

ST. THOMAS COLLEGE, KOZHENCHERRY
DEPARTMENT OF COMMERCE

FACULTY BIOSKETCH



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- **QUALIFICATION** : M.Com., Ph.D.

➤ **Brief Overview** :

Teaching Experience: Twenty eight years Post graduate and graduate Programmes at St. Thomas College, Kozhencherry, Kerala.

Two Years at Bharath Matha College, Thrikkakara, Cochin.

Research: Project Supervision, Research Project, Research Paper- Publication and Presentation.

Extension: Executive and Life Member in Academic Professional Bodies, Administrative head of Co-operative Societies and other organization.

- **Area of Specialization/Research Interests :**
1. Financial Market
 2. Marketing Management
 3. Human Resource Management
 4. Developmental Economics
 5. Environmental Science.

➤ **Publications** :

- ❖ “ Marketing Innovation By Financial Institutions. An Empirical Investigation into Customer Behaviour and Segmentation”. The Indian Journal of Commerce Vol 59, No.3 July – Sept. 2006.
- ❖ “An Empirical Model for Analysing Consumers Attitude / Perception on Branding Brand Loyalty and Brand Equity”. The Indian Journal of Commerce Vol 60, No.4 Oct – Dec. 2007.
- ❖ “ Environmental Accounting in Indian Context Perspective on Environmental Performance and Social Accountability of Business”. The Indian Journal of Commerce Vol. 65, No.2, April – June 2012.

- ❖ “ Saving Patterns of Home-hold Sector in India – A Study with reference to Financial Intermediation”. Multi – Disciplinary Research Journal, St. Thomas College, Kozhencherry Vol VI, June 2006.
- ❖ “ Women Entrepreneurship in India Realities and Importunate Demand for Innovation and Dynamism in Era of Socio-Economic Transformation”. Pranjana Vol 2, No.1, Jan – June 1999.
- ❖ “ Saving Behaviour of Individual Investors in Portfolio Management”. Erudition Vol 5, No.9, July – Dec 2010.
- ❖ “A Psychometric Assessment of Risk Tolerance and Financial Behaviour of Individual Investors in Portfolio Decision Research Paper under Submission process for publication”, Finance India.
- ❖ “ Environment Management for Sustainable Development’. Research Paper under Submission Process for publication in Journal of Development Economics.
- ❖ Chapter Contribution Under Submission Process in Edited Book to be published by IGI Global on Managing Public Relation and Brand Image Through Social Media.
- ❖ A fairly good number of International Journal Editors invited by research papers for Publication and hope to submit some research papers in the near future.
- ❖ Some Publishers also interested in Publishing Text Books authored by me on Management Finance Etc. Planning to Write some books on these areas.