



February 2025

Dr RESHMI R

Professor, Research Department of Commerce and Management Studies,

Farook College (Autonomous)

Kozhikode, Kerala

Joining Date: 05.06.2008

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1. Education

P.hD. in Commerce, Department of Commerce and Management Studies, University of Calicut, 2019

M.Phil. Commerce, Bharathiyar University, 2007

PGDMM, Madurai Kamaraj University 2006

B Ed, AWH College, University of Calicut

M.Com., Department of Commerce and Management Studies, University of Calicut, 2000

2. Research Interest

Finance, Sustainability and Human resource management

3. Teaching Interest

Research Methodology, Human Resource Management, Organizational Behaviour, Cost and Management Accounting, Financial Accounting, Business Management, Business Numerical Skills, Project Management, and Management Accounting.

4. Professional Experience

Teaching Experience

1. Joined as Assistant Professor, Research Department of Commerce and Management Studies, Farook College (Autonomous) on 5th June 2008 (14 years teaching experience)

Industry Experience

1. Spent nine months as a program producer at Radio Mango 91.9 in Calicut.
- 2.

5. Software Proficiency

SPSS,

6. Research Publications

Books

Edited Books

1. ROOTING FOR GREEN HOMES: A KERALA PERSEPCTIVE, Publisher: LAP LAMBERT Academic Publishing, ISBN 978-620-0-30219-9. Copyright @ 2019 International Book Market Service Ltd., member of OmniScriptum Publishing Group
2. RUSA Sponsored Proceedings of International Conference on AI-Driven Strategic Decision Making (ICASDM -23) , ISBN 978-620-0-32019-9, Publication Division , Farook College, Kozhikode

Articles in refereed/indexed/listed Journals

1. A Comparative Study of Awareness about Self-Appraisal and Its Impact on Continuous Professional Development (CPD) Among College Teachers Affiliated to the University of Calicut and Karnatak University, International Journal of Innovative Research & Growth (IJIRG), Volume: 14, Issue: 4, October 2025.
2. Mapping Trend in Corporate Dividend Policy: Review and Bibliometric Analysis Springer Proceedings in Business and Economics Financial Markets and Corporate Finance <https://doi.org/10.1007/978-981-97-6242-2>, 167-185, ISSN 2198-7246, ISSN 2198-7254 (electronic), Impact factor , 0.25-0.5, Scopus indexed
3. Influence of E-Retailing on Purchase Intention of the Consumers With Special Reference to Selected Cities in Kerala. Dec. 2023, Journal of Foundational Research, Volume XXXI, No. 2(B), ISSN: 2395-5635, Peer reviewed and UGC CARE Indexed

4. Bibliometric Mapping of Publication Trend in the Development of Green Buildings, Green Home and Green Technology, July-Dec 2023, Journal of Foundational Research, Volume XXXI, No.2 (E) (1-10), ISSN: 2395-5635, Peer reviewed and UGC Indexed
5. Heuristic-Driven Biases in Investment Decision Making: A Study using Structural Equation Modelling. 2023, European Economic Letters, Vol. 13, Issue 4 (1186-1197), ISSN 2323-5233, Impact factor 2, ABDC indexed
6. Mapping Research Trends of Publication on Service Quality: A Bibliometric Analysis in Health Care Sector, March 2023 International Peer Reviews Bi-Annual Research Journal, Vol. 10, Issue -2 ISSN: 2321-5968. Peer reviewed and UGC Indexed
7. Digital Literacy in India: Identifying Foundations, Themes and Publication Trends from Bibliometric analysis, Dec 2022 Journal of Management and Entrepreneurship 16, 4(1)(52-61), ISSN 2229-5348 UGC Care Group 1, Peer reviewed
8. Investigating the Impact of Talent Management on Employee Retention Through Effective Recruitment Strategy in IT Sector, Kerala, Oct 2024 International Conference Proceedings On Multidisciplinary Research on Integrating Knowledge For Sustainable Future in Global Outlook ISBN 978-81-980794-9-7 Peer reviewed
9. Indian Stock Market: A Bibliometric Analysis, Oct 2022, IEMS-Journal of Management Research, Special Issue (9-20), ISSN: 2249-569X, Peer reviewed bi-annual journal
10. Challenges in Green Campus Initiative Among College Teachers: A Study of UGC Recognised Educational Institutions , Kala Sarovar (UGC Care Group -1 Journal), Volume-24, No. 02, April-June 2021, ISSN : 0975-4520
11. A Bibliometric Analysis of Gauging Corporate Sustainability through the Triple Bottom Line , International Journal of Early Childhood Special Education, Volume 14, No. 5 (2022) , DOI : 10.9756/INTJECSE/V14I5232, Indexed in Web of Science
12. Private Healthcare Service Quality and Patients Revisit Intention During COVID-19: An Empirical Analysis in The IUP Journal of Marketing Management, IUP Publishers, ISSN 0972-6845.
13. Challenges in Green Campus Initiative Among College Teachers: A Study of UGC Recognised Educational Institutions , Kala Sarovar (UGC Care Group -1 Journal), Volume-24, No. 02, April-June 2021, ISSN : 0975-4520
14. 'Effect of Stress on Academic Success among Higher Secondary Students in Calicut District' in Indian Journal of Research, Volume 9, Number 1, January-June 2019, ISSN 2231-6655 Impact Factor: 3.50
15. "Waste Management Practices Adopted by the Green Home Owners: A Comparative Study" in IMPACT: International Journal of Research in Business Management (IMPACT:IJRB) , Volume 5, Issue 7, July 2017, ISSN(E) 2321-886X
16. "Online Buying Attitude of Working Women Towards Apparels & Cosmetics: A Comparative Study of Kozhikode and Hubli-Dharwad City," Journal of Management Outlook, ISSN 2231-1769, Volume 7, Impact Factor: 4.270, Number 1, January-June 2017.
17. "Awareness and Preference Towards Green Home Concept Among Gen Y," authored by Reshmi R and Dr. B. Johnson in "International Journal of Business and General Management (IJBGM); ISSN (Print) 2319-2267; ISSN (online): 2319-2275: Vol. 6, Issue-2, Mar-2017; Impact Factor (JCC)-2016: 4.1263; NAAS Rating : 3.51
18. A Study On The Buying Behaviour Of Green Products, Reshmi.R & Dr. B. Johnson, International Journal Of Research In Commerce And Management , Volume No. 5 (2014), Issue No. 12, December, ISSN: 0976-2183

19. Marketing strategies of Kudumbashree micro enterprises in Calicut, SNES Global Journal of Management Studies and Research, ISSN 2278-6716
20. "Quality Improvement of Green Building Rating System in India," authored by Reshmi R in Bonfring International Journal of Industrial Engineering and Management Science, ISSN 2250-1096, Volume 6, Special Issue, December 2016

Popular Articles

1. A BIBLIOMETRIC ANALYSIS OF GAUGING CORPORATE SUSTAINABILITY THROUGH THE TRIPLE BOTTOM LINE in International Journal of Early Childhood Special Education (INT-JECSE) DOI:10.9756/INTJECSE/V14I5.232 ISSN: 1308-5581 Vol 14, Issue 05 2022

7. Papers Presented in Seminars/Conferences

International

1. A Bibliometric and Scientometric Analysis of Corporate Sustainability and Corporate Responsibility in the Manufacturing Sector, in the Two-Day International Conference on Innovations in Finance (ICIF 2023) organized by the Department of Commerce and Management Studies , University of Calicut, on the 15th and 16th of March 2023.
2. The Era of Transition from Traditional to Digital: An Outlook on Financial Services in the Two-Day International Conference on Innovations in Finance (ICIF 2023) organized by the Department of Commerce and Management Studies , University of Calicut, on the 15th and 16th of March, 2023.
3. Transforming Innovation for Sustainability: A Conceptual Analysis of Ecological Approaches to Textile Dyeing in the International Conference on Reimagining Marketing with Technology (ICRMT 2023) jointly organized by IIM Jammu and Deakin University, Australia, on the 10th and 11th of February, 2023.
2. Online International Conference 'MAPPING RESEARCH TRENDS OF PUBLICATIONS ON SERVICE QUALITY : A BIBLIOMETRIC ANALYSIS IN HEALTH CARE SECTOR ' TWO-DAY INTERNATIONAL CONFERENCE ON 'NEW HORIZONS IN COMMERCE, FINANCE, AND ECONOMICS From 16/02/2023 to 17/02/2023, organised by SHRI RAM COLLEGE OF COMMERCE, UNIVERSITY OF DELHI, NEW DELHI
3. 'Customer Preference Towards a Human-Friendly Smart Mobile Supermarket " in the International Conference on Commerce, Management, & Interdisciplinary Subjects (ICCMIS) organized by the Department of Commerce and International Business, School of Business Studies, Central University of Kerala, held on 28-29 October 2021.
4. "Motivational Factors of Farm Tourists in Kerala: An Empirical Analysis of Push and Pull Factors" in the International Conference on Commerce, Management, &

Interdisciplinary Subjects (ICCMIS), organized by the Department of Commerce and International Business, School of Business Studies, Central University of Kerala, held on 28-29 October 2021.

5. “Gender in Sustainable Entrepreneurship and Social Business: The Mediating Role of Empowerment” in the Second International Conference on Gender Equality (ICGE-II) 2020 at the Gender Park Campus, Kozhikode, Kerala, on 11-13 February, 2021
6. “Intellectual Property Rights (IPR)’ organized by the Albertian Centre for Human Resource Development and Research, St. Albert’s College (autonomous) on 15th May 2020.
7. Use of Green Technology in the Construction of Homes in Kerala in the Three-Day International Conference on ‘Business Analytics’ organized by the Department of Commerce and Management Studies, University of Calicut, in association with the Institute of Analytics, London, and ISDC on 19th, 20th, and 21st February 2019.
8. The effect of stress on academic success among higher secondary students in the Calicut district was presented at the International Conference of Advancements and Challenges in Social Sciences & Business Management—Interdisciplinary Research and Practice, organized by the Research Development Association on February 24th and 25th, 2017.
9. Online Buying Attitude of Working Women Towards Apparels & Cosmetics—A Comparative Study of Kozhikode and Hubli—Dharwad City—7th and 8th November, 2016, International Conference on Sustainable Growth, Innovation and Revolution in the New Millennium, organized by Research Development Association & Research Development Research Foundation, Jaipur

National

1. A Comparative Study of Awareness about Self-Appraisal and Its Impact on Continuous Professional Development (CPD) Among College Teachers Affiliated to the University of Calicut and Karnatak University, 4th Global Conference on Emerging Trends in Research & Development on 19th and 20th July 2025, Mohanlal Sukhadia University, Udaipur
2. Sustainability Measurement by Indices: An overview of a Comparative Study of the Environmental Sustainability Index” in the National Conference on “Recent Trends in Economy, Business and Management” as a delegate on 21st and 22nd June 2022, Kousali Institute of Management Studies, Karnatak University, Dharwad
3. A bibliometric analysis and research trend on sustainable digitalization in the manufacturing industry in the Two-Day National Leel Conference on Digital India: Progress, New Initiatives, and Challenges held at the Department of Studies in Commerce, Mangalore University, Mangalapangothri, Karnataka, on 24th and 25th June 2022.
4. An overview of digital literacy in India: a bibliometric analysis in the two-day National Leel Conference on Digital India: Progress, New Initiatives, and Challenges held at the Department of Studies in Commerce, Mangalore University, Mangalapangothri, Karnataka, on 24th and 25th June 2022.
5. “Virtual Tour Platforms Act As A Support System To The Tourism Industry During COVID-19: An Overview” at National Conference on Academic Writing in Social Science Research,

Organized by the Research Cell, IQAC, and PTA of St. Stephen's College, Uzhavoor, in association with Mahatma Gandhi University, Kottayam, on 11.03.2022.

6. Farm Tourism in Kerala—An Empirical Analysis of Service Quality, in the ICSSR-sponsored multidisciplinary International Conference on Emerging New World Order in Post-pandemic Scenario, 18-19 February 2022, virtually at St. Xavier's College, Jaipur, affiliated with the University of Rajasthan.
7. UGC sponsored Lecture Series under the PARAMARSH scheme for college teachers organized by IQAC, Farook College, on the 22nd, 30th, and 11th of November 2020.
8. Customer Preference Towards Human-Friendly Smart Mobile Supermarket in the International Conference on Commerce, Management, and Interdisciplinary Subjects (ICCMIS) organized by the Department of Commerce and International Business, School of Business Studies, Central University of Kerala, held on 28-29 October 2021.
9. "Rating System of Greenhomes in Kerala" in the Two-Day Seminar on Social Innovations and Sustainable Business Models in the Era of Climate Change : Perspectives, Practices, and Challenges, organized by the Postgraduate Department of Commerce and sponsored by the Directorate of Collegiate Education, Govt. of Kerala, held on 26th and 27th November 2019.
10. 'A Study on the Impact of Social Networking Sites (SNS) on the Academic Performance of College Students' at the AVANT_GARDE 2019 Multidisciplinary International Conference held on 18th May 2019
11. "Know More or No More" in the National Seminar on "The Emerging Trends in Knowledge Management" organized by the PG Department of Commerce, Govt College, Madappally on October 31, 2013.
12. 'Online Marketing' in National Seminar on "Redefining Marketing in the Digital Era of Globalization," Department of Commerce & Management, Providence Women's College , Calicut, on 3rd & 4th of September, 2015
13. Do's and Don'ts of Online Shopping' in National Seminar on e-Finance: The Emerging trends, Issues and Prospects' organized by PG Department of Commerce, Kodenchery.
14. FDI on the Education Sector in the UGC-sponsored National Seminar entitled 'FDI and Indian Economy: A Multi-Perspective Evaluation' organized by the Postgraduate Department of Commerce, Sree Narayana Guru College, Chelannur, on the 23rd and 24th of October, 2014.
15. Pradhan Mandri Jan Dhan Yojana in the two-day National Seminar on "Quality Services in Banking" organized by the PG Department of Commerce, Government College, Madappally, on 25th and 26th November 2014
16. Quality Improvement of Green Building Rating System in India in the National Conference on "Sustainable Development in the Corporate Sector: Perspectives, Problems, and Prognosis," organized by the Department of Commerce, Karpagam University, Coimbatore, on 23rd September 2016.

8. Recourse Persons served

Faculty Development Programme

1. Served as a Resource Person for Online Course for In-Service Faculty—ARPIT—2019-20 (hosted on the SWAYAM platform) organized by UGC—Human Resource Development Centre, University of Kerala, Kariavattom, Thiruvananthapuram as National Resource Centre (NRC) in Commerce, Sponsored by Ministry of Human Resource Development (MHRD)

Invited Talks

1. A talk on the topic “Redefining Human Talents” organised by the Department of Commerce, Malabar Christian College, Calicut on 07.-7.2020
2. A talk on “Go Green for an Evergreen Tomorrow” organised by the Department of Commerce, Sree Vidyapeetam College, Valayanchirangara on 5th June 2021
3. A talk on “Leadership” organized by the Department of Commerce, Dayapuram College, Calicut, on 1st August 2022.
4. A talk on “Doing More: Better With Less” organized by the Department of Commerce, JDT Islam College of Arts and Science, on 7th February 2023.
5. A talk on Tea Bag Theory on Leadership at the inauguration function of Commerce Association, organised by the Department of Commerce, Govt Nadapuram College, on 27th February, 2023

9. Conferences/Seminars/Workshops attended

Conferences

1. Participated in the Moodle Learning Management system training organized at Bannari Amman Institute of Technology in January 2020, offered by the Spoken Tutorial Project, IIT Bombay
2. Participated in the National webinar on “Rethinking Evaluation” organized by the Albertian Centre for Human Resource Development and Research, St Albert’s College (Autonomous) on 29th April 2020
3. International Webinar on ‘Intellectual Property Rights (IPR)’ organized by the Albertian Centre for Human Resource Development and Research, St Albert’s College (Autonomous) on 15th May, 2020
4. One-week National Level Online Faculty Development Program on Innovation to Academicians conducted by New Generation Innovation and Entrepreneurship Development Centre Ramachandra College of Engineering, NSTEDB and Department of Science and Technology, Government of India, New Delhi from 11.05.2020 to 16.05.2020
5. Participated in The Online Refresher Course in ENTREPRENEURSHIP DEVELOPMENT PROGRAM/COMMERCE & BUSINESS MANAGEMENT organized by Osmania University from 3.8.2020 to 18.8.2020 and obtained “A” grade.
6. Short-Term Faculty Development Programme on “PEDAGOGICAL AND E-LEARNING TOOLS FOR TEACHING” Organized by Sanatana Dharma College,

Alappuzha in collaboration with the Kerala State Higher Education Council from 4th to 10th August 2020.

7. National Webinar on Action Research for Teachers organized by the Albertian Centre for Human Resource Development and Research, St Albert's College (Autonomous) on 20th April 2020
8. Nation Webinar on "Social Intelligence in Classrooms" by Dr. Paul Susheel, International Teacher Trainer, on 13.05.2020, organised by Sri Sarada Niketan College of Science for Women
9. National Conference on Financial Innovations in India in the Digitalised Era organized by the Department of Commerce and Management Studies, School of Business Studies, University of Calicut on 13th, 14th and 15th March, 2018
2. International Conference on "Corporate Governance And Emerging Trends," organized by the Department of Commerce and Management Studies, School of Business Studies, University of Calicut in Association with ISDC, London, on 7th and 8th June, 2017
3. International Conference on Advancements and Challenges in Social Sciences and Business Management—Interdisciplinary Research and Practice organized by Research Development Association, Rajasthan Chamber of Commerce & Industry, and Jaipur Management Association (AIMA) on 24th and 25th February, 2017
4. Two-day 13th International Conference organized by Research Development Association and Research Development Research Foundation on November 7th and 8th, 2016

Seminars

1. National Webinar on Action Research for Teachers organized by the Albertian Centre for Human Resource Development and Research, St Albert's College (Autonomous) on 20th April 2020
2. National Webinar on "Social Intelligence in Classrooms" by Dr. Paul Susheel, International Teacher Trainer, on 13.05.2020, organised by Sri Sarada Niketan College of Science for Women.
3. National Seminar on "Free Trade Agreements and Farm Distress," organised by the Research Department of Commerce and Management Studies, Farook College, Kozhikode, on 16th and 17th January 2020.
4. Two-day National Seminar on "Consumer Protection and Empowerment in India" organized by Department of Commerce and Management Studies, University of Calicut, on 6th and 7th October, 2016
5. A seminar on Autonomy organized by the Centre for Education Beyond Curriculum, Christ University, Bangalore, was held on 12th, 13th and 14th of March, 2014
6. National Seminar "e-Finance: The Emerging Trends, Issues and Prospects" organized by PG Department of Commerce, Government College, Kodancherry on 31st October, 2013
7. National Seminar on Strategies for Sustaining Quality in Higher Education on 24th July, 2013, organized by the Internal Quality Assurance Cell, Providence Women's College, Calicut

Workshops

1. National Workshop on 'Social Science Research: A Scientific Dimension' organized by the Department of Commerce and Management Studies, University of Calicut, on 2nd and 3rd March 2023.
2. A national-level workshop on "Multivariate Data Analysis" was organised by the Research Department of Commerce and Management Studies, Farook College (Autonomous), Kozhikode, from 17th to 20th January 2022.
3. Three-day Workshop on Research Supervision: Process and Ethics," conducted by the Directorate of Research, University of Calicut, from 3rd to 5th March 2022.
4. Participated in the Moodle Learning Management system training organized at Bannari Amman Institute of Technology in January 2020, offered by the Spoken Tutorial Project, IIT Bombay
5. UGC-sponsored workshop (a part of the CPE Project) on "R Studio for Interdisciplinary Statistical Analysis" organized by the Postgraduate & Research Department of Statistics', Farook College (Autonomous), Kozhikode, on 12th March, 2019.
6. National Workshop on "How to Carry Out Scientific Research in Social Sciences," organized by the Research Forum, University of Calicut, on 1st and 2nd November, 2017.
7. National Workshop on Data Analysis on Social Science Research on 22nd, 23rd, and 24th November, 2017.
8. Research Enrichment Workshop Series-I on 'Planning & Writing on Research paper' organized by the Department of Commerce & Management Studies, School of Business Studies, University of Calicut on 25th and 26th March, 2017
9. Three-day workshop on Research Methodology on SPSS for Research Scholars organized by Department of Commerce & Centre of Research , PSMO College, Tirurangadi, on 17th, 18th and 19th of November, 2016
10. National Workshop on Data Analysis For Social Sciences Research, organized by the Postgraduate Department of Commerce & Management Studies, Farook College, Kozhikode, on the 7th, 8th and 9th of December, 2016

Others

1. Participated in Mind Mingles's Sharing & Learning, An interactive sessions and visits to innovative schools of Japan (indo-Japan, 13-18 July 2022)
2. Worked as an Editor of RUSA-sponsored proceedings of International Conference of AI-Driven Strategic Decision Making (ICASDM-23).

10. Research Guidance

Ph.D.

1. At present, guiding 7 phd scholars

11. Research Projects

Minor Projects

1. Undertook a Research research project for the project entitled “Role of Kudumbashree Micro Enterprises in Alleviation of Poverty with Special Reference to their Marketing Strategies (2009-12)
2. Completed research project titled “Sustainability Initiatives of Higher Education Institutions: A Case Study of Mangalore University,” sponsored by Farook College (Autonomous), Kozhikode.

12. Career Advancement

Orientation/Induction Programme

1. Short-Term Faculty Development Programme on “PEDAGOGICAL AND E-LEARNING TOOLS FOR TEACHING” Organized by Sanatana Dharma College, Alappuzha, in collaboration with The Kerala State Higher Education Council from 4th to 10th August 2020
2. One-week National Level Online Faculty Development Program on Innovation to Academicians from 11.05.20 to 16.05.2020 , organised by the New Gen IEDC-RCE, Eluru, National Science & Technology Entrepreneurship Development Board (NSTEDB)

Refresher

1. Participated in UGC-sponsored Sponsored Orientation Programme organized by Himachal Pradesh Staff College, Himachal Pradesh University, from 1/04/2009 to 28/04/2009 and obtained ‘A’ Grade
2. Participated in the UGC Refresher Course organized by UGC, Academic Staff College, University of Calicut from 06/06/2012 to 05/07/2012 and obtained an ‘A’ grade.
3. Participated in the UGC-sponsored Special Summer School organized by the HRDC, University of Calicut, from May 20 to June 9, 2016, and obtained an ‘A’ Grade.
4. Participated in The Online Refresher Course in ENTREPRENEURSHIP DEVELOPMENT PROGRAM/COMMERCE & BUSINESS MANAGEMENT organized by Osmania University from 3.8.2020 to 18.8.2020 and obtained “A ” Grade

Short-term Course

1. 12 weeks course on Principles in Management , SWAYAM, IIT Kharagpur, Sept-Dec 2020

13. Conferences, seminars, Organized

1. Served as the convenor of the two-day “International Conference on Innovations in Finance (ICIF 2023)” organized by the Department of Commerce and Management Studies, University of Calicut, on 15th and 16th March 2023.
2. Served as the Convenor of the Two-Day “International Conference of AI-Driven Strategic Decision Making (ICASDM-23)” at Farook College (Autonomous) on 13th and 14th December 2023

14. Administrative Responsibilities (Govt, Quasi Govt, Universities)

1. Member, Board of Studies, Commerce, Sree Narayana Guru Open University
2. Question Paper Setter, Kerala University

15. Extension Activities (Administration/Cocurricular)

1. Member, NAAC Committee, Farook College
2. Member, Paramarsh
3. Member, Discipline Committee
4. Director, Fine Arts
5. Joint Convenor, Anti-Ragging Committee
6. Placement Officer
7. Mentor for selected students of the UG and PG programs
8. Advisor of 5th Semester B.Com. Students
9. Executive Member, Women's Cell

16. Membership in Professional Bodies

1. Lifetime member, Calicut Management Association

16. Awards/Prizes Conferred

1. Received Best Research Faculty in 2023 at the Research Fest 2025, jointly organised by the Research Promotion Council and Internal Quality Assurance Cell, Farook College (Autonomous) on 07/02/2025
1. Received Best Paper Award for the paper “Online buying attitude of working towards apparels and cosmetics—A Comparative Study of Kozhikode & Hubli-Dharwad City” in

the International Conference of Sustainable Growth, Innovation & Revolution in the New Millennium organised by the Research Development Association & Research Development Research Foundation, Jaipur, in collaboration with the Rajasthan Chamber of Commerce & Industry, Jaipur.

17. E-Learning materials produced

1. For Online Course for In-Faculty—ARPIT—2019-20 (hosted SWAYAM platform) organized by UGC—Human Resource Development Centre, University of Kerala, Kariavattom, Thiruvananthapuram as National Resource Centre (NRC) in Commerce, Sponsored by Ministry of Human Resource Development (MHRD)

18. Collaboration with Institution/Industry

1. .
2. .

19. Author profiles and identifiers

1. Linked in: <https://www.linkedin.com/in/rashmi-menon-351a6637/>
2. Google Scholar: <https://scholar.google.com/schhp?hl=en>

20. Miscellaneous

In addition to teaching, I am a painter of Indian folk art styles like Worli, Gond, Madhubani, Pichwai, and murals. Between April and May 2022, I held three painting exhibitions in Calicut.

I used Indian folk art styles like Madhubani, Gond, Warli, and Pichwai in my paintings.