

Preetha Maipady

Lecturer, Dept. of Commerce and Management

Contact: preethamaipady@ppc.ac.in



Working at Poornaprajna College since: 2013

Currently held positions/offices

- Staff advisor of Career Guidance Cell

Previously held positions/offices (Mention with year, institution)

- Staff Advisor of Speakers Club, Poornaprajna College, Udupi (2013-14)
- Staff Advisor of Management Association, Poornaprajna College, Udupi (2014-18)

Educational Qualification

- MBA, Mangalore University (2012)
- M.Sc, Kuvempu University, distance education (2019)
- NPTEL Online Certificate course on Body Language

Work experience

- Lecturer at K.V.S.M. College, Katapady (2012-2013)

Areas of interest (Academic)

Marketing, Psychology, Medicine, Science and Technology

Expertise

Teamwork Skills and Marketing Skills

Research Publications (*Bold the publications during your tenure at PPC,)*

Editor of journal(s)

Our Heritage ISSN: 0474-9030 Vol-68-Issue-1-January-2020

Paper presented in conferences/seminars

- Presented a paper titled “ a study on students’ mindset and attitude towards social entrepreneurship” in two day international conference on “Intellectual property rights and entrepreneurship” held on 4 and 5 January 2019 at St. Agnes College (Autonomous), Mangaluru. ISBN: 978-81-910908-0-2
- Presented a paper titled “Expectation of College Students and Teachers Regarding the Role of Educational Institutions in Enhancing their Knowledge (with Reference to Affiliation Colleges of Mangalore University)”. Held on 13-14, 2020 at Govinda Dasa College, Surathkal. Our Heritage ISSN: 0474-9030 Vol-68-Issue-1-January-2020
- Presented a research paper titled “Understanding the perception of consumes regarding obstacles on Digital Payment System, with special reference to Udupi and Dakshina Kannada region” in two days international conference on 16th and 17th August, 2019 held at Srinivas College of Management and Commerce, Mangaluru. ISBN No. 978-81-941751-2-4
- Presented a paper titled “Expectations of college students from the teachers in enhancing their knowledge: A study with reference to Udupi and Dakshina Kannada Region” in one day National Conference on 31st January, 2020 at Dr. G. Shankar Govt. Women’s First Grade College & P.G. study Centre, Ajjarakadu, Udupi. Published in a Peer Reviewed International Journal Asia Pacific Journal of Research (APJR), Vol: 5. Special Issue XII, January 2020 with ISSN No. 2347-4793 with impact Factor: 6.58
- Participated and presented a research paper titled “perception of rural people regarding obstacles on digital payments with reference to Udupi region”. In one day national conference on “Innovative Banking in Digital Era” held on

10th April, 2019 at Poornaprajna College, Udupi. –published in an International Journal of Social and Economic Research, Volume-9, Issue-3, 2019 ISSN No. 2249-6270. DOI 10.5958

- Participated and presented a research paper titled “A study of women’s perception towards digital payments with special reference to Udupi region”. In one day national conference on “Innovative Banking in Digital Era” held on 10th April, 2019 at Poornaprajna College, Udupi. –published in an International Journal of Social and Economic Research, Volume-9, Issue-3, 2019 ISSN No. 2249-6270. DOI 10.5958
- Presented a paper titled “ a study on students’ mindset and attitude towards social entrepreneurship” in two day international conference on “Intellectual property rights and entrepreneurship” held on 4 and 5 January 2019 at St. Agnes College (Autonomous), Mangaluru. ISBN: 978-81-910908-0-2
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Short-term courses attended

- On 3rd August 2018, attended one day Faculty Development Program on “Derivatives Decoded” at Mite, Moodabidri
- Attended one day Faculty Development Program on “Advanced Trading Strategies in Futures& Options” at Mite, Moodabidri on 23rd August 2019
- Attended 7 days virtual State Level Faculty Development Program on ‘Research Trends in Physical Science’ organised by NIE First Grade College, Mysore on 15-01-2021 to 22-01-2021

Seminars/Workshops attended

- Participated in BBM IV semester revised syllabus held at Poornaprajna College Udupi during 2013-14
- Attended UGC sponsored Two-day National Seminar on “Indian Capital Market: The Emerging Trends” on 16th and 17th December 2013 in Bhandarkars’ Arts and Science College, Kundapura
- Presented a paper titled “Ethical Issues in Advertising” in a One-Day UGC Sponsored, National Seminar on “BUSINESS ETHICS AND SOCIAL VALUES” held on 06th September 2017 at Prajna Hall, Poornaprajna Institute of Management, Udupi.
- Participated in Two day NAAC sponsored State level conference on “The Role of Research in Undergraduate Colleges in Enhancement of Quality” on 15th and 16th December 2017 at Poornaprajna College Udupi.
- Participated as Delegate in Samanway 2018, A One day National Level Workshop on “Managing and Safeguarding the Personal Wealth” Organised by the Department of Commerce and Business Management, held on Thursday, January 25, 2018
- Presented a paper titled “Soft Skills for Professional Competency” in One day National Conference on “Enhancing Professional Competency Through Skill Development – Facing upto Modernity” held on 14th February 2018 organised by the Department of Commerce, St Agnes College(Autonomus), Management
- Participated and presented a research paper titled “Understanding the students’ perspective on social entrepreneurship (in Udupi region)”. In one day international conference on “Intellectual Property Rights, entrepreneurship and leadership skills” held on July 31st, 2018 at Milagres College, Hampankatta, Mangaluru.
- Presented a paper titled Perception of women regarding obstacles on women entrepreneurship in the national level seminar on “Social Entrepreneurship and Sustainable Development” held on 22 January 2019 at Kukke Shri Subrahmanyeshwara College, Dakshina Kannada

- Participated in one day Workshop on First Semester ‘CBCS B.Com Programme’ on 29th June 2019 held at Sri DurgaParameshwari Temple First Grade College, Kateel
- Participated as a Delegate in one-day workshop on “Choice Based Credit System of II Semester BBA” of Mangalore University on 04th January 2020 held at Poornaprajna College, Udupi.

Seminars/Workshops organized

- One day national conference on “Innovative Banking in Digital Era” held on 10th April, 2019 at Poornaprajna College, Udupi.