



Dr. Haritha Paul

Permanent address : Kavalakkatt House,
Jyothis Lane,
Nettissery P.O,
Thrissur. 680651

Age : 29 years

DOB: 12/05/1994

Nationality: Indian

Languages: Malayalam, English and Tamil.

PROFILE

To become a creative academician who committed to being a catalyst in the discovery of one's potential and passion which will ultimately impact, equip and empower the present and future generation or a successful career in a reputed firm as an opportunity to utilise my career skills efficiently.

PHONE:

(091) 854-7974703

EMAIL:

1994hpk@gmail.com

HOBBIES

Listening to Music
Movies
Travelling

STRENGTHS

Leadership
Positivity
Problem Solving
Dedication
Punctual
Honest
Hardworking

EXPERIENCE

Assistant Professor (on Contract) (09-05-2023 - 08-05-2024)

Dept. of Rural Marketing Management,
College of Co-operation, Banking and Management, Kerala Agricultural University, KAU P.O., Vellanikkara, Thrissur.

Faculty – (03-01-2023 – 08-05-2023)

Dept. of Rural Marketing Management,
College of Co-operation, Banking and Management, Kerala Agricultural University, KAU P.O., Vellanikkara, Thrissur.

EDUCATION

Ph.D (C&B) Rural Marketing Management – 8.70% (2019-2023)

College of Co-operation, Banking and Management, Kerala Agricultural University, KAU P.O., Vellanikkara, Thrissur.

M.Sc. (C&B)_Rural Marketing Management – 8.28% (1st Rank) (2017-2019)

College of Co-operation, Banking and Management, Kerala Agricultural University, KAU P.O., Vellanikkara, Thrissur.

B.Sc. (Hons.) Co-operation & Banking – 7.79% (2011-2015)

College of Co-operation, Banking and Management, Kerala Agricultural University, KAU P.O., Vellanikkara, Thrissur.

Higher Secondary Education – 88% (2009-2011)

Commerce with Computer Application,
Sacred Heart Convent Girls Higher Secondary School, Thrissur

SSLC – 88%

Sacred Heart Convent Girls Higher Secondary School, Thrissur

PERSONAL SKILLS

Teambuilding
Interpersonal Communication
Teamwork and Collaboration
Dependable and Responsible
Written Communication
Data Entry
Organisation and Time
Management

RESEARCH WORKS

Research Thesis

1. Marketing strategies for export of cashew in Kerala. (Ph.D)
2. Value chain analysis of Banana; Nendran variety in Thrissur District. (M.Sc.)

Doctoral Seminars

1. Buying behaviour of consumers towards online food.
2. Trend analysis of Ginger in India.

PG Seminar

1. Online shopping behaviour among college students in Thrissur district.

UG Project

1. Value chain of Neera on consumer perspective.

REFERENCE

Dr.Ushadevi K.N,
Dean, Professor & Head
Dept. of Rural Marketing
Management, CCBM, KAU
Vellanikkara, Thrissur
Mob:+91 9061361782
Email: ushadevi.kn@kau.in

PROFESSIONAL QUALIFICATION

Basic accounting skills
Proficiency in MS-office, Windows, SPSS and Ubuntu.
Project proposal preparation

SEMINARS/ CONFERENCES/ WORKSHOPS/ WEBINARS

- National seminar on "The Contours of Indian Banking by KAU, 2013.
- Extension course on - GOI Forward Markets Commission sponsored Multi Commodity Exchange, Mumbai facilitated capacity building programme on Commodity Futures Market by Central Training Institute, Mannuthy.
- National workshop on "Research Methodology and Statistical Data Analysis" by Govt. College, Madapilly.
- Awareness programme on ' IP Protection in Agricultural Sector' by IPR cell KAU, Vellanikkara.
- Participated in ESAF Annual Lecture on Social Business, Thrissur.
- National Seminar on "Research - Approaches and Applications in the Digital Age" by Panampilly Memmorial Gov.t College, Chalakudy.
- International Webinar on "Rebuild Better Together: Cooperatives for a Better Recovery" by the Gandhigram Rural Institute, Dindigal.
- Webinar on "Stock Markets" by www.shineprojects.com.
- International webinar on "New Business Environment - Challenges, Opportunities and Strategies" by Christ College, Irinjalakuda.
- Webinar on "Agricultural Market Reforms and its Implications" by KAU, Vellanikkara.
- Webinar on "Agricultural Sector Reforms 2020 and its Impact" by KAU, Vellanikkara.
- National webinar on "Mixed Methods Research in Social Sciences" by SVR NSS College, Vazhoor.
- Webinar on "Strategic Management and Strategy -An Introduction" by Red Talks Daily International.
- Webinar on "Emerging Marketing Trends and Predictions on Post Covid 19 Marketing Scenario" by KAU, Vellanikkara.

PUBLICATIONS

- Haritha, Paul. And Ushadevi K.N. 2019. Determinants and challenges in online shopping in Kerala. *International Journal of Commerce and Business Management*. Vol. 12 (1): 23-27.
- Haritha, Paul. And Ushadevi K.N. 2019. Problems encountered

by foreign tourist in Kerala. *International Journal of Commerce and Business Management*. Vol. 12 (1): 1-7.

- Haritha, Paul. And Ushadevi K.N. 2022. The trend in area, production, productivity of cashew nut in India with special reference to Kerala. *Asian Journal of Agricultural Extension, Economics & Sociology*. Vol. 40 (3): 1-8.
- Haritha, Paul. And Ushadevi K.N. 2022. Problems faced by the cashew exporters in Kerala. *Asian Journal of Agricultural Extension, Economics & Sociology*. Vol. 40 (1): 72-77.
- Haritha, Paul. And Ushadevi K.N. 2023. Export marketing strategies of cashew exporters in Kerala. *International Journal of Enhanced Research in Educational Development*. Vol. 11 (6): 168-175.
- Haritha, Paul. And Ushadevi K.N. 2023. The major determinants of cashew export in Kerala. *International Journal of Enhanced Research in Educational Development*. Vol. 11 (6): 184-198.

PROJECTS

- Project for the B.Sc student on the “SWOC analysis of Elavampadam rubber producers’ society, Kizakkanchery grama panchayat, Palakkad district”.
- Project for the B.Sc student on the “SWOC analysis of ESAF swasraya multi – state agro co-operative society ltd”.
- Project for the B.Sc student on the “ Problems of hired rubber tappers in Manikal grama panchayat, Thiruvananthapuram”.

DECLARATION

I, Haritha Paul do hereby declare that the statements made and information furnished above and the enclosures submitted by me as documental evidence are true to the best of my knowledge and belief.

Haritha Paul