



SREEKRISHNAPURAM V.T. BHATTATHIRIPAD COLLEGE

Aided and Affiliated to University of Calicut, NAAC Accredited with B+ Grade

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CRITERION – III RESEARCH, INNOVATIONS AND EXTENSION

3.2 Innovation Ecosystem



www.vtb.ac.in



Mannampatta P.O., Palakkad – 678 633



3.2.1 Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell, Incubation centre and other initiatives for the creation and transfer of knowledge/technology and the outcomes (2019-2024)

Research Culture

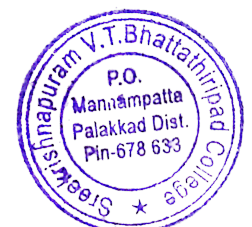
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Research Culture

Research culture encompasses the norms, values, practices, and expectations that guide research within a community or institution. It prioritizes ethical standards, ensuring that research is conducted with integrity and respect for all involved. Quality and rigor in research design and methodology are fundamental, fostering innovation, creativity, and collaboration among researchers. Key components include the development of robust research skills, strict adherence to ethical guidelines, responsible data management, and maintaining the integrity of publications. Institutional support and mentorship play crucial roles, alongside opportunities for interdisciplinary collaboration and a global cultural perspective. Ultimately, a strong research culture not only facilitates the dissemination of knowledge but also influences policy and practice, continuously enhancing research practices for societal benefit.

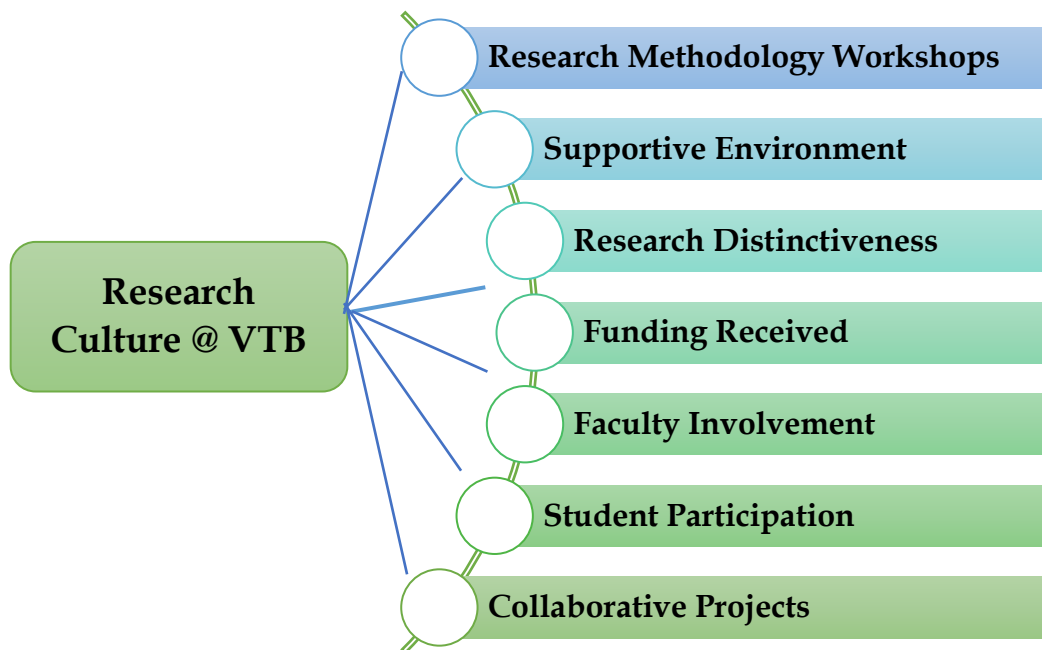


A strong research culture in a college is crucial as it promotes an environment of inquiry, innovation, and critical thinking. It encourages students and faculty to engage in meaningful research activities, which can lead to significant academic and societal contributions. This culture encourages collaboration, strengthens the institution's reputation, and attracts individuals dedicated to advancing knowledge. It also provides students with crucial skills like problem-solving, analytical thinking, and effective communication, which are highly valued in the global job market. In summary, a strong research culture is essential for the academic and professional development of both students and faculty.



RESEARCH CULTURE @ VTB

The research culture at Sreekrishnapuram V. T. Bhattathiripad College is central to its academic environment, promoting inquiry and innovation among students and faculty. The college supports a range of research activities and provides resources to explore different academic fields. This culture improves the institution's academic reputation and helps students develop essential skills, including analytical thinking, problem-solving, and effective communication. Collaborative and interdisciplinary projects are encouraged, fostering a dynamic intellectual community. The college's dedication to research excellence plays a significant role in the personal and professional development of its members.



RESEARCH METHODOLOGY WORKSHOPS @ VTB

The Research Methodology Workshops at Sreekrishnapuram V. T Bhattahiripad College are designed to cultivate a strong research culture within the college by providing comprehensive training in various research methodologies, including qualitative, quantitative, and mixed methods. These workshops offer hands-on experience, expert guidance, and access to essential research resources, fostering a collaborative environment among participants. By enhancing research skills and promoting interdisciplinary collaboration, these workshops aim to increase research output and



ensure sustainable, ethical research practices, ultimately contributing to the college's academic excellence and innovation. Notable ones are as follows:

National Workshop on Empowering the Researcher in You With "R"

The Department of Commerce and Management Studies organized a National Workshop on Empowering the Researcher in You With "R" from January 14th to 16th, 2020. This Research Methodology program featured experts from various domains in data analysis, providing invaluable insights and training to participants. The workshop significantly contributed to fostering a robust research culture within the college, equipping attendees with essential skills in data analysis using the R programming language. Through this initiative, the college reinforced its commitment to advancing research capabilities among its students and faculty members.

One Week International Online Workshop on Research Methodology

The Department of Commerce and Management Studies organized the International Workshop on Research Methodology from 8th to 14th October 2020, featuring experts from various research domains. This workshop played a key role in developing a strong research culture within the college by providing participants with essential research skills and methodologies. The diverse expertise of the resource persons improved the academic and research capabilities of the attendees. These initiatives are essential for developing a dynamic research environment within the institution.

National Level Workshop on Research Methodology

The Department of Commerce and Management Studies at Sreekrishnapuram V T Bhattathiripad College organized a National Level Workshop on Research Methodology from 18th October to 30th October 2020. This workshop, featuring experts from various research domains, aimed to enhance the research skills of participants. By hosting such events, the department is actively fostering a robust research culture within the college. This initiative underscores the institution's commitment to developing a strong foundation in research methodologies among its students and faculty.



National Seminar on Research Insights into Machine Learning

A National Seminar on Research Insights into Machine Learning was held on June 27, 2022. Dr. P. Uma Maheswary, Associate Professor in the Department of Computer Science & Engineering at Anna University, was the resource person. The seminar focused on machine learning techniques, providing attendees with both theoretical knowledge and practical applications. This event contributed to building a strong research culture at Sreekrishnapuram V T Bhattathiripad College by advancing the research skills and technological expertise of students and faculty.

National Level Workshop on Research Methodology

A Workshop on Methodology of Research in Social Sciences was conducted by the Department of Commerce and Management Studies at Sreekrishnapuram V T Bhattathiripad College March 24th, 2023, with Dr. Mugesh M, Assistant Professor at AMC College, Mannissery, as the resource person. Focusing on Data Analysis in Research, this workshop was pivotal in advancing the research culture within the college.

Seminar on Manuscripts of Scientific Literature in Sanskrit

A workshop on 'Research Methodology' focused on Sanskrit scientific manuscripts was organized by the Department of Sanskrit, Sreekrishnapuram V T Bhattathiripad College on 05 January 2024. Eminent experts in the field imparted valuable knowledge on research methodologies. This event was a crucial step in fostering a research-oriented culture within the college, encouraging faculty and students to delve deeper into the unexplored realms of Sanskrit scientific literature.

Seminar on Constitutional Imperatives: Exploring Human Rights through Research

The Human Rights Club at Sreekrishnapuram V. T. Bhattathiripad College organized a seminar on 'Constitutional Imperatives: Exploring Human Rights Through Research' on 6th February 2024, featuring Ms. Krishna Veni, Advocate and Probation Trainer at Ottapalam Court, Palakkad. This seminar, conducted in collaboration with legal service authorities, aimed to deepen participants' understanding of human rights through rigorous research methodologies.



SUPPORTIVE ENVIRONMENT FOR RESEARCH ACTIVITIES @ VTB

Sreekrishnapuram V. T. Bhattathiripad College supports research activities through a dedicated research space in the library. This area encourages students and faculty to engage in research by hosting workshops, seminars, and conferences. The college provides access to extensive e-resources and promotes the publication of research articles and handbooks. It also supports inter-class competitions and events such as poster presentations and research quizzes, fostering a research-oriented mindset. These initiatives aim to build a strong research culture and support the academic community in exploring and contributing to various fields of study.

Research Cell @ VTB College

The Research Cell at Sreekrishnapuram V.T. Bhattathiripad College, Mannampatta, fosters a dynamic research environment within the institution. It encourages both students and faculty to participate in research endeavors by providing resources, conducting workshops, and offering training in research methodologies and tools. The cell also promotes the dissemination of research findings and facilitates collaboration with other educational institutions and industry partners. Through active student involvement in research projects and the organization of events like the annual research conference, the Research Cell significantly enhances the college's academic output and establishes it as a hub for scholarly excellence.

Research Club - EREVNA @ VTB College

The Research Club at Sreekrishnapuram V. T. Bhattathiripad College named 'EREVNA' plays a crucial role in fostering a vibrant research culture. This club encourages students and faculty to explore current issues with research potential, conducts workshops, seminars, and conferences, and guides students in their project dissertations. By promoting collaboration, knowledge sharing, and scholarly engagement, the Research Club contributes significantly to the college's commitment to research excellence¹. Such initiatives are essential for creating an environment where research thrives, leading to meaningful contributions and innovation within the institution.





Research Proposal Presentation

The Research Proposal Presentation, organized by the Erevna Research Club at Sreekrishnapuram V. T. Bhattathiripad College, serves as a platform for students and faculty to showcase their research ideas and methodologies. During these sessions, participants present their proposed research projects, receive constructive feedback, and refine their proposals. This activity promotes critical thinking, encourages interdisciplinary collaboration, and enhances the overall research culture within the college.



Student Participation in data Collection of STRIDE Project

Student participation in data collection for the STRIDE Project, led by the Erevna Research Club at Sreekrishnapuram V. T. Bhattathiripad College, involves students in gathering data for ongoing research projects. This initiative helps students develop practical skills and stimulates their interest in scientific inquiry. By engaging directly in the research process, students contribute to the advancement of knowledge within the college community.



Research Ecosystem @ VTB College Library

The Research Ecosystem at Sreekrishnapuram V. T. Bhattathiripad College Library plays a crucial role in developing a strong research culture within the college. It offers access to a wide range of digital resources, including e-books, journals, theses, and previous year question papers, providing essential tools for comprehensive research. Integration with platforms such as DOAJ, DOAB, Shodhganga, Google Scholar, N-LIST, DELNET, NDLI, and NPTEL enhances the library's resources by offering high-quality, open educational materials. This infrastructure supports independent research, collaboration, and ongoing learning, contributing significantly to the academic and research environment at the college.



Access to UGC-INFLIBNET's NList

The UGC-INFLIBNET's NList program is a key resource for developing a research culture at Sreekrishnapuram V. T. Bhattathiripad College. It provides remote access to a wide range of e-resources, giving staff members, PG students, and research scholars individual login IDs and passwords, while UG students use a common login ID. This initiative makes high-cost academic volumes and journals accessible, especially benefiting those in rural areas. By improving access to educational resources, the NList program supports a more inclusive learning environment and encourages research activities within the college community.

Web OPAC

The Web OPAC at Sreekrishnapuram V. T. Bhattathiripad College Library provides 24/7 access to various digital resources, including e-books, journals, theses, and previous year question papers. It integrates with platforms like DOAJ, DOAB, Shodhganga, Google Scholar, N-LIST, DELNET, NDLI, and NPTEL, offering free access to academic content. This tool supports independent research, efficient resource discovery, and collaboration among students and faculty, enhancing the academic environment and promoting continuous learning and innovation.

Access to various Print Journals

Access to a diverse collection of print journals at our library is a key initiative for developing a strong research culture within the college. These journals offer students and faculty current information and insights across various fields, supporting their academic and research efforts. By providing peer-reviewed articles, case studies, and scholarly discussions, the print journals serve as a valuable resource for in-depth study and analysis. This access enhances research quality and promotes ongoing learning and intellectual growth, contributing to the overall academic excellence of the institution.



Sl. No	Name of the Journal
1	International Journal of Computing & Applications
2	Journal of Neural Computing Systems
3	International Journal of Computational Intelligence & Bioinformatics
4	International Journal of Embedded Systems & Computer Engineering
5	International Journal of Advanced Computer Engineering
6	Indian Journal of Computer Science
7	International Journal of Computational Biology & Bioinformatics
8	Digit
9	Pcquest
10	Dataquest
11	International Journal of Financial Management and Economics
12	International Journal of Economics
13	Arthsastra
14	Productivity
15	Indian Coconut Journal
16	The Management Accountant
17	The IUP Journal of Organizational Behaviour
18	Case Folio
19	The IUP Journal Of Applied Finance
20	IUP Journal Of Marketing Management
21	Prabandhan
22	Indian Journal of Finance
23	International Journal of General Topology
24	International Journal of Mathematics and Applied Statistics
25	International Journal of Combinatorial Graph Theory and Applications
26	Pacific-Asian Journal of Mathematics
27	Journal of Statistics Science
28	Indian Journal of Mathematics and Mathematical Sciences
29	The Journal of Indian Mathematical Society
30	Journal Of Ramanujan Mathematical Society
31	Studies In History
32	International Journal of Humanities and Social Science Research
33	Sanskrita Pratibha
34	Sukritindra
35	International Journal of Sanskrit Research
36	Sanskrita Sambhashana Sandesham

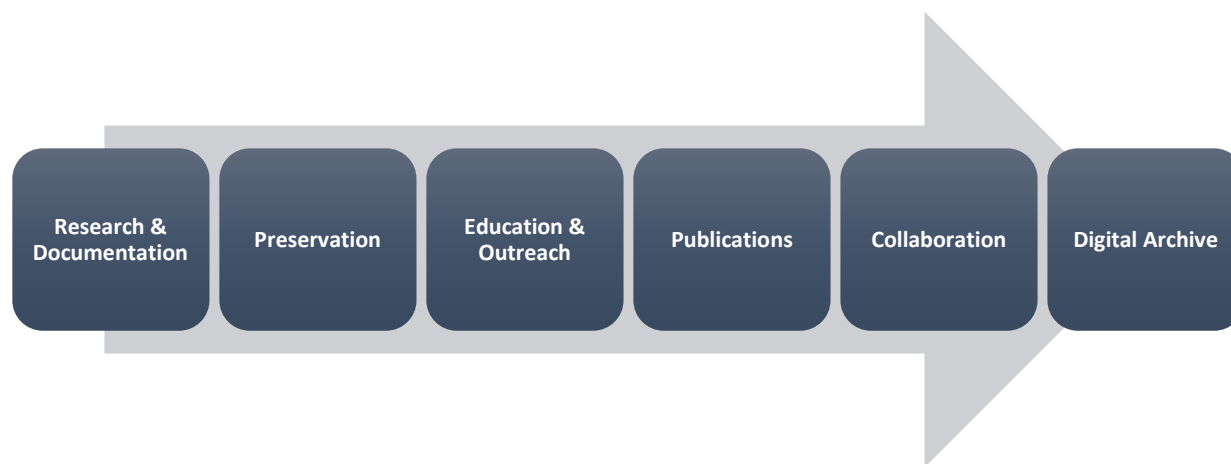


RESEARCH DISTINCTIVENESS @ VTB

Sreekrishnapuram V. T. Bhattathiripad College distinguishes itself in research activities through its interdisciplinary approach, extensive student involvement, and strong community engagement. The college supports innovation through collaborative, cross-disciplinary projects and encourages student participation in research at all levels, providing practical experience. Research efforts address local and regional issues, aiming for significant societal impact. The college provides solid infrastructure, funding opportunities, and regular skill-enhancement workshops to support these activities. It also prioritizes the dissemination of research findings through publications and conferences and maintains collaborative networks with academic, industrial, and research organizations, contributing to its research culture and societal impact.

Vaikhari Centre for Research in Kerala Heritage

Sreekrishnapuram village in Palakkad district, Kerala, is notable for preserving its rich indigenous traditions and heritage. Sreekrishnapuram V. T. Bhattathiripad College is dedicated to upholding and sharing these cultural treasures for future generations. *Vaikhari*, the research initiation of this institution founded in 2019, concentrates on studies based on Indigenous Knowledge Hubs of the heritage of Kerala, especially of Palakkad.



Through these initiatives, the *Vaikhari* Centre aims to ensure that Kerala's rich cultural heritage is not only preserved for future generations but also studied and celebrated for its contributions to the broader cultural landscape of India and the world.



The Vaikhari Centre for Research in Kerala Heritage has promoted Indian knowledge traditions and cultural aspects through various college departments and committees. To enhance the research culture within the academic community, several research projects have been proposed. The institution has secured a research project under the UGC STRIDE Component 1 Scheme, facilitated by the Vaikhari Centre. This project, titled "Vedic Education System of Kerala: A Comprehensive, Scientific, and Interdisciplinary Analysis" (with a sanction of 32.5 lakhs), has led to the organization of various workshops, seminars, and conferences.

As part of this initiative, our college has established itself as a prominent center for scholarly exploration and academic excellence. Its impactful publications cover a wide range of subjects, including Indian philosophical traditions, the history of the Vedic education system, ancient Indian astronomy and mathematics, and educational philosophy. Under the UGC STRIDE Component 1 project, the center has achieved notable milestones, completed six research projects and produced a documentary on the oral traditions of Kerala. Each of these publications and projects contributes to the academic community and reflects the center's commitment to deepening the understanding of Kerala's rich cultural and intellectual heritage. By engaging in research and fostering intellectual discourse, Vaikhari continues to advance knowledge and promote cultural stewardship.

Collaborations with historical centers have enabled the introduction of Kerala's indigenous knowledge, such as nanotechnology-based Thottara Kathi (knife) and Tholpavakoothu, to the student community. Over 25 student projects have been developed based on field visits to various historical monuments and sites. These ventures serve as a testament to the center's dedication to scholarly excellence and its pivotal role in preserving and promoting Kerala's heritage for future generations.

Vaikhari Center for Research at Sreekrishnapuram V. T. Bhattathiripad College has been instrumental in strengthening a vibrant research culture. Under this initiative, numerous major and minor projects have been undertaken by students and faculty alike. These projects span a wide range of topics, from indigenous knowledge preservation to contemporary issues relevant to Kerala and its heritage. By actively engaging in research, the college community contributes to the enrichment of knowledge and the preservation of our cultural legacy.

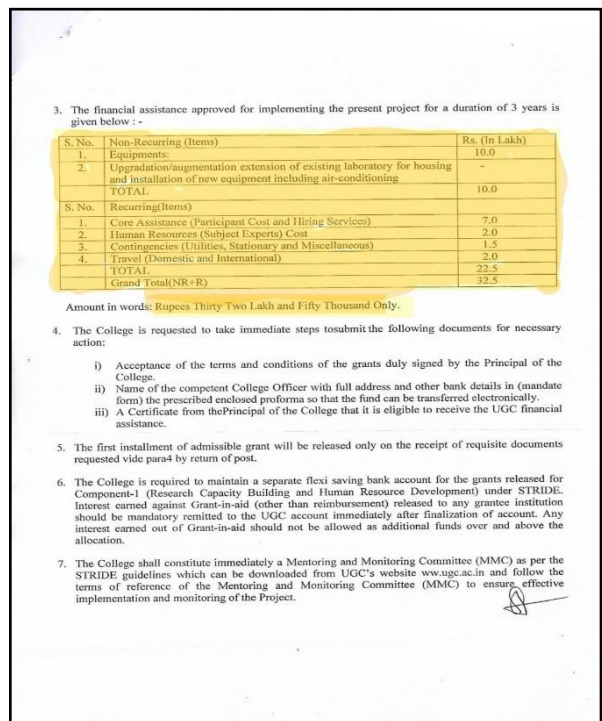
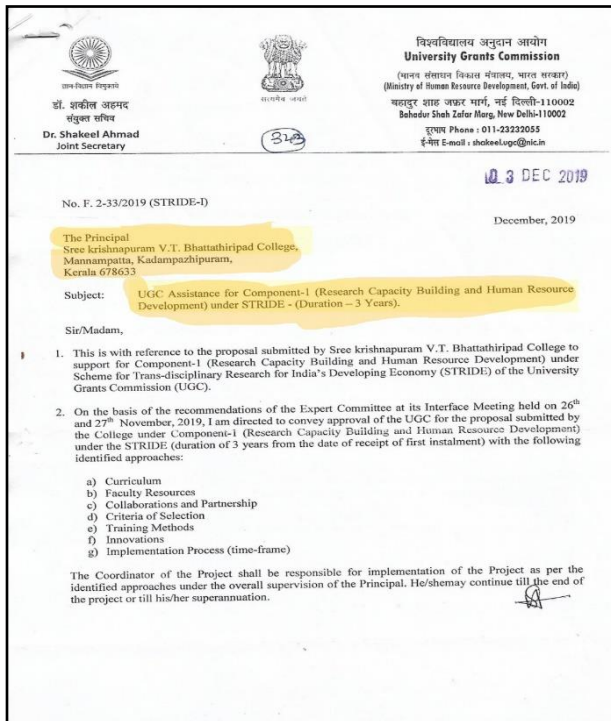


RESEARCH FUNDING @ VTB

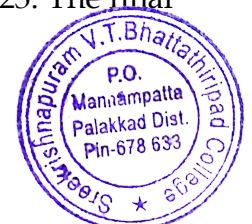
Research funding at Sreekrishnapuram V. T. Bhattathiripad College (VTB) is essential for nurturing a strong research culture. Despite its rural location in Mannampatta, Kerala, and its setting amidst 32 acres of greenery, the college actively pursues funding to support research initiatives by students and faculty. This funding facilitates collaborative projects, research presentations, and advanced research activities, contributing to an environment where curiosity and academic growth are encouraged.

UGC Funding (UGC STRIDE Component 1)

UGC approved our research proposal under STRIDE Component 1, "Vedic Education System in Kerala: A Comprehensive Scientific, Interdisciplinary Analysis," on 21st January 2020, with a sanctioned amount of INR 32,50,000.



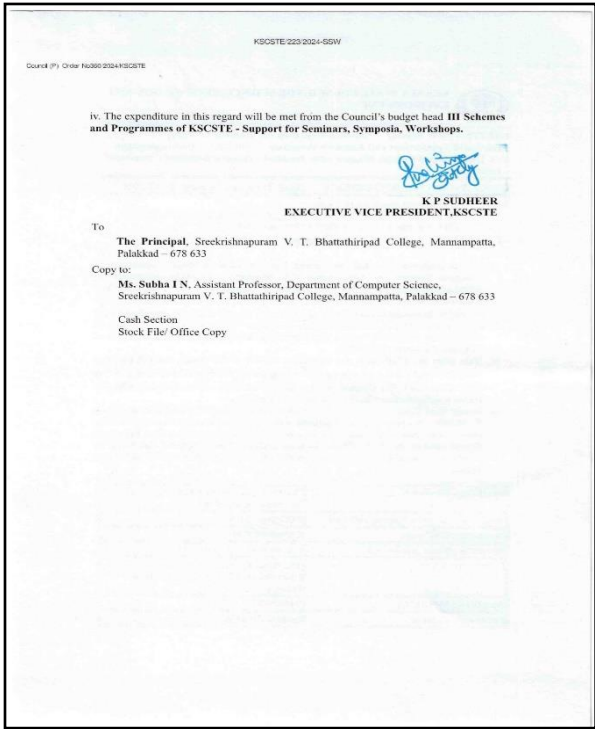
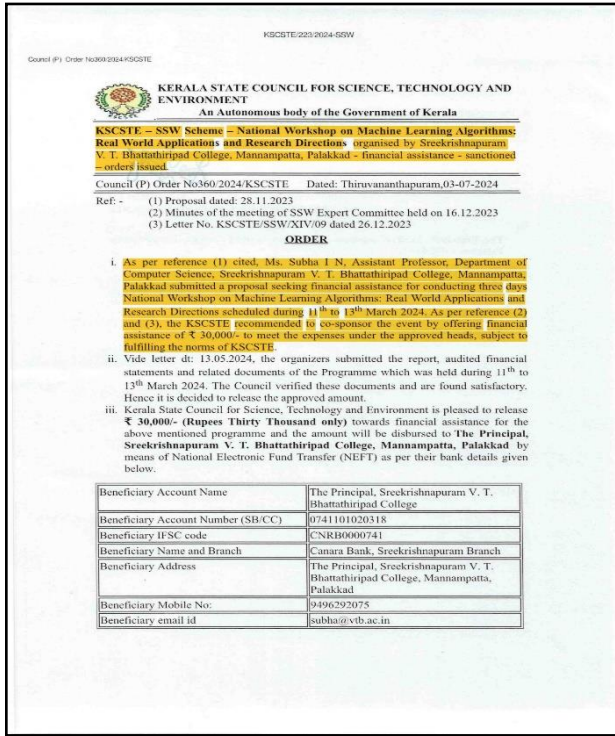
The project, which commenced in March 2021 due to the COVID-19 pandemic, saw 70% of the initial funds used by November 2021. An interim report was submitted in February 2022. The remaining funds were utilized and reported in September 2022, with the second installment received by mid-2022. Research activities culminated with the International Conference on Education Philosophy, held from February 27 to March 1, 2023. The final



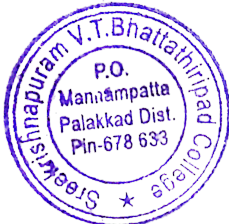
report and audit were completed by May 31, 2023. The total expenditure was INR 31,13,965, with UGC funding amounting to INR 29,55,455. This project notably advanced the research culture at our college.

Funding from Kerala State Council for Science, Technology and Environment

Sreekrishnapuram V. T. Bhattathiripad College (VTB) received ₹30,000 in financial assistance from the Kerala State Council for Science, Technology, and Environment (KSCSTE) to organize the National Workshop on Machine Learning Algorithms: Real-World Applications and Research Directions. Held from March 11 to 13, 2024, the workshop aimed to cultivate a dynamic research culture by involving students and faculty in advanced research activities.



The financial support from the Kerala State Council for Science, Technology, and Environment (KSCSTE) enables the successful organization of workshops, promoting intellectual curiosity, collaboration, and knowledge sharing within the college community. By ensuring careful verification and transparent use of funds, VTB maintains an environment where research and innovation can thrive.



FACULTY INVOLVEMENT IN RESEARCH ACTIVITIES @ VTB

Faculty participation in research is essential for cultivating a strong research culture in educational institutions. Faculty members lead by example through their own research efforts, inspiring students to pursue scholarly activities. External research funding allows faculty to develop projects that involve students, offering them practical experience. By incorporating research topics into their teaching, faculty connect theory with practice. Faculty mentors support students through research projects, helping to develop their critical thinking and problem-solving abilities. Additionally, interdisciplinary collaboration among faculty and students enhances the research environment, fostering a dynamic and enriched academic ecosystem.

Research Projects undertaken by the Faculty

Faculty-led research projects are a key element of the college's research culture. Faculty members spearhead these projects, exploring a range of topics across various disciplines. These initiatives frequently include student participation, providing valuable hands-on learning opportunities. Through these efforts, faculty contribute to knowledge advancement, innovation, and the overall academic environment.

Project on *“Entrepreneurial Intention of Women in Palakkad District with Special Reference to Kadamazhipuram Grama Panchayat, Palakkad”* by Ms. Rathi K N and Mr. Kamal Raj Mohan

The completion of the research project titled *“Entrepreneurial Intention of Women in Palakkad District with Special Reference to Kadamazhipuram Grama Panchayat, Palakkad”* represents a proactive step by the faculty. By focusing on local entrepreneurial activities among women, the project encourages a research-oriented mindset among students and faculty alike. It not only contributes valuable insights but also fosters an environment where research is valued and actively pursued.

SREEKRISHNAPURAM V.T. BHATTATHIRIPAD
COLLEGE, MANNAMPATTA

RESEARCH REPORT

ON

ENTREPRENEURIAL INTENTION OF WOMEN IN PALAKKAD
DISTRICT WITH SPECIAL REFERENCE TO KADAMBAZHIPURAM
GRAMA PANCHAYAT, PALAKKAD



EXTENSION ACTIVITY

Ms. RATHI K N and KAMALRAJ MOHAN
ASST. PROFESSORS

P G DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
2019-20



Project on *“Goods and Service Tax (GST) - A perceptual analysis”* by Ms. Rathi K N

Ms. Rathi K. N.'s project on "Goods and Service Tax (GST) - A Perceptual Analysis" at Sreekrishnapuram V. T. Bhattathiripad College, Mannampatta, promotes research culture by involving students and faculty in a comprehensive study of GST. Through workshops, data collection, and analysis training, participants gain valuable research skills and insights into GST perceptions. This initiative enhances awareness, fosters collaboration, and significantly contributes to developing a robust research environment at the college.

Sreekrishnapuram V T Bhattathiripad College,
Mannampatta, Palakkad Dt. 678633



EXTENSION ACTIVITY

GOODS AND SERVICE TAX (GST) – A perceptual analysis

Conducted by

RATHI K N

Assistant Professor

On behalf of

P G Department of Commerce and
Management Studies

Research Publications by the Faculty

The faculty of Sreekrishnapuram V. T. Bhattathiripad College, Mannampatta, have demonstrated notable academic excellence through their extensive research output. They have published 28 articles in reputable journals, including those indexed by CARE and Scopus, reflecting their expertise and research capabilities. They have also contributed 77 chapters to books with ISBN numbers, showcasing their depth of knowledge and scholarly engagement. Faculty members have edited 7 books, highlighting their leadership and dedication to advancing academic knowledge. These achievements emphasize the faculty's commitment to academic rigor and significantly enhance the college's reputation as a center of intellectual inquiry and innovation. Through their research and scholarship, the faculty continue to inspire and guide future scholars and leaders.



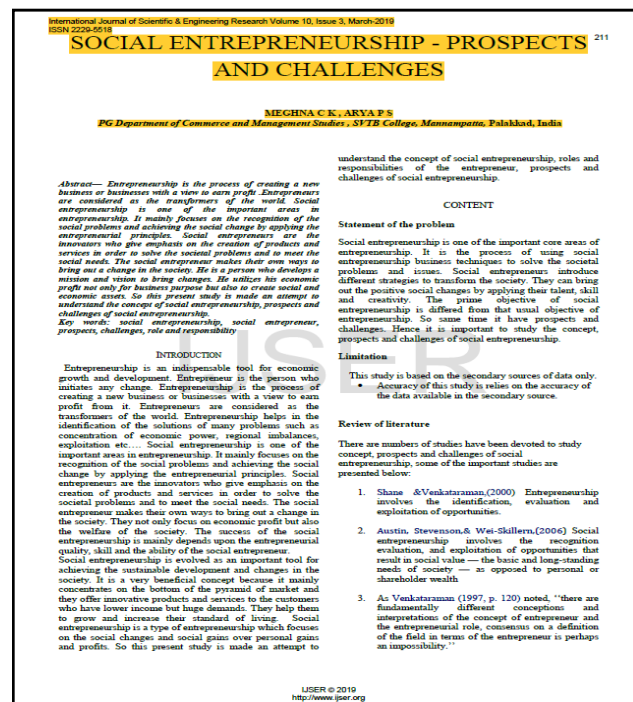
STUDENT PARTICIPATION IN RESEARCH ACTIVITIES @ VTB

At Sreekrishnapuram V. T. Bhattathiripad College, Mannampatta, we emphasize student participation in research activities as a key element of our academic focus. We actively involve students in interdisciplinary research projects, allowing them to apply theoretical knowledge to practical problems. By engaging in data collection, analysis, and presentation, students enhance their critical thinking and problem-solving skills while developing a strong interest in research. This approach not only enriches their academic experience but also prepares them for advanced studies and successful careers, supporting a dynamic and innovative research culture within the college.

Research Publications by the Students

In this section, we highlight the scholarly contributions of our students at Sreekrishnapuram V. T. Bhattathiripad College, Mannampatta. Their research publications showcase findings, insights, and innovative ideas across various disciplines. These publications reflect our college's efforts to support a thriving research environment and empower students to make significant contributions to their fields.

In their research paper titled *“Social Entrepreneurship: Prospects and Challenges”* authors Meghna C. K. and Arya C. K. explore the transformative potential of social enterprises. They discuss areas of promise, including inclusive growth, environmental sustainability, and technology for good. The paper also highlights challenges such as resource constraints, scaling up, and measuring impact. Their work inspires our college community to engage in social entrepreneurship and create positive change.



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Crowdsourcing for innovation and development

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Abstract—Every business firms requires large number of ideas, works and services to accomplish their ultimate goal. The size of crowdsourcing method enables the firms to access large number of ideas, contributions and services from a large crowd. This it facilitates their decision making process and innovations at a benefit of low cost. In this paper we look at its various principles, stages, models, types and some other aspects and how the crowdsourcing can be used as an effective method for developing innovative solutions by the business enterprises.

Keywords—Crowdsourcing, Crowdfunding.

I. INTRODUCTION

Crowdsourcing is a method of engaging a 'crowd' of a group of people for achieving a common goal. Crowdsourcing can be applied in different levels and across various industries. Through This phenomenon organizations can get access to new ideas and solutions, deeper consumer engagement, optimization of tasks, and reduced costs. The greatest benefit of this method is that we can get thousands of ideas from so many people and select the best one.

Crowds are a lot. Millions of people, who are connected by the Internet are contributing their ideas and information to projects which may be big or small. Crowdsourcing thus helping to solve complex problems and providing localized information.

The difference exist between crowdsourcing and outsourcing is that, crowdsourcing comes from a lesspecific and more public group, while outsourcing is from a specific group, and it includes a mix of bottom-up and topdown processes.

CROWDSOURCING

"Crowdsourcing refers to a distributed problem-solving model in which a crowd of undefined size is engaged in the task of solving a complex problem through an open-call."

[Crowd Sourcing= Crowd + Outsourcing]
WHERE CAN CROWDSOURCING BE APPLIED?

Crowdsourcing touches across all social and business interactions. It is changing the way we work, hire, research.

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The paper "How Mental Accounting is Significant in Purchase Decisiveness" authored by Swathy N, Rajani M, and Aiswarya K, and published in the International Journal of Scientific & Engineering Research, exemplies the research prowess at Sreekrishnapuram V. T. Bhattathiripad College, Mannampatta. Originating from the PG Department of Commerce and Management Studies, the study explores the impact of mental accounting on purchase decisions.

International Journal of Scientific & Engineering Research Volume 10, Issue 3, March-2019
ISSN 2228-0158

HOW MENTAL ACCOUNTING IS SIGNIFICANT IN PURCHASE DECISIVENESS?

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121weeth9@gmail.com, r1rajani05@gmail.com, aishwaryak1995@gmail.com

ABSTRACT

Accounting is the systematic recording of financial transactions concern to a business. It also refers to the process of summarizing, analyzing and reporting the transactions. Mental accounting is a part of accounting which refers to the tendency people to separate their money into different accounts based on miscellaneous serving as a basis for evaluation. It also include the source of the money and resulting from one's intention for each account. The theory suggests that individuals are likely to assign their different functions to each asset group. By that the result of which can be an inconsistent and causing harm of behaviors. Every people allocates their budget mentally before attempt a purchase. In purchase decision making mental accounting plays a decisive role. Thus after considering this psychological fact of people, the present study tries to discover the importance of mental accounting in purchase decision. The present study doesn't limit to only exploration of significance of mental accounting in purchase decision but also tries to state mental accounting as a dynamic stage in buying decision making process.

Keywords - accounting, mental accounting, consumer buying decision.

I. INTRODUCTION

Mental accounting is the set of perceptive operations used by individuals and households to organize, evaluate, and keep path of financial activities. The primary reason for studying mental accounting is to advance our understanding of the Psychology of finance. In general, understanding mental accounting processes helps us to understand choice because

mental accounting rules are not neutral. That is, accounting decisions such as to which category to disperse a purchase, whether to combine an outcome with others in that category, and how often to balance the 'books' can affect the supposed attractiveness of choices. They do so because mental accounting disrupts the economic notion of fungibility. Money in one mental account is not a perfect alternate for money in another account. Behavioural finance is a reasonably new field of study. Behavioural finance, a sub-field of behavioural economics, suggests psychology-based theories to explain stock market irregularities, such as severe rises or falls in stock price. The purpose is to recognize and understand why people make certain financial choices. Within behavioural finance, it is assumed the information arrangement and the features of market participants thoroughly influence individuals' investment decisions as well as market results. The idea is to look at the causes that people make the money choices they do and those choices are often irrational. Behavioural finance applies psychological theories, particular those related to cognition and behaviouralism, to economics and personal finance. Behavioural finance is all about trying to understand prejudices in human behaviour when it comes to money. By extension, the personal decisions that people make about money can be prolonged to influence the economy.

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ISSN 2228-0158

HOW MENTAL ACCOUNTING IS SIGNIFICANT IN PURCHASE DECISIVENESS?

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ABSTRACT

Accounting is the systematic recording of financial transactions concern to a business. It also refers to the process of summarizing, analyzing and reporting the transactions. Mental accounting is a part of accounting which refers to the tendency people to separate their money into different accounts based on miscellaneous serving as a basis for evaluation. It also include the source of the money and resulting from one's intention for each account. The theory suggests that individuals are likely to assign their different functions to each asset group. By that the result of which can be an inconsistent and causing harm of behaviors. Every people allocates their budget mentally before attempt a purchase. In purchase decision making mental accounting plays a decisive role. Thus after considering this psychological fact of people, the present study tries to discover the importance of mental accounting in purchase decision. The present study doesn't limit to only exploration of significance of mental accounting in purchase decision but also tries to state mental accounting as a dynamic stage in buying decision making process.

Keywords - accounting, mental accounting, consumer buying decision.

I. INTRODUCTION

Mental accounting is the set of perceptive operations used by individuals and households to organize, evaluate, and keep path of financial activities. The primary reason for studying mental accounting is to advance our understanding of the Psychology of finance. In general, understanding mental accounting processes helps us to understand choice because

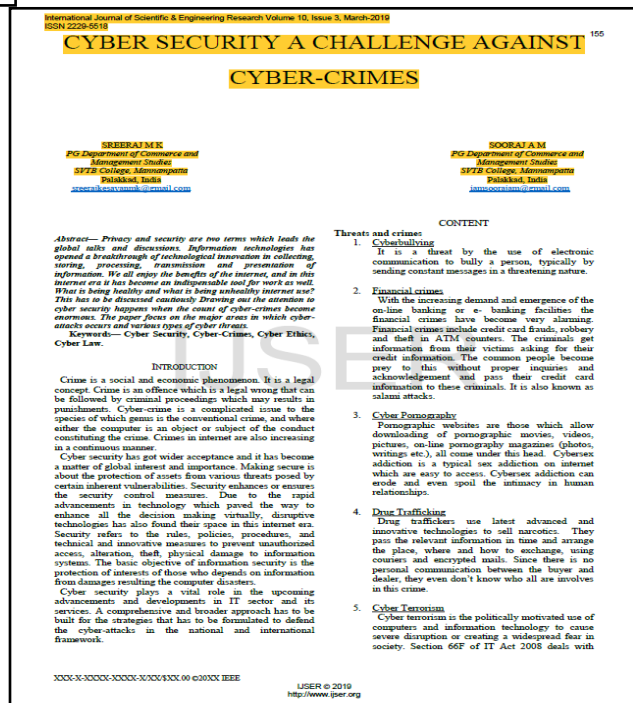
mental accounting rules are not neutral. That is, accounting decisions such as to which category to disperse a purchase, whether to combine an outcome with others in that category, and how often to balance the 'books' can affect the supposed attractiveness of choices. They do so because mental accounting disrupts the economic notion of fungibility. Money in one mental account is not a perfect alternate for money in another account. Behavioural finance is a reasonably new field of study. Behavioural finance, a sub-field of behavioural economics, suggests psychology-based theories to explain stock market irregularities, such as severe rises or falls in stock price. The purpose is to recognize and understand why people make certain financial choices. Within behavioural finance, it is assumed the information arrangement and the features of market participants thoroughly influence individuals' investment decisions as well as market results. The idea is to look at the causes that people make the money choices they do and those choices are often irrational. Behavioural finance applies psychological theories, particular those related to cognition and behaviouralism, to economics and personal finance. Behavioural finance is all about trying to understand prejudices in human behaviour when it comes to money. By extension, the personal decisions that people make about money can be prolonged to influence the economy.

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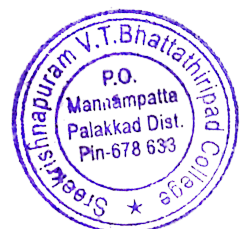




Sreekrishnapuram V. T. Bhattathiripad College, Mannampatta, highlights its research activities through the publication of "Cyber Security: A Challenge against Cyber-Crimes" by Sreeraj M. K. and Sooraj A. M. in the International Journal of Scientific & Engineering Research. This paper from the PG Department of Commerce and Management Studies addresses issues related to cybersecurity and reflects the college's research efforts.

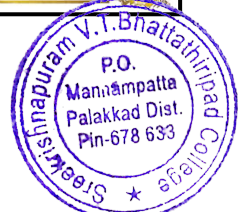
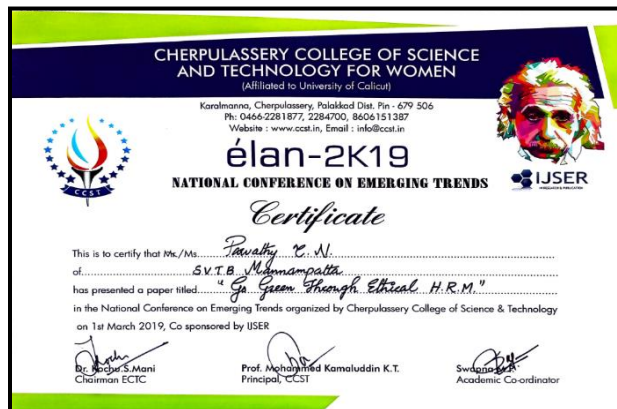
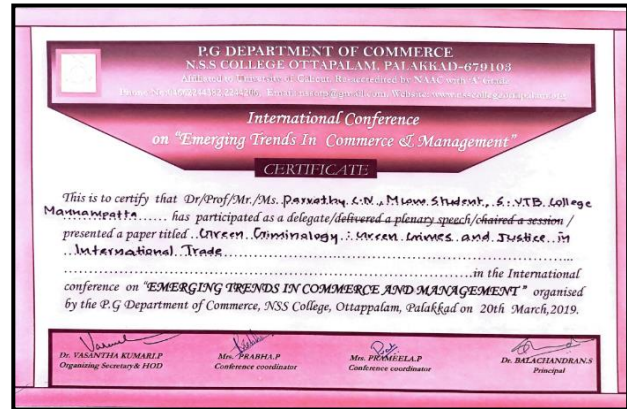


The students have reached a notable achievement with over 10 publications in books and conference proceedings, each with an ISBN. These publications demonstrate their dedication, thorough research, and contribution to their fields. The issuance of ISBNs ensures broader accessibility and distribution, highlighting the students' readiness to engage with the wider academic and literary communities.



Research Paper Presentations by the Students

At Sreekrishnapuram V. T. Bhattathiripad College, research paper presentations are a core component of our academic approach. These sessions allow students to present their findings, engage in scholarly discussions, and enhance their analytical abilities. Through these presentations, students demonstrate their expertise and contribute to the academic community. Our focus on developing future researchers is reflected in these sessions, where curiosity meets academic rigor.



COLLABORATIVE RESEARCH ACTIVITIES @ VTB

Collaborative projects by the faculty at Sreekrishnapuram V. T. Bhattathiripad College, Mannampatta, are essential for building a strong research culture. These projects combine various expertise and perspectives, encouraging interdisciplinary learning and innovation. Through collaboration, faculty members model effective research practices, emphasizing teamwork, knowledge sharing, and problem-solving. These efforts lead to notable academic contributions, improved research capabilities, and greater opportunities for funding and publication. Faculty-led collaborations help create a dynamic academic environment, motivating both students and colleagues to engage in meaningful and impactful research.

Research Activities in Collaboration with NSS Training College, Ottapalam, Sree Neelakanta Govt. Sanskrit College, Pattambi & Sree Kerala Varma College, Thrissur as a part of UGC STRIDE Component 1

The collaborative research project involving Sreekrishnapuram V. T. Bhattathiripad College, Mannampatta, NSS Training College, Ottapalam, Sree Neelakanta Govt. Sanskrit College, Pattambi, and Sree Kerala Varma College, Thrissur is part of the UGC STRIDE Component 1 initiative. This endeavor aims to foster academic research activities across various disciplines. Faculty members from these institutions are actively engaged in original contributions and review articles related to education, humanities, and social sciences. Their work focuses on unique methodologies and substantive areas, contributing to the advancement of knowledge and the development of a supportive research environment. Activities undertaken are:

Workshop on Research Methodology	One-Day Workshop on an Introduction to the Vedic Education System in Kerala
National Level Webinar on Vedic Literature and Education System - A Historical Analysis	Ancient Indian Astronomy and Mathematics with Special Reference to Kerala
Short-Term Course on Vedic Education System in Kerala	Online Faculty Development Programme on Research Methodology

International Conference on Philosophy of Education in India Through Ages - From Prehistoric to Present Time



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N.S.S. Training College
Ottapalam Pin :679101
Palakkad (Dist). Kerala
P. B. No. 3.



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ACCREDITED BY NAAC WITH 'A' GRADE

Ref. No. S/UGL/626/19

Date: 23/11/19

Principal
Sreekrishnapuram V.T. Bhattathiripad College
Mannampatta, Palakkad,
Kerala

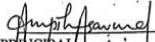
Dear Sir/Madam,

Sub: Consent For Collaborating with UGC STRIDE project of Sreekrishnapuram V.T. Bhattathiripad College Reg.

In response to your communication, I express my willingness to collaborate with the UGC Sponsored STRIDE project-2019 entitled "Vedic Education System in Kerala-A Comprehensive Scientific Interdisciplinary Analysis" of Sreekrishnapuram V.T. Bhattathiripad College. Looking forward to hear from you regarding the details of the project.

Thanking You,

Yours Faithfully


PRINCIPAL
N.S.S. Training College, Ottapalam

Collaboration with NSS Training
College, Ottapalam

Date: 25-11-2019

No:

To

Principal
Sreekrishnapuram V.T. Bhattathiripad College
Mannampatta, Palakkad,
Kerala

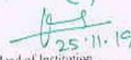
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Thanking You

Yours Faithfully


25.11.19
Head of Institution
PRINCIPAL
(Special Grade)
Sree Neelakanta Govt. Sanskrit College,
Pattambi, Palakkad Dist.
Mulo Pattambi (P.O.), Pin- 678 308



Collaboration with Sree Neelakanta
Govt. Sanskrit College, Pattambi



SREE KERALA VARMA COLLEGE
THRISSUR - 680 011

E mail : skvcollege@yahoo.com

Ph:0487 2380535
Fax:0487 2382438

Ref: A4- 535 /19

Date: 22.11.2019

From

The Principal
Sree Kerala Varma College
Thrissur.

To

Principal,
Sreekrishnapuram, V.T. Bhattathiripad College
Mannampatta, Palakkad
Kerala.

Dear Sir/Madam,

Sub:- Consent for collaborating with UGC STRIDE Project of Sreekrishnapuram V.T. Bhattathiripad College Reg.

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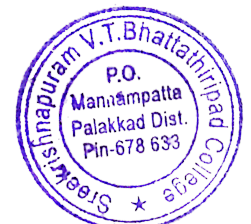
Thanking You



Yours faithfully,

PRINCIPAL
Dr. A. P. JAYADEVAN
PRINCIPAL
SREE KERALA VARMA COLLEGE
THRISSUR

Collaboration with Sree Kerala Varma
College, Thrissur



**Research Activities in Collaboration with Vadamke Madham Thrissur,
Kanchi Kamakoti Yajurveda Pathasala, Irinjalakkuda & Arsa Vidya
Gyurukulam, Samavedapathasala, Palakkad as a Part of UGC STRIDE
Component 1**

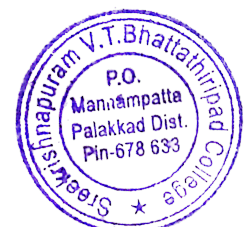
The collaborative research project involving Sreekrishnapuram V. T. Bhattathiripad College, Mannampatta, and several other institutions – Vadamke Madham Brahmaswam Vedic Research Centre (Thrissur), Kanchi Kamakoti Yajurveda Pathasala (Kanchipuram), Arsa Vidya Gurukulam (Palakkad), and Samavedapathasala (Irinjalakkuda) – aims to enhance research culture within the college. This collaboration seeks to promote interdisciplinary research, facilitate scholarly exchange, and foster an environment where both faculty and students engage in original research, advancing knowledge and supporting intellectual development. Activities undertaken are:

Extension Activity on Analyzing the
Unique Traditional Vedic Chanting
System in Kerala

Personality Training and Motivation for
Students at Vedic Education Centers in
Kerala

Exposing The Uniqueness of The Vedic
Education System in Kerala

At Sreekrishnapuram V. T. Bhattathiripad College, we emphasize the preservation and celebration of our cultural heritage through various initiatives that strengthen our research culture. One significant project involves a detailed analysis of Kerala's Traditional Vedic Chanting System. This research preserves ancient traditions and offers insights into their historical and cultural importance. We also provide personality training and motivation sessions at Vedic Education Centres to support students' personal and academic development. Our efforts include documenting and digitizing rare Vedic manuscripts for future access. These collaborative research projects often incorporate interdisciplinary methods, blending linguistics, history, and anthropology. This approach fosters a deeper appreciation of cultural heritage and enriches students' intellectual growth through engagement in scholarly activities.



यद् भद्रं तन्न आसुव
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 Phone: +91-487-2440877, web: www.brahmaswammadham.org Email: brahmaswammadham@gmail.com

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Vice-President: Narayanan Namboothiri
 Padivattathu Mana, Mob: 9448529974

Secretary: P. Madhavan Namboothiri
 Poonghat Mana, Mob: 9448294309

Joint Secretary: Sankaranarayanan Namboothiri
 Pullyamoor Mana, Mob: 9474968851

Treasurer: K.H. Prameswaran
 "Pithasalan" Konyorppilly Mana, Mob: 9767071400

Committee Members: Manoharan Namboothiri
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K.Vijayan
 Kandan Mana, Mob: 8381307335

Subrahmanian Namboothiri
 Mandakul Mana, Mob: 9446633000

Narayanan Namboothiri
 Kappu Mana, Mob: 9948264815

Administrator: Damodaran Namboothiri
 Kakad Mana, Mob: 9448049564

Date: 25.11.2019

To
 Principal
 Sreekrishnapuram V.T. Bhattathiripad College
 Mannampatta, Palakkad,
 Kerala


Dear Sir/Madam,

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Thanking You

Yours Faithfully,
 Adv. P. Parameswaran,
 President,
 Vadakke Madham Brahmaswam



Collaboration with Vadakke Madham Thrissur

Date: 25-11-2019

No:

To
 Principal
 Sreekrishnapuram V.T. Bhattathiripad College
 Mannampatta, Palakkad,
 Kerala

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Yours Faithfully

Head of Institution
 (Special Grade)
 Erba Neelakanta Govt. Sanskrit College,
 Pattambi, Palakkad Dist.
 Male Pattambi (F.O.), Pin 678 369



Collaboration with Kanchi Kamakoti Yajurveda Pathasala, Irinjalkkuda

ॐ
 || Shree Guru : Sharanam ||

Shailesh. S. Deshpande
 (Adhyapak)

ARSHA VIDYA GURUKULAM
 Jaliniya Sama Veda Pathashala
 Kodunthirappully (Agraharam),
 Palakkad - 678004, Kerala
 Email : jsvsamaveda@gmail.com
 Mob : 09446878974, 09020262290

To
 Principal
 Sreekrishnapuram V.T. Bhattathiripad College
 Mannampatta, Palakkad,
 Kerala

Date :

Dear Sir/Madam,

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Head of Institution

K.S. BALASUBRAMANIAN

वे. सु. शैलेश. एस. देशपांडे
 Shailesh



Arsa Vidya Gyurukulam, Samavedapathasala, Palakkad

[Signature]
PRINCIPAL
 Sreekrishnapuram VT Bhattathiripad College
 Mannampatta, Palakkad - 678633

