

17-18  
Bijoy  
Parodale

**SIES (NERUL) COLLEGE OF ARTS, SCIENCE & COMMERCE**

**NAVI MUMBAI.**

**28 August, 2018**

**NOTICE**

**MCOM DEPARTMENT**

This is to inform **MCOM II** students that Project Guidance Lecture is scheduled on **2/9/2018** from **8 am to 10 am** in **college A V Room**.

Attendance for the same is mandatory.

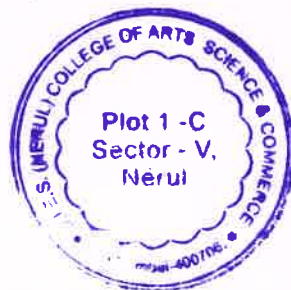
Resource Person: Dr Seethalakshmi, Ast Prof. SIES Sion(W)

*Neerakumar*  
*28/8/18*  
Dr Neera Kumar

*Milind Vaidya*  
Dr Milind Vaidya

Placement Coordinator

Principal



*Milind Vaidya*  
**PRINCIPAL**  
S.I.E.S. (NERUL) COLLEGE OF  
ARTS, SCIENCE & COMMERCE  
Sri Chandrasekarendra Saraswathy  
Vidyapuram, Plot No. 1-C, Sector-V,  
Nerul, Navi Mumbai - 400 706.

## PROJECT GUIDANCE LECTURE

SIES (NERUL) COLLEGE of ARTS, SCIENCE & COMMERCE

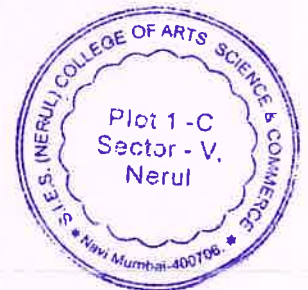
Date : SEPTEMBER 26, 2018.

An expert lecture was organized for the students of M COM on 2nd September, 2018. The purpose of the event was to give guidelines to students about the Project (Research) to be made. The session was attended by the students of M COM Part 2.

The session was headed over by Dr. Seetalaxmi, Assistance Professor, SIES COLLEGE (SION) WEST.

The session started with the introduction of the Project as how it is to be prepared. There was a discussion on 5 chapters of the project i.e. Introduction, Research Methodology, Literature Review and so on. Various topics to choose were discussed. Students were also provided with different pointers which were to be considered while preparation of project. At the end there was a doubt session which helped the students to clear most of their doubts.

The session proved out to be very helpful for all the students in preparing their project.



  
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**SIES**

RISE WITH EDUCATION

(Nerul) College  
of Arts, Science  
& Commerce

Date: 28/8/2018

To  
Dr. Seethalakshmi  
SIES Commerce & Economics  
Sion - East

Dear Madam,

It gives me immense pleasure to invite you, to our campus at SIES Nerul College of Arts, Science and Commerce, as a resource person to conduct a Guest Lecture on "Research Project -Guidance" for our M. Com Part II students on 2<sup>nd</sup> September 2018 from 08.00 am. to 10.00 am.

Kindly confirm if the above date & time are convenient to you.

Thanking you,

Yours truly,

*Neerakumar*

Dr. Neera Kumar  
Cordinator MCom

*Milind Vaidya*

Dr. Milind Vaidya  
Principal



*Milind Vaidya*  
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Vidyapuram, Plot 1 - C Sector - V,  
Nerul, Mumbai - 400 706.

Recd  
NS  
21/9/2018



**SIES**

RISE WITH EDUCATION

(Nerul) College  
of Arts, Science  
& Commerce

Date: 2/9/2018

To  
Dr. Seethalakshmi  
SIES Commerce & Economics  
Sion - East

Dear Madam,

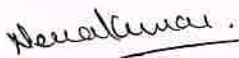
Thank you for accepting our invitation to be the resource person for conducting Guest Lecture on "Research Project -Guidance" for our M. Com Part II students on 2<sup>nd</sup> September 2018.


All the Students appreciated and got benefited from your session.

We look forward to an extended association with you in the future.


Thanking you.

Yours truly,

  
Dr. Neera Kumar  
Cordinator MCom

  
Dr. Milind Vaidya  
Principal



  
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Recd  
18  
2/9/18

Project guidance Lec - Dr. Seethalakshmi

8-10 AM

Date 2/9/18

M.Com Part II Guest Lec

19/18

- |                           |            |
|---------------------------|------------|
| 1] Misba Faquih           | Misbah     |
| 2) Nikshita L. Moolya     | Nikhil     |
| 3) Tejaswita Kamble       | Tamblu     |
| 4) Nisha Kotian           | Nishita    |
| 5) Aqsa Surve             | Aqsa       |
| 6. POOJA RAO              | Pooja      |
| 7 K. Kijamol kalichen     | K. Kijamol |
| 8 JISHA JAGI.K            | Jisha      |
| 9. Sushmita Poojary       | Sushmita   |
| 10. Poojima. Nadar.       | Poojima    |
| 11] Nadar Bharathi .B.    | Bharathi   |
| 12] Anisha Deshpande      | Anisha     |
| 13) Krutika Phamane       | Krutika    |
| 14) RAKSHITA JOSHI        | Rakshita   |
| 15) Lakshmi. H. Iyer      | Lakshmi    |
| 16. shrishta shetty       | Shrishta   |
| 17. Shaila Shaikh         | Shaila     |
| 18. Reshma Ibrahim        | Reshma     |
| 19. Megha Jaik.           | Megha      |
| 20 Shisrut BM             | Shisrut    |
| 21 Anmol Sagar            | Anmol      |
| 22. Rakesh Abhishek patra | Rakesh     |
| 23. Benchamin Tomos       | Benchamin  |
| 24. Unrashi Bhogat        | Unrashi    |
| 25. Dhvani Bhanushali     | Dhvani     |
| 26. Sonu Jain             | Sonu       |
| 27. menakshi kornani      | Menakshi   |
| 28 Joney. Jaiswal         | Joney      |
| 29 Payal Rama             | Payal      |
| 30. Nisha Saroya          | Nisha      |
| 31. Kavita. N. Konat      | Kavita     |
| 32. Megha. Barankar       | Megha      |
| 33. Meera Rai             | Meera      |
| 34 Mahima Dhingra         | Mahima     |
| 35 Sumaiya Ansari         | Sumaiya    |



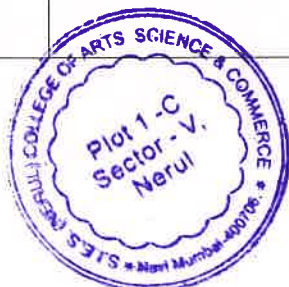
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## PERSONAL PROFILE

Name of the Lecturer : Dr. Seethalekshmy.N  
Department :Commerce  
Designation :Associate Professor  
Educational Qualification :M.Com., Ph.D.  
Additional Qualification : PGDBA  
Year of Joining the College : 13<sup>th</sup> July 1998.  
Years of Experience : Present Institution 17years  
Any other : 3 years  
Courses taught : B.Com, M.Com  
Subjects taught :Commerce I, MHRM, and Advertising,  
Strategic mgt & RM

### 1. Details of Seminar/ workshop/conference attended and papers presented (During Sept, 2009 to Feb, 2014) :

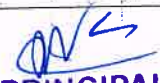
Sr. No.	Date	Title of the Seminar Workshop/ Conference	Organising Institution	Title of the paper presented with ISBN No. if any	Any other Information
1	2013-14	Changing trends & Sustainable Management Practices : Devt & Dimensions in the area of Commerce	Dept of Commerce, University of Mumbai jointly with Kamala Devi college of Arts & Commerce	Financial Inclusion- the role of financial literacy	19 <sup>th</sup> April 2014
2	2012-13	Workshop on revised syllabus of F.Y. B.com Accountancy & Commerceand M.com Accountancy .	JVM Mehta Degree College, Airoli in association with BoS in Accountancy & Commerce, university of Mumbai		24 <sup>th</sup> July, 2012.



  
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	B.Com, B.Com A& F, BBI & BMS courses.	
2012-13	<p>Conducted workshop on "How to write research based articles" (21<sup>st</sup> Sept 2012) for 5<sup>th</sup> year LLB students</p> <p>Conducted workshop for degree &amp; Jr. College Teachers on "Living Creatively—How to organize life"</p> <p>Resource person for national seminar (14<sup>th</sup>&amp; 15<sup>th</sup> Dec 2012)</p> <p>Resource person for national seminar (14<sup>th</sup> Sept 2013)</p> <p>Resource Person for International Seminar (21<sup>st</sup> Sept 2013)</p> <p>Resource Person for National Conference on Women Empowerment (14<sup>th</sup> Sept 2013)</p> <p>Resource Person for interational research and thesis conference—Pathh &amp; Anveshi 2013</p>	<p>Praveen Gandhi College of Law, Vile Parle</p> <p>SIES College of Commerce &amp; Economics, Sion (E)</p> <p>SIES College of Arts, Sc &amp; Comm, Sion (W)</p> <p>Janakibai Rama Salvi College, Kalwa</p> <p>Amlani College, Vile Parle</p> <p>Tolani College, Andheri</p> <p>St. Francis Instt of Management &amp; Research Borivli</p>
2013-14	<p>Member—Advisory Committee for INS on "Emerging trends in Banking Industry", (21<sup>st</sup> Sept 2013)</p> <p>Member—Advisory Committee for NC on "Changing Trends &amp; Sustainable Management Practices: Developments and Dimensions in the Area of Commerce"</p>	<p>Amlani College, Vile Parle, Mumbai</p> <p>Dept of Commerce, University of Mumbai</p>




  
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		diagnosis & forecast”		An introspection	
		National Seminar on “Demystifying Direct Tax Code & GST”	UGC Sponsored : at SIES College of Comm. & Eco. , Sion (E)		Date: 22 <sup>nd</sup> March 2011
5	2009-10	NS on “Corporate Governance, Evolution & Challenges”	SNG College of Commerce, Chembur	Corporate Governance in Banks	Date: 18 <sup>th</sup> Feb 2010
		IC on “Making Corporate Governance Work— Towards reforming the ways we govern”	Dept of Commerce, Loyola College Chennai & London South Bank Univ., UK	Corporate Governance at Work with special reference to co-operative banks	Date: 6 <sup>th</sup> & 7 <sup>th</sup> Jan 2010
		State Level Seminar on “ Women’s Empowerment in the 21 <sup>st</sup> Century”	KB College of Arts & Commerce for women, Thane	Self Help Group and Women Empowerment	Date: 22 <sup>nd</sup> & 23 <sup>rd</sup> Jan 2010
		State Level Seminar on “ Frauds in banking, financial services & insurance sector, control and preventive strategies”	SIES College of Comm & Econ, Sion (E) Mumbai	Frauds— with special reference to banking	Date: 21 <sup>st</sup> Nov 2009

## 2. Details of Major/Minor Research Projects (2009 – 2014)

Title of the Project	Funding Agency (UGC, UOM, any other)	Amount Sanctioned	Research Period	Any other information
Problem of Employability—The pros & cons	UOM	28000	2012-13 (One Year)	Submitted project report to University of Mumbai




  
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**3. Details of Text books/ Reference books/Work books and any other publications :**

Sr. No.	Title of the Books/Article	Publisher	ISBN	Revision/ New	Any other Information
1	"BPR: Solution for Indian Banks"	Vinimaya Vol XXX No:2 (2009-10) (NIBM)	0970-8456		Article
2	"Financial Inclusion and the concept of Frugal Innovation"	Vinimaya Vol XXXI No:3 (2010-11)(NIBM)	0970-8456		Article
3	"Challenges before Indian Banking Sector"	New Vistas in Commerce & Management by Adhyayan Publishers & Distributers, New Delhi	978-81-8435-143-9	Edition:2009	
4	"Impact of research on Higher Education"	SFIMAR Research Review published by St.Francis Instt. Of Management & Research	0975-895X Vol8, Issue 1, 2013		
5	"To Study the efficiency of Indian Banking Industry through Financial Inclusion"	Proceedings of NC on "Indian Economy in 21 <sup>st</sup> Century: Issues & Challenges" organized by Janakibai Rama Salvi College, Kalwa	978-93-81-578-99-5		
6	Text Book for SYBCom Commerce-	Reliable Publications	978-93-83806-	Aug 2013	



  
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	II in Sem III Text Book for SYBCom Commerce- II in Sem IV	, Mumbai --Do----	02-7 93838060 3-4	Jan 2014	
7	Text Book on "Equity Markets-I" for BFM-I Sem III course	Sheth Publishers, Mumbai			
8	Text Book on "Equity Markets-II" for BFM-I Sem IV course	---Do----	978-93- 81801- 09-3		
9.	Text Book on "Universal Banking" for BBI SemIV	----Do---			
10	International Journal of Marketing & Trade Policy & Digital Economy of India Security & Privacy Vol. 2	Serials Publications . New Delhi	ISSN 0975- 6132 Vol 4 No.1	Jan - June 2012	

**4.Details of responsibilities held at the College level  
activities organized during 2009 to 2014 :**


Sr. No.	Year	Chairman/Member of Committee/ Association	Activities Organised
	2013-14	CP-SSRC Member- Result improvement & Intensive Coaching Convener for NAAC Report (Criterion III) Member-- Alumni Association Committee	Organized two workshops one on quality indices and another on statistical tools for research analysis for degree college teachers. Organised a workshop on 'Time Management & Personality Development' by self.
	2012-13	CP-SSRC Member- Result improvement & Intensive Coaching Convener for NAAC	



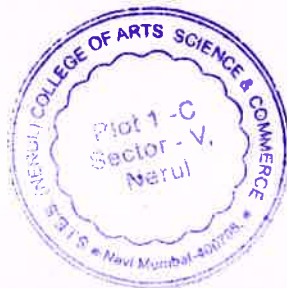
  
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		for effective higher education	& Research	Innovation	
		NC on "Effects of Globalisation on India's Service Sector: Opportunities and Challenges"	NM College of Comm. & Eco. Vile Parle	Effects of Economic Reforms on Banking-the concept of financial inclusion	Date: 18 <sup>th</sup> Jan 2012
		National Seminar	Tolani College of Comm, Andheri	Importance of research in improving pedagogical effectiveness	Date: 26 <sup>th</sup> & 27 <sup>th</sup> Jan 2012
		National Conference	SNDT Women's University	Microfinance—Role of SHGs in Women Empowerment  Microfinance & SHGs with ref to Mumbai Region	Date: 21 <sup>st</sup> Oct 2011
4	2010-11	Workshop on "Revised Syllabus of Advertising" for SYBCom.	KPB Hinduja College of Commerce & BoS in Commerce		Date: 8 <sup>th</sup> July 2010
		National Research Conference	SIES(Nerul) College of Arts Science & Comm.,NERUL	Current Trends in Baking Industry  Green Marketing: Impact of Sustainability	Date: 5 <sup>th</sup> Oct 2010



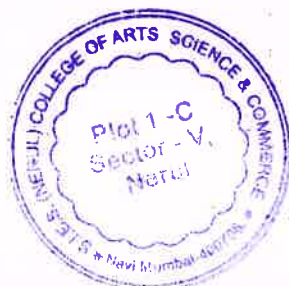
  
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		National Seminar	SIES College of Arts, Science & Commerce, Nerul (W)	Retailing in India— Paradigm Shift	Date: 14 <sup>th</sup> & 15 <sup>th</sup> Dec 2012
		INC on “Extension Education & Rural Communities”	DLLE-ICSSR & Amlani College, Vile Parle	Rural Employability—Skill development - the need of the hour	Date: 6 <sup>th</sup> & 7 <sup>th</sup> April 2013
		National Conf. on “Indian Economy in 21 <sup>st</sup> Century: Issues & Challenges”	Smt. J. Janakibai Rama Salvi College, Kalwa	Role of ICT in Rural Marketing Kudumbashree--- a way of promoting financial inclusion To study the efficiency of Indian Banking through financial inclusion	Date: 14 Sept 2013
		Int. Seminar on “Emerging Trends in Banking Industry”	Amlani College, Vile Parle	Recent Trends in Banking	Date: 21 <sup>st</sup> Sept 2013
3	2011-12	NC on “Importance of New Techniques & Innovative Methods in the Teaching Learning Process	Tolani College of Commerce, Andheri	Importance of Research for improving the pedagogical effectiveness	Date: 20 <sup>th</sup> & 21 <sup>st</sup> Jan 2012
		IRC on “Innovative Strategies & system	St. Francis Inst of Management	Impact of Research in	Date: 4 <sup>th</sup> Feb 2012



  
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		IS on "Economics of Higher Education: Changing Role in the new Global Order"	Bhavan's Hazarimal Somani College, Chowpatty, Mumbai	ty on brand value:  Carbon trade trends  Need for Research in Higher Education	Date: 20 <sup>th</sup> & 21 <sup>st</sup> Sept 2010
		IC on "Contemporary Scenario in Higher Education: Employability, Values, Opportunities & Challenges"	Nagindas Khandwala College of Commerce, Malad, Mumbai	Enhancing Employability: The Role of Emotional Quotient & EQ management	Date: 28 <sup>th</sup> & 29 <sup>th</sup> Jan 2011
		Workshop on "Revision of Syllabus of Commerce Paper III at TYBCom	BoS in Commerce & NM College		Date: 8 <sup>th</sup> May 2010
		IFRS-The Road Map Ahead	UGC Sponsored : at SIES College of Comm. & Eco. , Sion (E)	Convergence of Indian Accounting Standards with IFRS— some reflections	Date: 11 <sup>th</sup> Feb 2011
		NS on "Human development through inclusive growth"	UGC Sponsored : by Economics Dept., SIES College of Comm. & Eco. , Sion (E)	Innovations for Inclusive Growth— concept of conscious capitalism	Date: 18 <sup>th</sup> Feb 2011
		National Seminar on "Indian Economic Reforms: evaluation,	Model College, Dombivli, Thane Dist.	Inequality in the fruits of Economic Reforms—	Date: 26 <sup>th</sup> Feb 2011



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<p>(19<sup>th</sup> April 2014)</p> <p>VC Nominee in the Selection Committee for Appointment of Asst. Prof in Dept of Commerce (21<sup>st</sup> Jan 2014)</p> <p>Judge for Inter Collegiate Festival (Jan 2014)</p> <p>Expert Lecture (MHRM &amp; Export Marketing) (21<sup>st</sup> March 2014)</p> <p>Expert Lecture (MHRM) Sem V (28<sup>th</sup> Sept 2013)</p> <p>Expert Lecture (MHRM) Sem VI (11<sup>th</sup> March 2014)</p> <p>Member of Advisory Board for the National Conference</p> <p>Member of Advisory committee for International Seminar 1-3 June 2014 at Bangkok, Thailand.</p>	<p>Vivekanand Education Society's College of Arts, Science &amp; Comm., Sindhi Society Chembur</p> <p>Amlani College, Vile Parle</p> <p>Rajiv Gandhi College of Arts, Science &amp; Commerce, Juhu Nagar, Vashi</p> <p>SIES College, Nerul</p> <p>-----Do-----</p> <p>By Department of Commerce, University of Mumbai jointly with Kamaladevi college of Arts &amp; Commerce, 19<sup>th</sup> April 2014.</p> <p>DLLE, University of Mumbai &amp; Amlani College of Art &amp; Commerce, Vile Parle</p>
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			MHRM, Export marketing
		College	Examiner for subjects (UG) Advertising, Com-I,
		University	External examiner for Viva – M.com part I-SM; Part II – RM at various colleges.
		University	Co-Ordinator, CAP for M.Com Part I & II- First half of 2011 Exam.

Member of Academic/Non Academic body/ Association :

1. Life membership of Maharashtra State Commerce Association (No.450).
2. Life membership of Economics Association (No.355)
3. Life membership All India Social Science Research Association (AISSRA).

Any Awards/ Recognition : Taking initiative for conducting Annual Extension Festival of Dept of Life Long Learning & Extension called "Udaan" a Trophy is received from DLLE, University of Mumbai (22<sup>nd</sup> & 23<sup>rd</sup> Jan 2014) towards special contribution.

**Any other :**

Year	Assignment	Name of Institution
2009-10	Subject Expert in the Selection Committee for Selection of lecturers	Kirti College, Mumbai
2010-11	Judge at Chak De India, inter collegiate economic festival.	N.G Acharya & D.K. Marathe College of Arts, Science & Commerce, Chembur, Mumbai-71
2011-12	University subject expert for selection of candidates for	Tolani College, Andheri




  
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		Report (Criterion III)	
2011-12	C.P Attendance Committee, FYB.Com  CP -SSRC  Member- Result improvement & Intensive Coaching		Conducted meeting with parents   Organised workshops.
2010-11	Co-convener: Result Improvement & Intensive Coaching  Member—NSS Unit  Convener –Staff welfare committee  Convener—Research cell for students  Convener—Research consultancy & extension (Criterion 3 of NAAC Report)		Helped in organising workshops, guest lectures etc  Assisted in all NSS programs  Organized workshops  Training students in writing research papers  Co-ordinated NAAC report preparation for criterion 3
2009-10	Member—Discipline Committee  Member—NSS Unit  Convener—Research cell for students		Offered assistance to CP in conducting all activities  Assisted in all NSS programs  Conducted workshops to train students in writing research papers

**4. Details of responsibilities held at the University level during 2009 to 2014 :**

Sr. No.	Year	University/College	Moderator/Paper setter/ Subject expert / Any other
		University	Moderator for M.Com- Strategic Management & Research Methodology
		University	Moderator for B.Com -



  
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