘Capital’ in association with BSE Brokers forum from 2nd Dec to 9th Dec for SYBCom students. 69 students attended the course.
- Arranged a visit at BSE on 10th December, with 69 students, where students were given orientation on DMAT trading and role of BSE in stock markets.
- Motivational lecture on “Emotional & Spiritual Quotient’ by Mukund Madhava Das from ISCON was arranged on 11th Dec 2019, was attended by 61 students.
- Session on “Role of SEBI in Securities Market “was delivered by Mr. Sanchit Goyal, Manager SEBI, Investor Education Wing, on 25th January 2020, was attended by 51 students.
- Organized seven sessions of Youth Leadership program in association with IDF from 21st Jan to 6th Feb 2020 for FYBCom students. The program was attended by 33 students
- Remedial lectures for FYBCom and SYBCom students was conducted on 22nd Jan and 24th Jan 2020 for Commerce I, Commerce II and Advertising subjects.
- Session on ‘Career Opportunities in Securities Market’ was delivered by Mr. Abay Chopra of NISM (National Institute of Securities Market) on 3rd Feb 2020 attended by 45 students.
- PPT Presentation & video presentation on topics like Retailing, E-commerce, Mutual funds, Advertisements and Advertising jingles was arranged for FY and SYBCom students.

During Lockdown period following webinars were conducted by the department:

- Webinar was conducted on the topic- ‘Mental health during lockdown’ by Ms. Kumud Singh for students. On 29th April 20.
- Webinar was conducted on the topic – ‘Choosing Happiness – Finish Anxiety and Fear’ for staff by B.K. Reenaben from Bramhakumaries on 8th June 20
- Webinar was conducted on the topic – ‘An awareness talk on E-world and cybercrime’ by Adv. Shialesh Shrivastav on 9th June 20.

- Webinar was conducted on the topic – ‘Relationship Management’ by Dr. Neeta Mhatre on 18th June 20

Prof. Manisha Naik

- ❖ Invited as external Examiner (Viva-Voce) for MCOM part III (Management) examination at Raheja College of Arts and Commerce
- ❖ Invited for moderation of answer papers in the subject of Advertising by J M Patel college
- ❖ Was part of Organizing team and participated in Faculty Development Program on Enhancing Teaching Learning Skills on 13th December 2019 on behalf of IQAC along with Vivek Alumni Association
- ❖ Was part of Organizing team and participated in 1st Annual Smt. A.A. Saraswathy Memorial Lecture on “Data- Importance to the country and its protection” held on 11th January 2020
- ❖ Co-authored a research paper along with Prin. Dr.Vijetha Shetty, titled, ‘Influence of Advertising Appeal on Consumer Response towards Advertising - A Youth Perception’, at National conference organized by L. S. Raheja College on 11th January 2020
- ❖ Was part of Organizing team of IQAC and participated in the International Symposium on Prospects of Higher Education on collaboration with Department of Centre for Central Eurasian Studies CCES)- University of Mumbai, IQAC and Career& Placement Cell of college on 4th February 2020.
- ❖ Co-authored a research paper along with Prin. Dr. Vijetha Shetty, titled “Preference of Advertising Appeals for an Effective Social Advertisement- A Youth Perception” at two days International Multi - Disciplinary Seminar, on “Changing Dynamics of Commerce and Management for Sustainable Growth” held on 5th& 6th February 2020, organised by Changu Kana Thakur College of Arts, Commerce & Science, New Panvel (Autonomous) under the aegis of RUSA.
- ❖ Invited as judge by J. M Patel college for their slogan writing competition and Storytelling competition
- ❖ During lockdown period participated in various webinars organized by our college as well as hosted many webinars on behalf of commerce department, IQAC and Alumni Association

During lockdown participated in many webinars conducted by other colleges and organizations as follows:

- ❖ 7-days national workshop on ‘Research Methods and Techniques’ jointly organized by Ramanand Arya D.A.V. College and University of Mumbai from April 25th to May 01, 2020, with ‘O’ Grade.
- ❖ Attended a National Webinar on ‘Unlock the Body and Mind’ on 5th May 2020, organized by Cosmopolitan Valia C.L. College of Commerce & Valia L.C. College of Arts
- ❖ Attended a two days Online National FDP on ‘Research Methodology’ on 12th and 13th May 2020, organized by Cosmopolitan Valia C.L. College of Commerce & Valia L.C. College of Arts
- ❖ Attended a National webinar on ‘Stress Management Among Teachers Through Wisdom of Shrimad Bhagavad Geeta on 11th June 2020
- ❖ Attended 6 days National level FDP webinar on ‘A journey to the Research’ from 11th May to 16th May 2020 jointly organized by Mat.K.M. Patel Sr. College of Commerce & Science and Department of Commerce, University of Mumbai

- ❖ Attended National Level FDP on ‘Voice Therapy Training’ workshop organized by BMM & BAMMC Department of Lala Lajpatrai College of Commerce & Economics on 21st May 2020
- ❖ Attended a three days Online National FDP on ‘Research Methodology’ from 28th to 30th May 2020, organized by Cosmopolitan Valia C.L. College of Commerce & Valia L.C. College of Arts
- ❖ Attended a six days workshop on ‘Research Methodology’ on 25th and 30th July 2020, organized by Meerashpa Learning Solutions

Prof. Dr. P Thanga Durai

- ❖ Published a research paper titled ‘A Study of Green Marketing and its Impact on Consumer Preference’ in the International Journal Research in Science Management, Vol-2, Issue-12, Dec-2019, ISSN:2581-5792.
- ❖ Conducted the Guidance & Counselling Session -In association with CNI Centre For Youth Development, Kurla East to SSC & HSC & Degree students appearing the Board and University examination during the year March 2020.
- ❖ Attended the A.A.Saraswathi Memorial Lecture by B, N, Srikrishna on ‘Data-Importance to the Country & its Protection’ Organised by Vivek College on 11th January 2020.
- ❖ Attended the ‘International Symposium on Prospects of Higher Education’ in Collaboration with Department of Centre for Central Eurasian Studies (CCES)-University of Mumbai, IQAC & Career and placement cell of Vivek college on 4th Feb,2020.
- ❖ Attended National Webinar on ‘Blooms Taxonomy – setting your objective straight’ organized by Rizvi College of Education & MUTCA on 18th & 19th May 2020.
- ❖ Attended Webinar on ‘Blooms Taxonomy’ organized by Vivek College of Commerce on 19th June 2020
- ❖ Attended State level Webinar on ‘Deconstructing Gender’ organized by Smt. Maniben M.P.Shah Women’s College of Arts and Commerce on 19th May 2020
- ❖ Attended International Webinar on ‘Aatmanirbhar Bharat: A Dawn of New Economic Reforms’ Organised by Anna Leela College of Commerce & MUCTA on 23rd May 2020
- ❖ Attended National Webinar on ‘Rubrics’ organized by Vivek College of Commerce IQAC on 23rd June 2020

Prof. Maya Hande

- ❖ Presented a research paper coauthored with Prin. Dr.Vijetha Shetty, on “Determinants of Financial Planning for Retirement- A theoretical Perspective, at International conference titled “Business Models in Banking & Finance- The Game Changer for Economic Growth and Development organized by Thakur College on 10th August 2019
- ❖ Attended ‘Research Methodology workshop’ at KES’s B. K. Shroff College of Arts and M. H. Shroff college of Commerce from 30th October to 5th Nov 2019
- ❖ Attended Short term course in ‘Research Methodology’ organized by HRD Centre University of Mumbai from 11th to 16th November 2019
- ❖ Presented research paper on “A study of Financial Planning for Retirement among Salaried Women in Mumbai” at one day National conference on “Women Empowerment and Gender Equality – Contemporary issues” organised by Thakur College of commerce, Kandivali (East) in association with WDC University of Mumbai on 4th January 2010.

- ❖ Participated in 1st Annual Smt. A.A. Saraswathy Memorial Lecture on “Data- Importance to the country and its protection” held on 11th January 2020
- ❖ Coauthored research paper on “A Study of perception towards Retirement amongst Teachers in Higher Education in Mumbai” along with Prin Dr. Vijetha Shetty, at International Conference at L.S. Raheja college of Commerce on 11th January 2020.
- ❖ Presented a research paper on “A study of Awareness of Financial Products for Retirement Planning among salaried Individuals in Mumbai” Organised by Chandrabhan Sharma College, Powai on 8th Feb 2020.
- ❖ Invited as moderator for J.M. Patel College and Maharashtra college, Mumbai Central
- ❖ lockdown period participated in various webinars organized by our college

Details of workshops and short-term courses attended during lockdown period organized by other colleges

- ❖ Participated in Seven Days National workshop on “Research Methods and Techniques” from 25th April to 1st May, 2020 organized by Ramanand Arya D.A.V. College in association with University of Mumbai.
- ❖ Completed one-week certificate course on “SEM-PLS Analysis Using SMART PLS” from 11th May 2020 to 16th May 2020, organized by Research Shiksha, India.
- ❖ Participated in Five days Online FDP on “How to Publish Research Paper in Scopus Indexed Journal: A Step By Step Approach” From 18th to 22nd May, 2020 organized by V.N.Bedekar Institute of Management Studies, Thane.