6.3.5 Institutions Performance appraisal system for teaching and non-teaching staff

St. John's College of Arts and Science

Ammandivilai – 629 204, Kanyakumari District

Teaching Staff Self Evaluation

I. GENERAL INFORMATION

1. Academic year: 2023-2024

2. Department: Commerce

3. Name of the Staff: Dr.S.David

4. Designation: Assistant Professor

5. DOJ: 01.06.2012

6. Address & Phone No.12E/4-1, Vitty Cottage, Kalainagar, Erulappapuram, Nagercoil -2. Ph. 7299851279

II. TEACHING LEARNING RELATED ACTIVITIES	Max. 20 Points
2 points for each subject (Max. 15 Points)	**15**
1. Total No, of Subjects Taught (Odd Sem.): a) Computer Application in Business b) Personality Development c) Accounting for Management d) Human Resource Management	2. Total No, of Subjects Taught (Even Sem.): a) Retail Management b) Strategic Cost Management c) Financial Markets and Institution
3. Students Feedback Points (out of 5) (5 points):4	***Total Points Scored:19***

III. RESEARCH ACTIVITIES	Max. 10 Points
1. Total No, of Research Article Published in UGC Care Listed Journal Group I:	-
2. Total No, of Research Article Published in UGC Care Listed Journal Group II:3 Edited book published : 1	10
3. Total No. of Research Papers Presented in Conferences approved by IQAC committee:	-
Total Points Scored:	10

IV. PROFESSIONAL & SELF DEVELOPMENT ACTIVITIES	Max. 10 Points
1. Resource Person/Speaker of any event outside college (list the events and role):	-
2. Membership in Professional Bodies:	-
3. FDP/Short Training Courses Attended:	-

1

4. Others (Subject to approval of IQAC):	
Total Points Scored:	

V. GENERAL ACTIVITIES AT COLLEGE — Max. 20 Points

1. Committee Member (Mention the Name of the Committee):	-
2. Committee Convener : a) Entrepreneurial cell b) Company Secretaryship	8
3. Coordinator/In charge for a cell/club etc.	-
4. Other Administrative Work (Mention it):	-
Total Points Scored:	**8**

VI. COMMUNITY & INDUSTRY ENGAGEMENT — Max. 10 Points

List the activities (each carries 3 points)	
Total Points Scored:	

VII. UNIVERSITY EXAMINATIONS RESULTS — Max. 10 Points

Even Semester of Previous Academic Year	a. No. of Students Appeared:98 b. No. of Students Passed:98
Odd Semester of Present Academic Year	c. No. of Students Appeared:165 d. No. of Students Passed:157
	e. **Overall Result Percentage** $\frac{b+d}{a+c} \times 100 = 96.95\%$
Total Points Scored:	$\frac{e}{10} = 9.69$

Prepared by:

(Name & Signature of the Staff Member)

Dr.S.David

Sl. No.	Self-Assessment Criteria	Max. Point Allotted	Scored Point	Remarks
1	Teaching Learning Related Activities	20	19	Taken from staff self-evaluation II to VII
2	Research Activities	10	10	
3	Professional & Self Development Activities	10	-	
4	General Activities at College	20	8	
5	Community & Industry Engagement	10	-	
6	University Examinations Results	10	9.69	
7	Evaluation of HOD (for HODs by Principal)	10		Based on: • Mentoring and follow ups. • Time to time updates of files. • Participating in department activities and meetings. • Cooperating with colleagues. • Timing maintenance.
8	IQAC Involvement	10		Estimated by IQAC.
	Total	100		

Verified by Head of the Department:

(Name & Signature)

&IQAC

3

Total Score | 46.69 |

Signatures of

Staff: **HOD**   **Principal**   **Secretary**

PATRON : DR. V A ARUN KUMAR (DIRECTOR IHRD)

ADVISORY COMMITTEE

Dr. Achuthsankar (Former Professor and HoD of Bioinformatics University of Kerala, Former Director C-DIT, Presently State President Shastra Vedi)

Dr. Kesava Mohan (Former Director, Institute of Land & Disaster Management, Government of Kerala)

Dr. M.V Rajesh (Principal College of Engineering Poonjar)

ORGANISING COMMITTEE

Dr. K .Santhosh Babu (Principal, College Of Applied Science Adoor)

Dr. Sindhu.S (Academic Co-ordinator College of Applied Science, IHRD)

Dr. Shaji L (Academic Joint Co-ordinator, College of Applied Science, IHRD)

Dr. Ayisha V (Principal, College of Applied Science Mavelikara)

Dr. G Sreekumar (Principal, College of Applied Science Perissery)

CONVENER

Mr. Anshaj. A (HoD, Department of Commerce and Management, College of Applied Science Adoor)

MEMBERS

Mr.Vinod V Rajendran (HoD, Department of Electronics, College of Applied Science Adoor)

Mrs. Jayasree C.S (HoD, Department of Computer Science, College of Applied Science Adoor)

Mrs. Sowmiya S (Asst. Pro. in Electronics, College of Applied Science Adoor)

Ms. Rekshma Krishnan (HoD, Department of English, College of Applied Science Adoor)

STUDENTS CO-ORDINATORS

Mr. Cyril Saji- 3rd B.Com

Ms. Adithya A -3rd BBA

CONTACT

Mr. Vinod V Rajendran: 9447457458

Mr. Anshaj A: Ph: 9745458133

PROGRAMME SCHEDULE

DAY 1

9.00 AM- 9.30 AM: Registration

9.30 am – 10.30 AM: Inaugural Function

10.30 AM- 11.30 AM: Key note address

11.30 AM- 11.40 PM: Tea break

11.40 AM- 12.40 PM: Technical Session 1 (Online)

12.40 PM – 1.45 PM: Lunch Break

1.45 PM – 4.00 PM: Paper Presentation

4.00 PM: National Anthem

DAY 2

9.30 AM- 10.30 AM: Technical Session 2 (off line)

10.30 am – 10.45 AM: Tea break

10.45 AM- 12.30 PM: Paper Presentation

12.30 PM- 2.00 PM: Lunch Break

2.00 PM – 3.00 PM: Panel Discussion

3.00 PM – 4.00 PM: Valedictory Function and Certificate distribution

4.00 PM: National Anthem

IHRD **College of Applied Science Adoor**

edu@ai 24

TWO DAY NATIONAL CONFERENCE

ON

APPLICATION OF AI IN BUSINESS

Organized by

The Department of Commerce and Management
College of Applied Science Adoor
Phone: 8547005045
email: casadoor.ihrd@gmail.com
Date: 2024 November 28th and 29th
Venue: College Auditorium

Dear Sir / Madam,
Greetings

We express immense pleasure to inform you that the Post Graduate Department of Commerce, College of Applied Science Adoor, is organizing a Two Day National Conference on Application of AI in Business on 28th and 29th November 2024. The conference aims at updating insights into real-world applications of AI, and to understand its impact on business processes, and discover emerging trends. We expect the esteemed involvement of faculty members, students and research scholars of your institution.

ABOUT THE COLLEGE

The College of Applied Science Adoor is one of the Colleges initiated by the Institute of Human Resources Development (IHRD), established by the Government of Kerala. The College came into existence in 1994 and since then it is in the mainstream providing quality education. College of Applied Science Adoor (CASA) is affiliated to the University of Kerala, and situated in the heart of the city Adoor. We are following the scientific approach in the art of teaching and learning, leading the students to improve their creative and critical thinking abilities. The traditional concept of training students is replaced with innovative style and practical exposure thereby equipping the students to be potential candidates for the emerging needs of the society.

ABOUT THE DEPARTMENT OF COMMERCE AND MANAGEMENT

The Department of Commerce and Management aims at maintaining the academic excellence and equipping students with the skills necessary to face the challenges and requirements of the business world. Our mission is to provide quality education and training in commerce and business related courses and to develop skilled, knowledgeable human resources who by their thinking and value based personality would provide effective leadership in teaching, research, and careers in commerce and business related fields.

ABOUT THE CONFERENCE

Artificial Intelligence (AI) plays a crucial role in transforming industries and improving daily life. It enhances efficiency by automating repetitive tasks, allowing humans to focus on more creative and strategic activities. AI improves decision-making through data analysis and predictions, as seen in healthcare, finance, and business. It powers personalized experiences, such as recommendations on streaming platforms and E-commerce sites. Additionally, AI contributes to advancements in science, medicine, and education, such as drug discovery, disease diagnosis, and personalized learning. It also plays a vital role in smart cities and autonomous systems, making transportation and energy management more efficient. As AI continues to evolve, its ability to solve complex global challenges will further shape the future. The Conference on 'Application of AI in Business' will explore how AI technologies are integrated into business strategies, decision-making, and operations. Attendees will gain deep insights into real-world applications of AI, understand its impact on business processes, and discover emerging trends.

Sub Topics

- AI in Business Strategy
- Automation in Business Operations
- Predictive Analytics and AI
- AI-Driven Customer Experience
- Challenges and Ethical Considerations in AI Adoption
- AI in transforming the Business World
- Application of AI in daily life

TARGET AUDIENCE

Faculty members, Research Scholars, UG and PG Students

REGISTRATION FEES

UG and PG Students: ₹ 200
Research Scholars: ₹300
Faculty Members: ₹500
In absentia: ₹500

BANK DETAILS

A/C Name	President & Secretary College of Applied Science Adoor
A/C No	67256864246
Bank	SBI
Branch	Adoor
IFSC Code	SBIN0070060

REGISTRATION LINK

https://docs.google.com/forms/d/e/1FAIpQLSdKT3GLYCpB7rn5kKa2ZSA2C1LaSSsMk
yyI6XmxD1I8rjxyyQ/viewform?usp=sf_link

CALL FOR SEMINAR PAPERS

We invite original research papers and case studies on topics related to the Application of AI in Business. The selected papers will be presented during the seminar. Participants intending to make presentations are requested to send abstract and full paper in MS word, Times New Roman 12 font size with 1.5 spacing and full paper must be limited to 5-6 pages on or before 23rd November 2024 to the mail ID casaconference2@gmail.com. Selected papers will be published in a book with ISBN number.

A Study on The Awareness and Usage of E-Commerce Among College Students in Trivandrum City

Anjana M J[1] and Dr S. David[2]

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2. Dr S. David, Head & Assistant Professor, Research Supervisor, Department of Commerce, St. Johns College of Arts and Science, Ammandivilai, Kanniyakumari - 629204 affiliated to Manonmaniam Sudaranar University, Abishekapatti, Tirunelveli – 627 012, Tamil Nadu, India. Email: prof.davidsngl@gmail.com

Abstract

Electronic commerce or E-commerce consists primarily of the distributing, buying, selling, marketing, and servicing of products or services over electronic systems such as the Internet and other computer networks. E-commerce is changing the shape and the concepts of business. In the recent years innovative technologies emerge the E-commerce market is gradually changing and getting more and more attractive for consumers by offering them new advantages and unmatched conveniences. In this paper attempt has been made to study the usage and awareness of E-commerce in University college students of Trivandrum. Convenience sampling method is used in this research to collect total sample of 177 respondents.

Key words: E-commerce, Convenient sampling, technology

Introduction

Electronic commerce refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. Internet facilities have reduced physical boundaries and made the world a smaller place where people can connect anytime from anywhere. As more and more people are connected to the Internet every day, Value-added electronic markets are increasing. Millions of consumers browse thousands of websites of Web vendors every day offering products to buy products and services. Ecommerce is defined as part of the electronic business in the buying, selling and exchanging of goods and services through a computer network where transactions or terms of sale are conducted electronically. Online shopping has certain characteristics that are the use of technology to complete transactions, the nature of distance and impersonal nature, the insecurity of using open network infrastructure for transactions, the involvement of third parties in the transaction process (delivery), online payment systems, and the threat of hackers to buyer's privacy and monetary information and unclear regulatory guidelines.

The purpose of this study is to explore and identify consumer perceptions among students that influence their belief in e-commerce adoption. The positive effects of the Internet have reduced physical limits and made the

world a small place where people (producers and marketers) can stay in touch with each other at any time from every angle and aspect of the trade.

Need for consumer awareness

Raising awareness is an important factor in e-commerce adoption. Awareness will help positively to enhance e-commerce prevalence and increase the number of internet users. The study about e-commerce awareness is important, because it can reduce customers' uncertainty and concern. Awareness is an important element for e-commerce adoption in India as without the right knowledge, e-commerce adoption cannot be achieved. Awareness could be enhanced by social media. Awareness can also increase by adopting proper training and education in schools and universities. It is the government's role to provide training and education of ecommerce.

Significance of the Study

Consumer rights awareness is a need of today's world as they get exploited in this field. They may be cheated through phishing, hacking or stealing information, making fake call pretending to be an authorised person, making spam/virus etc. Consumers should know to secure his/her information and should check the website or application's privacy policy. Trust appears to be a significant factor that effects purchase intention, customer satisfaction and additionally, the law affects the level of trust as the law provides customer protection which is one the important elements in building, Therefore, the role of government is mandatory to set these laws. Furthermore, e-commerce awareness influences trust. The present study is useful to find the consumer awareness regarding e-commerce and other consumer related aspects. It will be helpful to design programs to provide training and education for e-commerce.

Precaution to be taken on e-commerce transaction

To ensure security during e commerce transaction, consumers should be concern of their roles and responsibilities, and some points are:

➢ Do not disclose Login ID and Password or personal information
➢ Regularly change password and avoid using easy-to-guess passwords such as names or Birthdays
➢ Check for the right and secure website. Before doing any online transactions or sending personal information, make sure that correct website has been accessed. Beware of phishing or "look alike" websites which are designed to deceive consumers
➢ Always keep the operating system and the web browser updated with the latest security patches, in order to protect against weaknesses or vulnerabilities.
➢ Do not show OTP or passcode to others.

Literature Review

R.Arpana D(2020) studied on changing buying habits of costumers using E-Commerce platform with reference to Flipkart. Researcher observed that online shopping is popular among youngsters of India now a day many students and teenagers uses E-Commerce as they completely aware of online platform. Due to increasing

awareness and usage of internet, online business increases and standard of living of people also improved. Researcher also observed that attracting offers directly affects purchasing behaviour of costumers. E-retailers should focus on important aspects of E-Commerce in order to attract more customers towards online shopping.

Rupesh. R (2020) analysed more than 100 research article and studied that the consumer behaviour towards E-Commerce is affected by external factors. Behaviour of consumers varies from country to country. In foreign country, online shopping is routine but in India situation is different then developed countries. Even in India, diversity is seen in different cities of different states.

F. Akath (2020) studied attitude in online shopping among college students of Kanyakumari district. Researcher observed that physical shopping is very time consuming compared to online shopping. People perceived that online products are cheaper compared to physical market. Study suggests that safety and security of E-Commerce transactions is optimized then highly competitive and dynamic environment can be created.

Kanwal Gurleen. (2012) Focuses on understanding the demographic profiles of users and non-users of online shopping. For this purpose, the data of 400 respondents were collected in the form of questionnaires. The study was conducted in 3 cities of Punjab. A sample of urban respondents from Jalandhar, Ludhiana and Amritsar was selected. The document also discusses the various reasons for shopping online.

Research Gap

Many researches have undertaken in the area of usage and awareness of customers in E-Commerce. It is found that studies have been done with different age group and gender. There is hardly any study on awareness and usage of E-commerce in University college, Trivandrum and that too specifically among college students. Purpose of using internet among college students of Trivandrum also requires some research. This study is an attempt to fill the above identified gaps.

Objective

1. To study the purpose of usage of internet among college students.
2. To study the awareness of E-commerce among college students.
3. To study the factors influencing the usage of E-commerce among college students.
4. To find out the opinion of the respondents regarding the various problems of Ecommerce

Sample size of study

As study is an attempt to know the awareness and usage of e-commerce among college going students of Trivandrum Taluk only, sample size finalized for the study is 177 respondents.

Scope of the study

Government has implemented many schemes to promote digital platform. This study is an attempt to know the awareness and usage of E-commerce among college going students. Sample is restricted to only one college.

Limitations of study

1. Sample of study is restricted to one college and 177 respondents only.
2. Study is restricted to college students only.
3. Every statistical technique has its own limitations

Analysis and Interpretation

1. **Purpose of usage of Internet**
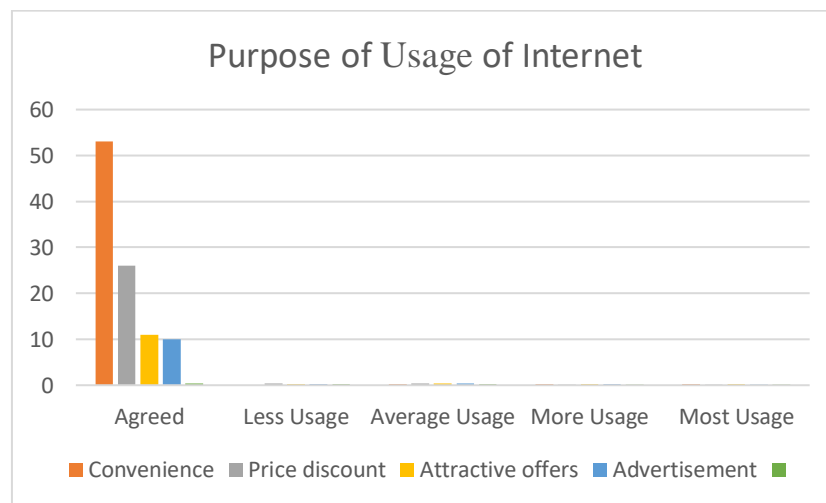
The study reveals that around 15% of the respondents are using internet for the purpose of e-commerce. Maximum respondents i.e. around 66% are not using internet for the Gaming purpose. Around 44% of the respondents are using internet for information search. Approximately 39% respondents are maximum using internet for social media.

2. **Awareness on E-commerce**
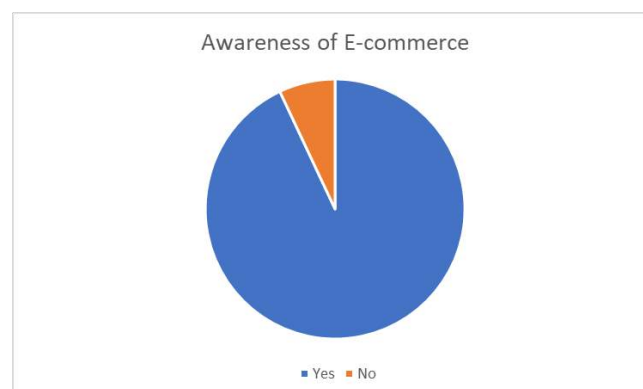
The study reveals that about 93% of the students are aware of E-commerce whereas 7% are still not sure about the concept.

3. Factors influencing usage of E-commerce
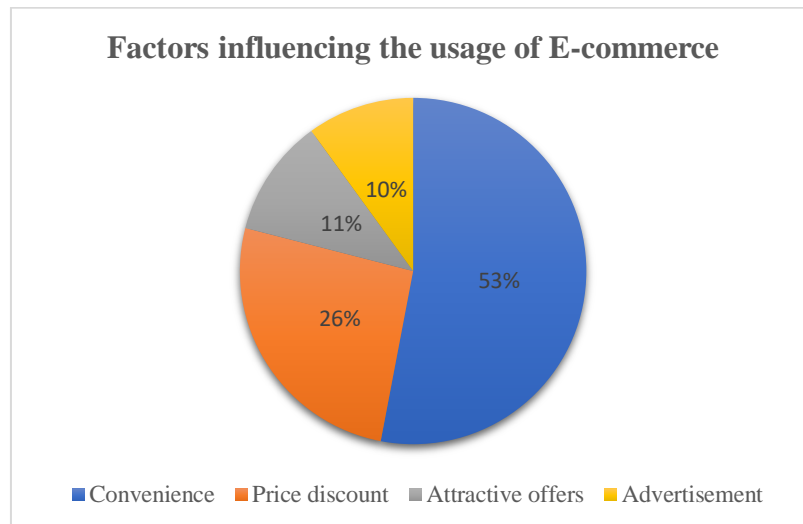
The study reveals that majority of the students (53%) are using e-commerce sites for convenience. And about 26% are using due to price discounts.

4. Difficulty in using E-commerce websites
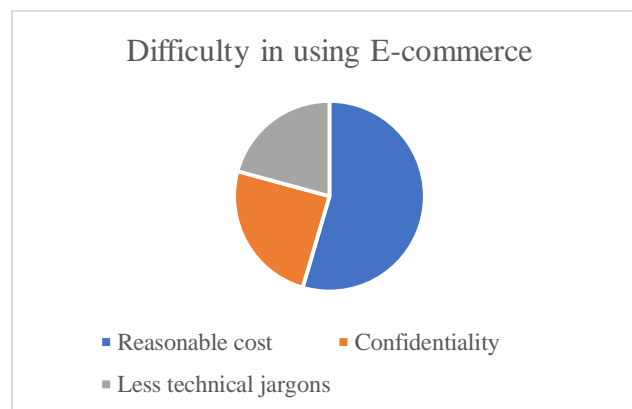
Based on the data analysis, majority of the college students face difficulty with regard to pricing of the products and services in e-commerce platform. And the second major problem facing is the confidentiality of the consumer details in e-commerce website.

5. **Future expectation of respondents**
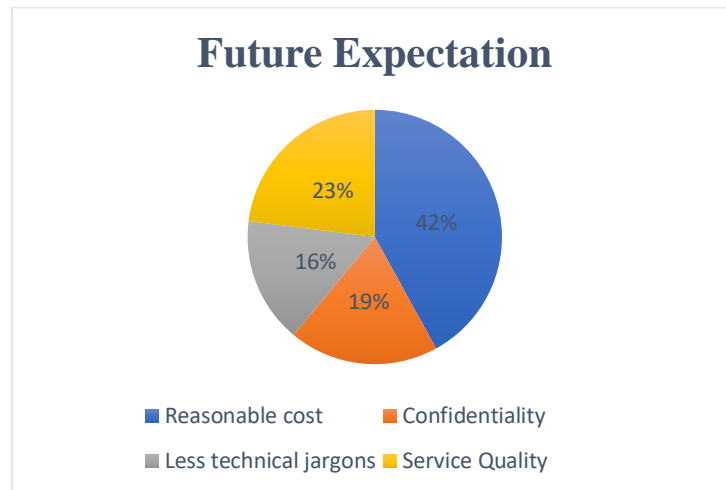
The study reveals that 42% of the respondents prefer reasonable cost for the products and services in e-commerce platform. About 23% of the college students prefer quality services to be delivered in e-commerce platform. And about 19% expect confidentiality of the data in e-commerce websites.

Suggestions

1. E-commerce platforms ensure the quality of the products and services
2. Proper awareness about e-commerce and various platforms available should be provided to college students.
3. College authorities can conduct awareness campaign and seminar on e-commerce growth
4. E-commerce websites should be designed in such a way that it should avoid technical jargons and security problems.
5. Quality customer service should be the basic motto of all e-commerce websites.

Conclusion

The study reveals that most of the students use internet for social media. Gaming and E-Commerce activities are least in the list. From the data collected, it is identified that Convenience, price discount and attractive offers are the main factors influencing the college students to use e-commerce websites. E-commerce or Electronic Commerce is related to the purchase and sales of products, services and information via internet. E-commerce is a modern business methodology which fulfils the needs of every individuals as well as organisations. The history of e-commerce began with the beginning of internet. E-commerce helps in reducing the cost with improving the

quality of goods and services and increase in the speed of delivery of goods and services. E-commerce helps in decision making to companies as well as individuals.

Reference

1. https://en.wikipedia.org

2. Arpana, D. (2020). A STUDY ON CHANGING BUYING HABITS OF THE CUSTOMERS USING E-COMMERCE PLATFORM WITH REFERENCE TO FLIPKART. Studies in Indian Place Names, 40(40), 2172-2176.

3. Kumar, P. (2013). A Study on Customer Perceptions towards Online Promotions. IRC'S international journal of multidisciplinary research in social & management sciences, 1 (3), 116-124.

4. Khitoliya, P. (2014). Customers Attitude and Perception Towards Online Shopping. Indian journal of research, 3 (6), 18-21.
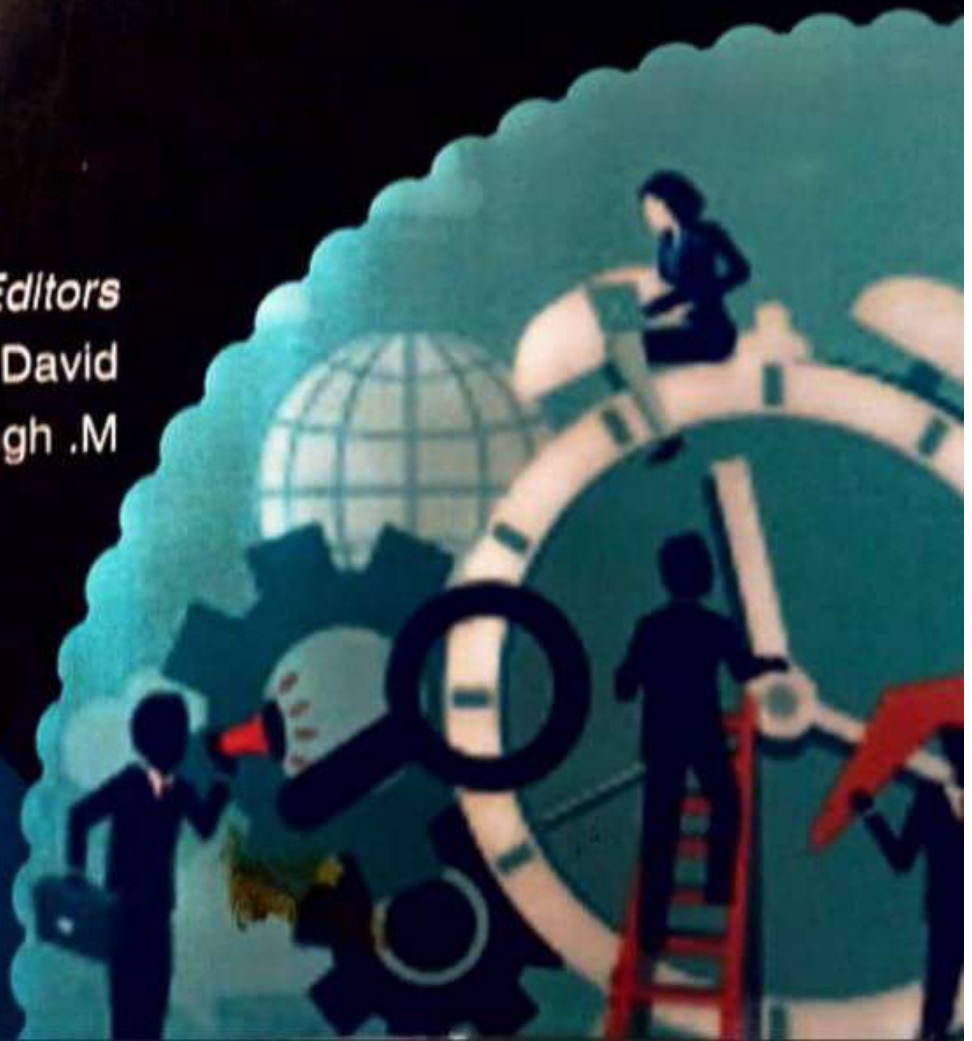
BUSINESS POLICY AND STRATEGIC MANAGEMENT FOR INDIA @2030

Editors

Dr. S. David

Dr. Dural Singh .M

Declaration

I hereby declare that the details and information given above are complete and true to the best of my knowledge and belief.

Dr. V.Y. DASAPPAN M.A., M.Phi.,Ph.D
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