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Dr. Hena Mohamed Moosa

PhD. (Cooperation & Banking), MSc.Banking & MBA.Finance

To be part of a team of dedicated facilitators in the process of enabling an amazing group of promising youth to realize their potential and evolve into capable leaders, prudent decision makers and visionary agents of change.

ACADEMIC EXPERIENCE:

Three years of teaching experience (Graduate and Post-graduate level) in India.

- **Assistant Professor (Senior)** in Stgits Institute of Management, Kottayam, Kerala, India from 02.11.2020 to till date.
- **Assistant Professor (Contract)** in College of Cooperation, Banking and Management, Kerala Agricultural University, India from Aug, 2015 to Sept, 2016 and from May, 2019 to 2020).

Eight years of teaching experience (graduate and postgraduate level) in UAE.

- **Lecturer** in **Emirates Institute of Banking and Financial Studies, Abu Dhabi** (2014 to 2015),
- **Lecturer of Management** at Capital Educational Institute, Abu Dhabi, UAE (2008 to 2013).

ACADEMIC QUALIFICATION:

PhD (Cooperation & Banking) (Three-year regular research degree)	: College of Cooperation, Banking & Management, Kerala Agri. University [2020]
M.Sc. (Cooperation & Banking) (Two-year regular research degree)	: College of Cooperation, Banking & Management, Kerala Agri. University [2004]
B.Sc. (Cooperation & Banking) (Four-year degree: Management, Banking and Economics)	: College of Cooperation, Banking & Management, Kerala Agri. University [2000]

Qualified UGC's National Eligibility Test (NET June 2012) in Management for Lectureship in Indian Universities.

Received Junior Research Fellowship (JRF) and Senior Research Fellowship (SRF) from Kerala Agricultural University for Post-graduation and PhD.

ADDITIONAL QUALIFICATION:

- **MBA (Finance)** IGNOU, New Delhi, India [2010]
- **Diploma in Management** (Certificate course from IGNOU (2002),
- **Computer knowledge and proficiency** in packages like MS Office, SPSS, E-Learning Software, Moodle & Linways)

ROLES AND RESPONSIBILITIES (ACADEMIC)

- Teaching Courses in **Finance and Marketing** in Stgits Institute of Management, Kottayam, Kerala, India,
- Administrative responsibilities at Stgits Institute of Management includes: Member, Exam Coordination and Valuation Cell, Coordinator of Finance/Marketing Association, Member, Disciplinary Action Committee and Mentor of 17 MBA students.
- Taught courses for **MBA in College of Cooperation, Banking and Management**, Kerala Agricultural University, Thrissur,
 1. Commodity Derivatives
 2. Supply Chain Management in Agribusiness
 3. Financial Markets
- Taught courses for (BSc.Banking and Finance and Diploma in Banking) in **Emirates Institute of Banking and Financial Studies, Abu Dhabi, UAE**,
 1. Marketing Financial Services
 2. Business Practices in UAE
 3. Financial Markets
 4. Banking Theory and Practices -II
- Taken courses for **BSc (Cooperation & Banking) in College of Cooperation, Banking and Management**, Kerala Agricultural University, Thrissur,
 1. Principles of Accounting
 2. Entrepreneurship Development
 3. Financial Accounting (I and II)
 4. Rural Marketing
 5. Value chain analysis

Other Assignments at CCBM, KAU
Participated and involved in the Syllabus Revision Process of courses in the (included the lesson plan preparation and practical manual) during the year 2015-2016.

Taken charge of Official Correspondent duty in College of Co-operation, Banking and Management, Kerala Agricultural University during 2019.
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Academic Council Member for Research Students (2017 to 2019), Kerala Agricultural University, Kerala.

- Taught courses for BBA, BCom & MBA in Capital Educational Institute, Abu Dhabi, UAE
 1. Management Accounting
 2. Strategic Management
 3. Principles of Accounting
 4. Banking Theory and Practices -I
 5. Organizational Behavior

RESEARCH WORKS (GUIDED)

- Currently, guiding 7 students for MBA major project at Saintgits Institute of Management.
- Supervised research projects undertaken by BSc (Cooperation and Banking) and MBA students and supervised internships for minor projects of MBA students, in CCBM, KAU.
- Assigned and evaluated assignments and seminar reports of BSc (Cooperation & Banking) and MBA Courses.
- Resource person for Case study Method and Brainstorming of Management Lab, College of Cooperation Banking & Management, India.

RESEARCH AREA

- Value Chain Analysis of black pepper in Kerala
- Financial Performance of **Union National Bank PJSC (Ratio Analysis), Abu Dhabi, UAE.**
- SWOT Analysis of Agro chemical distribution system in Thrissur District.
- Analysis of Overdues in Pazhayakunnumel Service Cooperative Bank Ltd, Tvm Dist.

INDUSTRIAL EXPERIENCE (UAE)

Nov 2013 - 2014 Operations and Compliance, Retail Banking, **National Bank of Fujairah, Abu Dhabi, UAE.**

2005–2008 Operations and Compliance, Retail Banking, **Union National Bank, Abu Dhabi, UAE.**

2003-2005 Accounts Assistant in **Al Ansari Exchange Co. Abu Dhabi, UAE.**

PUBLICATIONS

- Hena, M., & Ushadevi, K.N. (2020). Value chain governance: Formal and informal rules within black pepper value chain in India. *SELP Journal of Social Science*, XI (43), 36-42.

- Hena, M (2019). Theorizing agriculture value chains: integrating small holder producers to overcome hurdles. *International Conference on Advances in Business and Law (ICABL)*, 2(1), 159-164. <https://doi.org/10.30585/icabml-cp.v2i1.271>
- Hena, M. (2017). Farmer-Agribusiness linkage in Kerala, India: A case study of Elements Homestead Products Pvt. Ltd. *International Journal of Research in Humanities, Arts and Literature*, 5(11), 102-105.
- Hena, M. (2017). Factors determining the adoption of polyhouse farming in Thrissur District. *International Journal of Social Science*, 6(4), 78-85.
- Hena, M., & Chandran, V. (2017). Institutional support to polyhouse farmers in Thrissur district. *SELP Journal of Social Science*, VIII (34), 9-15.
- Hena, M., & Athira, T.P. (2016). Role of Fair Trade Alliance Kerala in quality assurance of selected organic products. *Southern Economist*, 55(14), 25-29.
- Hena, M. (2016). Export marketing of pepper: Opportunities and Constraints. *Asia Pacific Journal of Research*, 1(XXXVIII), 21-26.
- Hena, M. (2016). Consumer's perception towards Suguna daily fresh retail outlets. *International Journal of Applied Research*, 2(3), 78-83.
- Hena, M. (2015). Agripreneurs: Loom for agriculture development in India. *Intercontinental Journal of Marketing Management*, 2(4), 35-41.
- Hena, M. (2015). Green Marketing: An assessment on awareness in Thrissur Corporation. *International Journal of Engineering and Management Research*, 5(6), 93-98.
- Hena, M. (2015). Rural Tourism: Marketing mix, challenges and benefits in India. *International Journal of Multidisciplinary Research and Development*, 2(12), 18-24.

NATIONAL/ INTERNATIONAL CONFERENCES/ SEMINARS

International Conferences

- Hena, M & Ushadevi, K.N. (2018), Theorizing agriculture value chains: Integrating small holder producers to overcome hurdles, 2nd International Conference on Advances in Business, Management and Law (ICABML 2018), **Dubai Business School, University of Dubai, UAE**, 24th -25th November, 2018.
- Hena, M.(2015), Consumer awareness towards green marketing, 1st UGC Sponsored International Conference on Emerging Trends in Finance and Management (ICETFM 2015), MES Asmabi College, Thrissur, Kerala, 26th -27th November, 2015.
- Hena, M. (2015), Prospects of green marketing and its strategies, International Conference on Current Trends in Management Research and its relevance to Indian Industry (PLACITUM 2015), Sree Narayana Gurukulam College of Engineering, Ernakulam, Kerala, 20th - 21st November, 2015.

National Conferences

- Hena, M & Ushadevi, K.N. (2017), Fair Trade Alliance and Quality assurance of selected organic products, National Conference on New Paradigms in Business and Management (NCNPBM 2017) School of Management Studies, CUSAT, Kochi. 20th-21st April, 2017.
- Hena, M. (2015), Role of agripreneurs in agriculture development, UGC Sponsored National Seminar on Emerging Dimensions in Entrepreneurship, Marthoma College for Women, Ernakulam, 3rd - 4th December, 2015.

- Hena, M. (2015), Rural Tourism and Need for Rural Infrastructure, UGC sponsored National Seminar on Infrastructure and Economic Development: Present scenario challenges and future options, St. Mary's College, Thrissur, 15th - 16th September, 2015.

FACULTY DEVELOPMENT PROGRAMME /TRAINING

Sl.No.	Training	Institute	Date
1.	Workshop on Good Practices in Quantitative Social Science Research	ICAR – CTCRI, Thiruvananthapuram	07 th to 12 th August 2017
2.	National Workshop on Data Analysis in Social Science Research (Faculty Development Programme)	Directorate of Collegiate Education, GoK and Government College, Attingal, Thiruvananthapuram	24 th to 28 th October 2017
3.	Workshop on Advances in Social and Behavioral Science Research	ICAR – CTCRI, Thiruvananthapuram	12 th to 17 th November 2018
4.	Faculty Development Programme on Research and Publication Strategy for Academic Career	Indian Institute of Management, Kozhikode (IIMK)	25 th to 27 th September, 2019

CERTIFICATION

Certification on Trading for Development in the age of Global Value Chains: World Development Report 2020, Open Learning Campus (OLC), World Bank Group.

PERSONAL PROFILE:

Date of Birth	30, May, 1978
Gender	Female
Marital Status	Married
Mother Tongue	Malayalam
Nationality	Indian
Passport No:	K9336299

Languages known:

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| 1. English | Read, write, speak and understand: |
| 2. Malayalam | Read, write, speak and understand |
| 3. Hindi | Read, write, speak and understand |

