

RESUME

Dr. DIVYA VIJAYAN
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Educational Profile

COURSE	INSTITUTION	UNIVERSITY	MARKS PERCENTAGE OBTAINED	DURATION
Ph.D in Rural Marketing management	College of Co- operation, Banking and Management, Vellanikkara, Thrissur, Kerala	Kerala Agricultural University	86.3	2017-2022
MSc. (Cooperation & Banking) in Rural Marketing Management	College of Co- operation, Banking and Management, Vellanikkara, Thrissur, Kerala	Kerala Agricultural University	81.6	2012-2015

Graduation BSc.Hons (Co-operation & Banking) equivalent to Agriculture Marketing	College of Co- operation, Banking & Management	Kerala Agricultural University	74	2007-2011
+2 / Pre- degree	S.K.M.J Higher Secondary School. Kalpetta, Wayanad	Board of Higher Secondary Examination, Kerala	87	March 2007
SSLC	NSS Higher Secondary English Medium School. Kalpetta, Wayanad	Board of Public Examination , Kerala	82	March 2005

Research Details

Sl.no	Nature of Research	Title of Research	Year
1	UG Project	A Study on Consumer Perception towards SNA Ayurvedic products	2011
2	Masters Research	Farmer and Consumer Behaviour towards organic vegetables	2015
3	Doctoral Research	Structure, Conduct and Performance of Rice Market in Kerala	2022

Computer skills

Computer knowledge: MS-DOS, MS-Windows, M.S. Office, Internet operations and C Language. Tally

Professional skills

- 1) Ability to work in highly challenging environment
- 2) Effectively convincing the ideas

- 3) Leadership quality
- 4) Good Communication Skill
- 5) Observe and act upon opportunities
- 6) Preparation and appraisal of agricultural and non-agricultural projects

Seminars attended/Paper presented/Paper published

Sl.No	Title of Publication	Year of Publication	Name of Journal/Publisher/Place of publication	Author (s)
1	Constraints of farmers in rice market in the Alappuzha district	2022	International Journal of Agriculture and Allied Sciences	Divya Vijayan and Dr.K.N.Ushadevi
2	Cost of cultivation of rice in Kerala	2022	International Journal of Agriculture and Allied Sciences	Divya Vijayan and Dr.K.N.Ushadevi
3	Attitude of the farmers towards organic vegetable farming	2020	International Journal of Recent Scientific research	Divya Vijayan and Dr.K.N.Ushadevi
4	Determinants of consumer behaviour towards organic vegetables	2020	International Journal of Recent Scientific research	Divya Vijayan and Dr.K.N.Ushadevi
5	Utilisation pattern of research students on KAU e-resources	2020	International Journal of Recent Scientific research	Divya Vijayan and Dr.K.N.Ushadevi
6	Entrepreneurial Behaviour of commercial vegetable farmers in Thrissur district	2020	International Journal of Multidisciplinary Educational Research	Divya Vijayan and Dr.K.N.Ushadevi
7	Consumer behaviour towards organic vegetables	2015	Primax International Journal of Commerce and Management Research	Divya Vijayan and Dr.K.N.Ushadevi
8	A study on consumer perception towards SNA ayurvedic products	2013	Business Science International Research Journal	Divya Vijayan and Dr.K.N.Ushadevi
9	Swot analysis of organised retail chain-with special reference to Thrissur Reliance Super	2013	Trends and Challenges in Global Business Management	Divya Vijayan and Dr.K.N.Ushadevi

Paper presented in seminars/Conferences				
Sl.No	Title of the Paper	Year	Name of the conference	Author (s)
1	Attitude of the farmers towards organic vegetable farming	2015	National seminar on environmental issues and sustainable development-challenges ahead	Divya Vijayan and Dr.K.N.Ushadevi
2	Consumer behaviour towards organic vegetables	2015	International conference on Current trends in Management Research and its Relevance to Indian Industry	Divya Vijayan and Dr.K.N.Ushadevi
3	Swot analysis of organised retail chain-with special reference to Thrissur Reliance Super	2013	International conference on Trends and Challenges in Global Business Management	Divya Vijayan and Dr.K.N.Ushadevi
4	Determinants of consumer behaviour towards organic vegetables	2015	National seminar on Recent trends in eco-friendly farming practices for food security	Divya Vijayan and Dr.K.N.Ushadevi

Projects Guided- UG Programme

Sl.no	Title of project	Year
1	Entrepreneurial behaviour of commercial Vegetable farmers in Thrissur district	2016
2	Farmers attitude towards organic paddy cultivation in Palakkad district	2016
3	Marketing behavior of FMCG retailers pre&post demonetization	2017
4	Consumer behavior towards e-Payment	2017
5	Customer satisfaction towards e-banking Services of CSB bank, Thrissur branch	2021
6	Consumer behaviour towards over-the-top(ott) platforms	2021
7	Member satisfaction of micro-Entrepreneurship development Programme by state agri-horti Society	2021
8	Customer satisfaction towards the services provided By kerala gramin bank, mattathur branch, thrissur	2023

Projects Guided- MBAProgramme

Sl.no	Title of project	Year
1	Quality of Work Life of Workers at KERAFED,Karunagapally	2022
2	Marketing strategies of emerging enterprise with reference to samudri Foods	2023
3	Consumer satisfaction towards vermicompost produced by Cochin organic inputs and nutrients company	2023

Personal details

Age & Date of Birth : 32, 16-08-1990
Sex : Female
Guardian's name and : A.A.Vijayan
Address : Ayyappan parambil (H)
Mangalam P.O
Wadakkanchery R.S, Thrissur
Nationality : Indian
Marital status : Single
Blood Group : O+ve
Religion & Caste : Hindu, Ezhuthachan
Hobbies : Reading philosophies and story writing

Languages known

Language	Speak	Read & Write	Understand
ENGLISH	Yes	Yes	Yes
MALAYALAM	Yes	Yes	Yes
HINDI	No	Yes	Yes

I hereby declare that the information provided above is true to the best of my knowledge and belief.

PLACE: Vellanikkara

DATE : 27-04-2023

Dr. Divya Vijayan