

# CURRICULUM VITAE

**Dr. K.S.CHANDRASEKAR**



Full name - Kumar Sreedevi Chandrasekar  
Date of birth - 31<sup>st</sup> July 1967  
Present position - Institute of Management in Kerala  
University of Kerala, Trivandrum 695034  
Phone - (0471) 2301145, 2306422, 2301513  
Email - [kscnair@gmail.com](mailto:kscnair@gmail.com)  
Residential address - KRA A18, Chettikulangara  
Trivandrum 695001  
Phone - 914712476238/ 919447268840  
Marital status - Married, one boy (Rohan)  
Passport number - A1575081

## Education :

- ⊕ Certificate in Proficiency in Entrepreneurship Teaching (CPET), Indian School of Business, Hyderabad, 2007.
- ⊕ M.S.(Psychotherapy and Counseling), IPMS, Mumbai, 2005 (percentage 72.5)
- ⊕ D.Univ, Commonwealth Open University, Lugones, Asturias, SPAIN, 2002
- ⊕ Ph.D. in Management, Alagappa University, Karaikudi, INDIA, 2001
- ⊕ MBA (Distinction), School of Management, Bharathiar University, Coimbatore, INDIA specializing in Marketing, 1992 (percentage: 84.09)
- ⊕ B.Pharm (Hons.), B.I.T.S., Pilani, 1988 (percentage: 61.10)

## Experience:

- ⊕ Head of the Department, Institute of Management in Kerala, University of Kerala since 01/04/2009.
- ⊕ SBT Chair professor in Management, Institute of Management in Kerala, University of Kerala since 01/04/2008.
- ⊕ Coordinator, Entrepreneurship Development Cell, University of Kerala since 12/01/2007.
- ⊕ Director, Centre for Management Education and Entrepreneurship Development (C-MEE), University of Kerala since 18/07/2006.
- ⊕ Chairman, Board of Studies in Business Management, University of Kerala since 12/05/2006.
- ⊕ Visiting Professor, Commonwealth Open University, Spain and UK since 9/2/2002.
- ⊕ Senior Lecturer in Management, Alagappa University, Karaikudi from 20/2/1995 till 29/10/2002.

- ⊕ Assistant Manager (Regional Management), Hindustan Latex Limited, Mumbai and Trivandrum from 10/2/1993 till 13/2/1995.
  - ⊕ Account Executive, Mediamate Communications, Trivandrum from 6/6/1992 till 9/2/1993.
  - ⊕ Vice Principal, SA Raja College of Pharmacy, Tirunelveli from 4/1/1989 till 31/7/1990
- |                              |                  |
|------------------------------|------------------|
| Total PG teaching experience | : Sixteen years  |
| Industrial experience        | : Two years      |
| Total Post MBA experience    | : Eighteen years |

### Distinctions/ Scholarships/ Other Qualifications/ Membership of Professional Bodies

#### Awards:

- ⊕ The research paper on, “Bubble management using 4Q approach: Model for performance budgeting” coauthored with Dr M Senthil of Alagappa University was adjudged as the best paper among 65 presented during the National seminar on Knowledge management at Kalasalingam University, Virudhunagar, Tamilnadu, 10<sup>th</sup> October 2009.
- ⊕ Rm.Vallal Alagappan award 2009, Alagappa University, Karaikudi.
- ⊕ Best Academic of the Year 2008, Amity University (India’s largest private university)
- ⊕ Gold medal winner and awarded the Best Business Academic of the year 2006, Indian Commerce Association, Andhra University, Vizag.
- ⊕ Awarded National Merit Scholarship for the performance in X<sup>th</sup> standard.
- ⊕ Awarded the International Diploma of Honour for outstanding achievements in Management education through distance learning by the American Biographical Institute, USA.
- ⊕ Won the best Account Executive award in Mediamate Communications, 1993.

#### Editorial adjudications:

1. Adjudicated as a jury in the second AIMS International summer internship Competition, The Association of Indian Management Scholars, 112436 FM 1960 W. Pmb #140, Houston, TX 77065
2. Adjudicated as the Editorial reviewer for Journal of Ecology and Natural environment ([www.academicjournals.org](http://www.academicjournals.org))
3. Undertook a global survey among college students’ attitude towards globalization with Prof. Emanuel Gomez, Coventry University, UK.
4. Adjudicated as the Editorial reviewer for International journal of Emerging Business Issues, India
5. Adjudicated as the Editorial reviewer of papers submitted for the ANZIBA conference, Newzealand, 2006 [www.vuw.ac.nz/anziba06](http://www.vuw.ac.nz/anziba06).

### Membership in Academic bodies:

- ⊕ Member-Senate, University of Kerala since May 2010.
- ⊕ Member-Academic council, University of Kerala since April 2009.
- ⊕ Member- CSS committee, University of Kerala since 2009.
- ⊕ Member - AIMS International Directory of Indian Management Educators
- ⊕ Life member- Association of Indian Management scholars.
- ⊕ Joint Secretary –National HRD Network, Trivandrum chapter, 2005.
- ⊕ Member, Board of studies in Management, Anna University, Chennai since April 2009.
- ⊕ Member, Board of studies in Management (UG), PSG College of Arts and Sciences, Coimbatore since March 2008
- ⊕ Member, Board of studies in Management (CBCS), Periyar University, Salem since May 2008
- ⊕ Member, Board of studies in Management, Saveetha University, Chennai since March 2008
- ⊕ Member, Doctoral committee in Management, Kalasalingam University, Srivilliputhur since May 2008
- ⊕ Member – Board of studies in Management, Sri Chandrasekarendra Saraswathi Vishwa Maha Vidhyala, Kanchipuram since March 2008.
- ⊕ Member –Board of studies in MBA(CBCS), Periyar University, Salem, 2008-10
- ⊕ Member- Board of Studies in BBA, PSG College of Arts and Science, (Autonomous), Coimbatore, 2008-10
- ⊕ Member- Board of studies in Management, Calicut University, 2008-10
- ⊕ Member- Board of studies in Hotel management, Calicut University, 2008-10
- ⊕ Member- Board of studies in Travel and Tourism, Calicut University, 2008-10
- ⊕ Member- Board of studies in Management and Public Administration (PG), M.S.University, Tirunelveli, 2005-08.
- ⊕ Member –Board of Studies in Management (CBCS), M.S.University, Tirunelveli, 2005-08.
- ⊕ Member-Board of studies in Cooperation (PG&UG), Periyar University, Salem, 2004-07.
- ⊕ Member –Board of Studies in Management, University of Kerala, 2003-06
- ⊕ Academic Coordinator –MBA (DLP), University of Kerala since 2005.
- ⊕ Research Board Advisor – The American Biographical Institute, NA, USA.
- ⊕ Guest Faculty – Phoenix Online Learning Worldwide, USA
- ⊕ Chairman – Board of Question Paper setters in MBA in selected Universities
- ⊕ Chairman – Board of Evaluation, MBA, MTA, University of Kerala
- ⊕ Member –Doctoral Committee in Management studies, Sathyabama Deemed University, Chennai.
- ⊕ Member –Board of Studies in Management (DDE), Pondicherry University, 1998-2000.
- ⊕ Special Invitee- Board of Studies in Management(DDE), Alagappa University,

1999- 2000.

- ⊕ Chairman- Academic Committee, Govt. UPS, Chettikulangara, Trivandrum.

Membership in Professional bodies:

- ⊕ Life Member- Indian Institute of Public Administration, New Delhi.
- ⊕ Life Member- Indian Society of Training and Development, New Delhi.
- ⊕ Life Member – Indian Sociological Sciences, New Delhi.
- ⊕ Life Member- Indian Commerce Association, New Delhi.
- ⊕ Life Member – National Institute of Personnel Management, Kolkatta.
- ⊕ Life Member- Association of Indian Management Scholars International, Ahmedabad
- ⊕ Member-Association of Pharmaceutical Teachers of India.
- ⊕ Member – Indian Society of Professional Psychologists, Mumbai.
- ⊕ Member- Trivandrum Management Association, Trivandrum.
- ⊕ Member- Rotaract Club in School, Nagercoil, 1984.
- ⊕ Member-Advisory Council, Human Resources Development of Digital Fantasy Pvt. Ltd, Trivandrum, 2003.
- ⊕ Member- Executive Council, Kunnumpuram Residents Association, Trivandrum, 2004.
- ⊕ Member – Training Division, Media mate Communications, Trivandrum

Visiting Faculty:

- ⊕ Lectured at :
  - School of Management and Business Studies, M.G. University, Kottayam
  - MSN Institute of Management and Technology, Chavara
  - Jansons School of Business, Coimbatore
  - Department of Management studies, Kannur University, Telicherry
  - School of Management, Bharathiar University, Coimbatore
  - DC School of Management and Technology, Wagamon
  - Ishan Institute of Management and Technology, Noida
  - Department of Management studies, Indraprastha university, Delhi
  - GRG Group of Institutions, Coimbatore
  - DJ Academy of Managerial Excellence, Coimbatore
  - Alagappa Institute of Management, Karaikudi
  - Alamma Iqbal institute of Management, Peringamala and
  - Balaji Group of Institutions, Pune

### Membership in Editorial Boards:

- ⊕ Member-Advisory Board, International journal of Emerging Business Issues, Coimbatore
- ⊕ Managing Editor, IMK journal of Management, University of Kerala
- ⊕ Member- Editorial Board, “Management Trends”, a journal of the South Gujrath University, Rajkot.
- ⊕ Member-Editorial Board, “KEEGEE Journal of Commerce”, KG College, Pampadi
- ⊕ Member- Editorial Board, “B-Researcher”, Women’s Christian College, Nagercoil
- ⊕ Member-Editorial Board, “Vels journal of Management” Vels University, Chennai

### International Exposure:

- ⊕ International visitor to Srilanka for chairing two sessions in Organisational Behaviour and Management, ICSSL-08, International conference of social sciences, University of Kelaniya, Srilanka on 18<sup>th</sup> to 20<sup>th</sup> December, 2007.
- ⊕ International visitor to United Arab Emirates for presenting a paper on, “Marketing intelligence and its role in developing strategies- Case study of India”, Al-Khwarazhimi College, Al Ain on 14<sup>th</sup> December 2006.
- ⊕ International visitor to Kuwait for presenting a paper in the 2<sup>nd</sup> international conference on Managing Development on, “the need for assimilating the competitive advantage of FDI in ameliorating the standards of developing countries in the WTO era – case study of India” at Kuwait University from 12<sup>th</sup> December 2006 to 13<sup>th</sup> December 2006.
- ⊕ Reviewed two research papers for the Australia and New Zealand International Business Academy (ANZIBA) international conference on Management studies, Wellington, New Zealand, 16<sup>th</sup> to 18<sup>th</sup> November 2006.
- ⊕ International visitor to Srilanka for presenting a paper in the 10<sup>th</sup> International conference on Srilankan Studies on “SAARC obligations and its impact on Kerala with emphasis on Srilankan Influence” at University of Kelaniya, Kelaniya from 16<sup>th</sup> December to 18<sup>th</sup> December 2005.
- ⊕ International visitor to Thailand and Singapore for presenting research paper in the 4<sup>th</sup> international conference on “Knowledge Management” at Siam University, Bangkok and for a collaborative assignment at Singapore Management University, Singapore from 27<sup>th</sup> September till 1<sup>st</sup> October 2005.
- ⊕ Organised an international workshop on ICT based Women Enterprises in collaboration with Manchester University, UK during August/September 2005 where there were participants from Costa Rica, Sudan, Nigeria, Tanzania, Zimbabwe, Pakistan, England Etc.

- ⊕ Continuous interaction with the officials of Commonwealth Open University at UK on the academic content for the Management programmes.
- ⊕ Interacted with Production and Marketing experts from Malaysia, Philippines and Australia during the tenure at Hindustan Latex Limited, Trivandrum.
- ⊕ Organised a talk on Tackling Chronic Poverty by Prof. David Hulme, Professor of Development Studies, University of Manchester at Centre for Management Development, Thycaud, Trivandrum on 23<sup>rd</sup> January 2006.

### Administrative experience:

- ⊕ Head of the Department of IMK since April 2009.
- ⊕ Coordinator, Coordinator, Entrepreneurship Development Cell, University of Kerala since January 2007.
- ⊕ Director, Centre for Management Education and Entrepreneurship Development (C-MEE), University of Kerala since July 2006.
- ⊕ Chairman, Board of studies in Business Management since May 2006.
- ⊕ Head of the Department of IMK during March 2005.
- ⊕ Coordinator, Refresher Course in Commerce and Management studies, Academic Staff College, University of Kerala 23/02/2006 till 10/03/2006.
- ⊕ Initiated the process of inspection among the affiliated colleges for admission to MBA programme, 2006.
- ⊕ Academic Coordinator, IMK extension centre, ICM Poojapura, Trivandrum since 2003.
- ⊕ Academic Coordinator, MBA DLP programme, University of Kerala since 2005.
- ⊕ Regional Manager in charge of Maharashtra, Madhyapradesh, Gujarath and Goa during 1994-95.
- ⊕ Chairman, Placement Committee, IMK, since 2002.
- ⊕ Coordinator- PGP, IMK since 2002.
- ⊕ Chairman, Distance Contact Programmes, Alagappa University at Coimbatore, Kochi, Chennai, New Delhi and Mumbai 1998-2002.
- ⊕ Revised the regulations, scheme and syllabi for MBA and BBA degree programmes of the University of Kerala during 2003, 2006 and 2009.
- ⊕ Revised the regulations, scheme and syllabi for MBA(CSS) and offered a new course MBA(Tourism), Institute of Management in Kerala, University of Kerala during 2009.
- ⊕ IMK is rated as one of the 7 best b-schools in the University system by Competition Success Review, November 2009.
- ⊕ IMK was rated as the best business school apart from IIM-K in Kerala as per AIMA- Business Standard survey, January 2003. IMK was listed in the A-Category business schools and is in the top 30 business school out of 800 business schools in India as per their rating.

- ⊕ Start up work in establishing two extension centers of IMK – IMK Alappuzha and at Institute of Cooperative Management, Poojapura from 2003 admission onwards. Responsible for the academic activities of the Poojapura centre.
- ⊕ Start up work in establishing MBA (Evening) programme at Institute of Management in Kerala, Trivandrum from 2003 admission onwards.
- ⊕ Start up work in establishing MBA (Distance Education) programme for Institute of Distance Education, University of Kerala from 2005 onwards.
- ⊕ Start up work in establishing two extension centers of IMK – IMK Adoor and IMK- Kundara from 2009 admission onwards.
- ⊕ Acted as a Moderator for the project presentations for the Refresher Course in Commerce and Management, November 2002.
- ⊕ Restructured the following courses:
  1. B.Com (Cooperation), Periyar University, Salem
  2. M.Com (Cooperation), Periyar University, Salem
  3. M.A (Public Administration), M.S.University, Tirunelveli
  4. M.B.A (CBCS), M.S.University, Tirunelveli

**Funds generated:**

| Project   | Funding agency  | Amount (in Rs.)                   |
|---|---|-----------------------------------|
| “An evaluation of womens ICT based projects in Kerala and its viability in other states of India” | All India Council For Technical Education (Aicte) New Delhi         | 3,50,000.00                       |
| Entrepreneurship Development Cell   | Department of Science and Technology, Government of India, NewDelhi | 35,00,000.00<br>(over five years) |
| Entrepreneurship Development Cell   | Awareness and Development programmes, DST with EDII, Ahmedabad      | 5,40,000.00                       |
| SBT Chair professorship in Management   | State Bank of Travancore, Trivandrum                                | 48,00,000.00                      |
| Consultancy on Customer satisfaction survey- All India  | State Bank of Travancore, Trivandrum                                | 3,85,000.00                       |
| Consultancy on setting up Kerala Construction Academy   | Kerala Construction Academy   | 2,25,000.00                       |
|   | Total (as on date)  | 98,00,000.00                      |

### Consultancy Experience:

- ⊕ “Setting up of Kerala Construction Academy”, Ministry of Labour, Government of Kerala for Rs.2,25,000/-
- ⊕ “Customer satisfaction survey”, SBT on national basis Rs.3,85,000/- , October, 2008.
- ⊕ “Feasibility study for jewellery retailing in Thiruvalla, Palakkad and Coimbatore”, Bheema jewellers, November, 2004.
- ⊕ “Human Resource Development system”, Digital Fantasy Communications, March 2003.
- ⊕ “Campaign planning for SBT”, Mediamate Communications, January 2003.
- ⊕ “Presentation techniques for social circle awards”, State Bank of Travancore, December 2002.
- ⊕ “Market potential for Fork Lifts in Kerala”, KSIDC, December 2001.
- ⊕ “Study on Handicrafts in Kerala” – Directorate of Industries and Commerce
- ⊕ “Market study” – Kerala State Beverages Corporation Limited
- ⊕ “Impact Assessment Studies of MORD, GOI at Tiruchirappalli and Tirunelveli Districts of Tamilnadu” – Ministry of Rural Development, GOI.
- ⊕ “Programme on Essential Knowledge & Skills for Corporate Governance” – MGP, Commonwealth Secretariat, Enterprise Reforms Committee and RIAB.

### Foreign Universities visited:

1. Rungsit University, Bangkok (delivered a lecture)
2. Siam University, Bangkok
3. Singapore Management University
4. National University of Singapore
5. University of Kelaniya (delivered a lecture), Srilanka
6. University of Colombo, Srilanka
7. Ruhuna University, Matara, Srilanka (delivered a lecture)
8. University of Moratuwa, Srilanka
9. Srilankan Institute of Information Technology, Colombo (delivered a lecture)
10. Marga Institute, Colombo, Srilanka
11. Kuwait University, Kuwait.
12. Gulf University of Science and Technology, Kuwait (delivered a talk)
13. Al-Khwarazhimi College, Al Ain, United Arab Emirates

## Principal Publications:

### 1. Books:

- ⊕ Product management – text and cases, Himalaya Publishing House, Mumbai (2001) and revised (2010)
- ⊕ Marketing management- Text and Cases, McGraw Hill Education through Vijay Nichole publishing, Chennai (2010)
- ⊕ Branding insights- Himalaya Publishing House, New Delhi (2010 – in press)
- ⊕ Sales promotion- Text and Cases, Excel Publishers, NewDelhi (2010- in press)
- ⊕ Business Ethics and Corporate Governance, Excel Publishers, New Delhi (2010 – in press)
- ⊕ Business environment- Text and Cases, Prentice Hall of India (2011-draft)

### 2. Chapters in Books:

- ⊕ Impact of marketing decisions on Production management, New Contemporary Production Management, Dr. M.Senthil et al, Microchip Computer Network, Chennai.
- ⊕ Renewable energy to the fore, Infrastructural development and Financing, Dr.S.Ganesan, Kanishka Publishers, Delhi
- ⊕ Tourism policies in Indian and UK context, Tourism and Sustainable Economic Development, M.Sarangadharan et al., New Century Publications, Delhi.

### 3. Books Reviewed:

- ⊕ “Marketing Management – International Perspectives” – 4 Chapters reviewed for publication, Vijay Nichole Publications, Chennai

### 4. Management study materials published:

1. Marketing management, M.B.A, Alagappa University, 1997.
2. Marketing Communication, Diploma in Sales Management, Alagappa University, 1997.
3. Advertising Management, Diploma in Sales Management, Alagappa University, 1997.
4. Promotional Management, Master of Marketing Management, Alagappa University, 1998.
5. Advertising and Promotional Management, Master of Marketing Management, Pondicherry University, 1998.

6. Anatomy, physiology and Pharmacology, Post Graduate Diploma in Pharmaceutical Marketing, Pondicherry University, 1999.
7. Paradigms in pharmaceutical Industry, Post Graduate Diploma in Pharmaceutical Marketing, Pondicherry University, 1999.
8. Pharma Product Management, Post Graduate Diploma in Pharmaceutical Marketing, Pondicherry University, 1999.
9. Strategic Marketing Management, Master of Marketing Management, Alagappa University, 1999.
10. Sales Management, Bachelor of Marketing Management, Pondicherry University, 2000.
11. Advertising and Sales Promotion Management, Bachelor of Marketing Management, Pondicherry University, 2000.
12. Consumer Behavior, Master of Marketing Management, Annamalai University, 2001.
13. Product Management, M.B.A, Alagappa University, 2001.
14. Strategic Management, M.B.A, Alagappa University, 2001.
15. Sales Management, M.B.A, Alagappa University, 2002.
16. Business Environment, M.B.A, University of Kerala, 2005.
17. Human Resource Management, M.B.A, University of Kerala, 2005.
18. Marketing management, M.B.A, University of Kerala, 2006.
19. Product management, M.B.A, University of Kerala, 2006.
20. Marketing management, M.B.A, Anna University, 2007.
21. Strategic Management, M.B.A, University of Kerala, 2008.
22. International marketing, M.B.A, University of Kerala, 2008.

5. Articles published:

I. International Publications:

1. "The Impact of IT on organizational structure: The case study of Damghan city in Iran", Journal of Business Administration, IBA, University of Dhaka, Bangladesh, ISSN 1680-9823.
2. "Impact of Advertising on the Entrepreneurial ventures", faculty column, indianmba.com, December 2007.
3. "Marketing of Insurance Products in the Indian Context: Issues & Challenges in the Wake of Private Sector Participation", Knowledge zone journal, Coolavenues.com, April 2007.
4. "Indian insurance sector: \$ 60 billion industry by 2010 and a perspective of life insurance distribution in India", souvenir of 4<sup>th</sup> International Conference on Small and Medium Sized Enterprises, Greece, August 2007.
5. "Houseboat Entrepreneurship in Kerala: Issues & Challenges", Knowledge zone journal, Coolavenues.com, September 2007.

6. "Management of ICT in Higher Education in India – Upgrading standards to face international competition", East African Journal of Information Sciences, July- December 2007.
7. "Corporate social responsibility: Ethical conundrums with respect to multinational corporations in India", Asia Pacific Social Science Review, Volume 6, Number 1, June 2006.
8. "Entrepreneurship issues and challenges in Kerala and the role of University of Kerala in fostering an Entrepreneurial culture and the need for entrepreneurship education", [http://www.indianmba.com/Faculty\\_Column/FC489/fc489.html](http://www.indianmba.com/Faculty_Column/FC489/fc489.html).
9. "Contemporary Issues in Insurance Management", [http://www.indianmba.com/Faculty\\_Column/FC381/fc381.html](http://www.indianmba.com/Faculty_Column/FC381/fc381.html).
10. "Print media options for Insurance companies in Kerala", *Faculty column, indianmba.com* [http://www.indianmba.com/Faculty\\_Column/FC369/fc369.html](http://www.indianmba.com/Faculty_Column/FC369/fc369.html)
11. "The Subsidy Package Under Cluster Development for the Sustainable Growth of SSI Sector in Kerala", *Journal of Management, Coolavenues.com*, <http://www.coolavenues.com/know/gm/index.php3>. 2006
12. "The Quest for Second Generation Entrepreneurs - The Need for Intrapreneurship", *Faculty column, indianmba.com*, [http://www.indianmba.com/Faculty\\_Column/FC290/fc290.html](http://www.indianmba.com/Faculty_Column/FC290/fc290.html). 2006.
13. "Corporate Social responsibility – Ethical conundrums by MNC's in India", Proceedings of the 3<sup>rd</sup> International Seminar on Business Management, *Sree Jayawardhanapura University, Colombo, 2005*.
14. "SAARC obligations and its impact on Kerala – With focus on Srilanka", Proceedings of the 10<sup>th</sup> International Seminar on Srilankan Studies, *University of Kelaniya, Kelaniya, Srilanka, 2005*.
15. "ICT and Higher Education in Indian context", Proceedings of the 4<sup>th</sup> international conference on Knowledge Management, *Siam University, Bangkok, 2005*.
16. "Consumer Promotions: A Case Study of Cadbury's", *Marketing- Knowledge Zone, Coolavenues.com, 2005*.
17. "Sustainable development of Tourism", *SAJOSPS, December 2004*.
18. "Marketing failures- lessons from Indian corporates", *Third Concept-An international journal of ideas, April-May 1999*.
19. "Challenges facing Indian Pharmaceutical industry", *Third Concept-An international journal of ideas, February 1999*.
20. "Trends in services Marketing", *Third Concept- An international journal of ideas, January 1998*.
21. "Broadcast Media and the middle class", *Third Concept - An international journal of ideas, August 1997*.

## II. National Publications:

1. "Growth of Women's ICT Based Enterprises and the key Challenges", Kegees Journal of Social Science, Vol.II, July-December 2009.
2. "WTO, IPR and its impact on the Indian pharmaceutical industry", abstract published in The Indian Journal of Commerce, Annual issue, 2009.
3. "Emotionally intelligent teacher", Yojana, November 2009.
4. "Management education in Kerala", TMA Times, August-September 2009.
5. "Issues in organisational structure of Damghan City, Iran: The influence of information technology", Kerala University Communicator, July 2009.
6. "Performance Assessment of Human Resource Functions among Public Sector Industrial Organizations under Manufacturing Sector in Kerala - A Systems Thinking Perspective", Indian journal of Economic perspectives, June 2009.
7. "Integrated marketing communication –issues and challenges", Manage – journal of management, January 2008.
8. "Issues in international branding – case study of India and Thailand", Souvenir, International seminar on Branding, Kollam, October 2007.
9. "Action-Attitude model for global brand building- An insight for Indian companies", The Indian Journal of Commerce, July-September 2007.
10. "Viewing Consumer oriented", Kerala Calling, August 2007
11. "Toy retailing in the Indian context", Journal of Management, Kakathiya University, Warangal, July-December 2007.
12. "Brand the Kerala products", Kerala Calling, June 2007
13. "Joint Sales promotions in India- Innovations beckon", The Indian Journal of Marketing, May 2007.
14. "Professional management education: evolution and its future in Kerala", Swarna Keralam souvenir, University of Kerala, 2007.
15. "Strategies for Human Capital: Unearthing the talent through Entrepreneurship Education and Awareness in Kerala", Journal of Entrepreneurship, February 2007.
16. "Joint Sales promotions in India- Innovations beckon", The Indian Journal of Marketing, May 2007.
17. "Brand the Kerala products", Kerala Calling, June 2007
18. "Action-Attitude model for global brand building- An insight for Indian companies", The Indian Journal of Commerce, July-September 2007.
19. "Viewing Consumer oriented", Kerala Calling, August 2007
20. "Issues in international branding – case study of India and Thailand", Souvenir, International seminar on Branding, Kollam, October 2007.
21. "Toy retailing in the Indian context", Journal of Management, Kakathiya University, Warangal, July-December 2007.

22. "Professional management education: evolution and its future in Kerala", Swarna Keralam souvenir, University of Kerala, 2007.
23. "Allan variance and its relevance in decision making", Management Trends, January- July 2007.
24. "Influence of Subsidy on the livelihood of people in Kerala", SRM Management Digest, January- July 2006.
25. "An appraisal of Export promotion programmes in Kerala- The need for concerted effort", Review of Social Sciences, Vol.VII, No.1, January – June 2006.
26. "Customer Perception And Experiences For Improving Quality Of Services In KTDC Hotels", Oorja Journal of Management, July 2006.
27. "Cluster development- an innovative approach", Kerala calling, June 2006.
28. "Entrepreneurship for the modern world", Review of Social Sciences, January – June 2006.
29. "FMCG- Consumer promotions in the confectionary market", Management Researcher, Vol. XI, No.3&4, January- June 2005.
30. "Managerial insights into Delegation and decentralization in organizations", Dreamz Souvenir, MSN Institute of Management and Technology, Chavara, May 2005.
31. "Economic Impact of Tourism –Use of multiplier effect as a tool for Kerala", The Journal Of Business Studies, Vol.2, No.1, December 2004.
32. "Problems and prospects of Eco-tourism", The Journal Of Business Studies, Vol.2, No.1, December 2004(abstract).
33. "Management Education in India – opportunities galore", Deepika Campus, November 2004.
34. "A study on Personal effectiveness of Managers with respect to Motivation and Self Confidence", The Journal Of Business Studies, Vol.1, No.1, July 2004.
35. "Health tourism – relevance and importance of Kerala as a destination", Review of Social Sciences, January –June 2004.
36. "A Comparative Theoretical Analysis Between Organisational Development And Advanced Behavioral Sciences", Oorja, IIM Journal of Management and IT, January- April 2004.
37. "Customer Relationship Management as a tool in Marketing – a point to ponder", Management Researcher, Vol.X, issue.3&4, January – June 2004.
38. "An insight into product deletion practices in the Indian Context", SCMS Journal of Indian Management, Vol.1, Number 1, January –March 2004.
39. "Growth of Telecom Services in India", Zoomer, Journal of Department of Management Studies, N.M. College, Marthandam, September 2003.
40. "A Study on Personal Effectiveness of Managers with Respect to Motivation & Self Confidence", Review of Social Sciences, July 2003.
41. "A study on creativity as a critical success factoring organizational excellence", Management Researcher, Vol. IX, issue 3&4, January –June 2003.
42. "Technology and Entrepreneurship opportunities in the globalised scenario", NIPM Silver Jubilee Souvenir , September 2002.

43. "Advertising campaign planning in the Indian context", Management Researcher, January- March 2001.
44. "Effective brand building in the global context", Management Researcher, April-June 2001.
45. " Pricing paradigms in the Indian context", Indian Journal of Marketing, May-June 2001.
46. " A prognosis on the micro management programmes in the management curriculum", Indian Journal of Management and Strategy, April-June 2001.
47. " Pricing paradigms in the Indian context", Indian Journal of Marketing, May-June 2001.
48. "Market segmentation key to services", Indian Management-An All India Management Association (AIMA) journal, December 2000.
49. " Indian rural entrepreneurship", HRD times, December 2000.
50. "Distinctive capabilities for success in the pharma market", Pharma Business, 3 November 2000.
51. "Rural marketing to the fore in the pharmaceutical industry", Pharma Business, 24 November 2000.
52. "Event management- jostling for focus", HRD times, January 2000.
53. "Does size matter in the pharmaceutical industry?", Express Pharma pulse, 15 June 2000.
54. "Recruitment advertising- Print as a powerful media", Indian journal of Management and Strategy, January-March 1999.
55. "NBFC's – Building castles in the thin air?" Management Researcher, January – March 1999.
56. "Technology impetus", HRD times, April 1999.
57. "The management of Human errors", HRD times, September 1998.
58. "The paradox of pricing services", MSPI Management Review, March-April 1998.
59. "Training and development in the Pharmaceutical industry", Indian journal of Pharmaceutical Education, Dec'96-Feb'97.
60. "Planning and structuring sales", Brand summit special edition, The Hindu-leading Indian national daily newspaper, 19 February 1997.
61. "Employee turnover- Reasons and trends", Indian journal of Management and Strategy, April-June 1997.
62. "Techno-management programme for the technically qualified", Management Researcher, July- December 1997.

## Conference Papers:

### Session chair in international seminars:

1. Chaired the Track-6, Marketing at the International seminar on Management challenges, Hotel Beach Orchid, MSNIMT, Chavara, 23-24 November 2009.
2. Chaired two sessions in “Organisational behavior and management” at the International conference on social sciences, University of Kelaniya, Srilanka, 18-20 July 2008.
3. Chaired all the sessions of “Customer Relationship Management” international seminar at Kesavan Memorial Hall, Kollam on 8<sup>th</sup> May 2008.
4. Chaired a session on Development, Civil Society and Third Sector: Managerial Implications in the International seminar on Development, planning and management, Kannur University, 9-10 March 2008.
5. Chaired a session on Challenges before Global marketers in the International seminar on Development, planning and management, Kannur University, 9-10 March 2008.
6. Chaired all the sessions on Lustre 08: International conference held at Co-Bank Towers, Trivandrum, 19<sup>th</sup> January 2008.
7. Chaired the paper presentations on, “Systems thinking in management”, International seminar on systems thinking in management, M.G.University, Kottayam, 9<sup>th</sup> January 2008.
8. Chaired a session on “Media and advertising”, International seminar on Advertising, MSN Institute of Management and Technology, Chavara at Kesavan Memorial Hall, Kollam 27<sup>th</sup> April 2007.
9. Chaired a session at the international conference on Brand management, UIT IMK CME, Adoor at Hotel Nila Palace, Kollam, 5<sup>th</sup> October 2007.
10. Chaired a session on “Strengthening Extension education”, International conference on strategies for strengthening Adult, Continuing Education and Extension in the 21<sup>st</sup> Century, University of Kerala, 30-31 August 2006.

### Paper presentations in international seminars:

11. “Energy conservation programmes in India in ameliorating the societal standards: a case study of Kerala”, International conference on social sciences, University of Kelaniya, Srilanka, 18-20 July 2008.
12. “Quality of work life among women entrepreneurs in Kerala”, International conference on social sciences, University of Kelaniya, Srilanka, 18-20 July 2008.
13. “”Evaluation of satisfaction among second generation entrepreneurs in Thiruvananthapuram and Kollam districts of Kerala”, International conference on social sciences, University of Kelaniya, Srilanka, 18-20 July 2008.

14. "Women entrepreneurs and economic development: opportunities and challenges", International seminar on Development, planning and management, Kannur University, 9-10 March 2008.
15. "Emotional intelligence and conflict resolution in the workplace", International seminar on Development, planning and management, Kannur University, 9-10 March 2008.
16. "Marketing and its role in second generation enterprises in India", International seminar on Development, planning and management, Kannur University, 9-10 March 2008.
17. "Indian insurance sector : \$ 60 billion industry by 2010 and a perspective of life insurance distribution in India", paper presented in the 4<sup>th</sup> International Conference On Small And Medium Sized Enterprises, Athens Institute For Education And Research, Greece, 6-9 August 2007.
18. "Designing curriculum framework for international diploma in educational planning and administration", Commonwealth of Learning, Vancouver, Canada at Trivandrum, December 2006.
19. "The need for assimilating the competitive advantage of FDI in ameliorating the standards of developing countries in the WTO era – case study of India", 2<sup>nd</sup> International conference on Managing Development, Kuwait University, Kuwait city, December 2006.
20. "The change face of public sector in India- transitions and reforms of Hindustan Latex Limited, Trivandrum" accepted for presentation in the International seminar on Public sector reforms at St.Petersburg University, St.Petersburg, Russia (invited with visa- presented in absentia), December 2006.
21. "Role played by Private Insurance Players in fostering Competition in India-growth Opportunities and Survival", 2<sup>nd</sup> international conference on Reviewing the Past for Reshaping the Future - Addressing the Root Causes of Conflict and Environmental Hazards, Eastern University, Srilanka, December 2006 (presented in absentia).
22. "Influence of XI plan on the management of continuing education", International seminar on Adult and Continuing Education, University of Kerala, Trivandrum, November 2006.
23. "Marketing of insurance products in the Indian context- problems and challenges", International conference on service industry: challenges and opportunities, Waljat colleges of Applied Sciences, Muscut, Oman, September 2006.
24. "Reverse Supply chain practices in the Indian pharmaceutical industry", 15<sup>th</sup> International Conference on Management of Technology, "East Meets West: Challenges and Opportunities in the Era of Globalization", Tsinghua University, Beijing, P.R. China, May 2006. (presented by Dr.M.Senthil, co-author)

25. "Indian MNC's - the future predators in the globalised environment", French-Australian Workshop on Globalization, Mauritius University, January 2006 (paper accepted in absentia).
26. "SAARC obligations and its economic impact on Kerala with emphasis on Srilankan influence", 10<sup>th</sup> International seminar on Srilankan Studies, University of Kelaniya, Kelaniya, Srilanka, December 2005.
27. "ICT in Higher Education – Knowledge management to the fore in ameliorating standards", 4<sup>th</sup> International Conference on Knowledge Management, Siam University, Bangkok, Thailand, October 2005.
28. "Competency mapping – intricacies in evaluation", International Conference on Management principles, policies, processes and practices in the XXI century, Jansons School of Business, Coimbatore, May 2005.
29. "Ecotourism impacts in balancing Tourism potential", International Seminar on Tourism and its fallouts, KITTS, Hotel Mascot, Trivandrum, January 2005.
30. "Problems and prospects of Eco-tourism", International Conference on Tourism, University of Kerala, Trivandrum, December 2004.
31. "Relevance of Tourist influence and its impact from U.K", International Conference on Tourism, University of Kerala, Trivandrum, December 2004.
32. "Economic Impact of Tourism –Use of multiplier effect as a tool for Kerala", International Conference on Tourism, University of Kerala, Trivandrum, December 2004.
33. "Influence of Malayalam films in promoting tourism potential of Kerala", International Conference on Tourism, University of Kerala, Trivandrum, December 2004.
34. "Retailing sector in India – sway towards MNC's?" International Conference by AIMS international at Indian Institute of Management, Bangalore, December 2003.
35. "Global challenges facing the Indian pharmaceutical industry", International Conference on Business and Management, Nirma institute of Management, Ahmedabad, Gujarat, January 1998.
36. "The need to understand the marketing characteristics by an Indian MNC" International Management Research paper contest, IIFT, New Delhi and JIMS 8M, New Delhi, September 1997.

## II. National:

### Awards won in National seminars:

1. The research paper on, "Bubble management using 4Q approach: Model for performance budgeting" coauthored with Dr M Senthil of Alagappa University was adjudged as the best paper among 65 presented during the National seminar on Knowledge management at Kalasalingam University, Virudhunagar, Tamilnadu, 10<sup>th</sup> October 2009.

2. Won the Best Business Academic of the year 2006 and the gold medal from among 514 papers for the paper titled, "Chandrasekhar Action Attitude (CAA) model for global brand building- an insight for Indian companies", 59<sup>th</sup> All India Commerce Conference, Andhra University, Visakhapatnam, December 2006.

Key note and special addresses in National seminars:

37. Key note address on, "TQM in management education: issues and challenges", National seminar on TQM in Management education, Alagappa University, Karaikudi, March 2010.
38. Invited lecture on, "FDI in Indian- Lessons drawn", National seminar on Foreign Direct Investment, SVN College, Madurai, February 2010.
39. Inaugural address on "Learning to learn- skills needed for graduates", UGC Supported State Level seminar on "Learning to learn", Scott Christian college, Nagercoil, February 2010.
40. Key note address on "Entrepreneurship for the new generation", National seminar cum workshop on Entrepreneurship, PRIST University, Thanjavur, December 2009.
41. Presidential address during the National seminar on Competency Tracing of Brand Kerala, Condor Convention centre, Changanaserry, December 2009.
42. Invited lecture on, "Second generation women entrepreneurs", National seminar on Women entrepreneurship, Women's Christian College, Nagercoil, September 2009.
43. Special address on, "Rural entrepreneurship - issues and challenges", National workshop on rural entrepreneurship, Parasakthi College for Women, Courtallam, Tamilnadu, April 2009.
44. Key note address on, "IT applications in Management", National seminar on IT applications in Management, Anna University, Tirunelveli, Tamilnadu, April 2009.
45. Theme presentation on, "The rise of medical tourism", UGC Sponsored National seminar on prospects of health tourism in Kerala, Mannaniya College of Arts and Science, Pangode, March 2009.
46. Invited lecture on "Indian middle class- lessons for the Indian corporate", UGC sponsored National seminar on Business and sustainable environment, PG Department of Commerce, Iqbal College, Peringammala, February 2009.
47. Invited lecture on "FDI in retailing in the Indian context", National Seminar on FDI in retailing, St. Xaviers' college (Autonomous), Tirunelveli, February, 2009.
48. Invited lecture on "Rural marketing challenges", Seminar on Challenges in Marketing, Adhithanar College of Arts and Science, Tiruchenthur, January 2009.

49. Invited lecture on “FDI in retailing in India vis a vis other countries”, National seminar on the impact of the entry of multinational corporations in the retailing scenario in Kerala, Government College, Attingal, November 2008.
50. Invited lecture on “Future of marketing in India”, National workshop on Marketing and Finance, ToCH institute of Engineering and Technology, Ernakulam, October 2008.
51. Key note address on “Research publications”, National seminar on management research, Annamalai University, Chidambaram, March 2008.
52. Special address on “Banking sector in India – issues and challenges”, National seminar on Banking and insurance, VPM College, Srivilliputhur, March 2008.
53. Key note address on “Small retailers in Indian Retail- implications for India”, National seminar on Retailing, Panampilly Government Arts College, Chalakkudy, February 2007.
54. Key note address on “Education and Women empowerment”, National seminar on Women Empowerment, Govindammal Arts College for Women, Tiruchendur, January 2007.
55. Delivered a key note address on, “Women Entrepreneurship and its significance to society”, National seminar on Women Entrepreneurship, All Saints College, Trivandrum, 27th September 2006.
56. Delivered the valedictory address, National seminar on Women Entrepreneurship, All Saints College, Trivandrum, 28<sup>th</sup> September 2006.
57. Delivered a key note address on “Professionalism and Globalisation – opportunities and threats for Company secretaries”, All India Company Secretary’s meet, Mascot Hotel, Trivandrum, 25<sup>th</sup> July 2006

Session chair in National seminars:

58. Chaired the session on “Value based management”, National seminar on Value based management, Mangalam Management studies, Hotel Windsor Castle, Kottayam, 04 December 2009.
59. Chaired two sessions in “Competency tracing of brand Kerala”, National seminar on Competency tracing of brand Kerala, Condor convention centre, Changanaserry, 01 December 2009.
60. Chaired a session on “Banking”, National seminar on recent trends in service industries, VPMM College of Arts and Science, Krishnankoil, Srivilliputhur, March 2008.
61. Co-Chaired a session on, “Ethno tourism and culture”, National seminar on Ethno tourism, Kerala Institute of Travel and Tourism Studies, Trivandrum, February 2007.
62. National seminar on emerging trends in Advertising, TKM Institute of Management, Hotel Residency Tower , Trivandrum, 4<sup>th</sup> April 2007.

63. National seminar on Cross border acquisitions and Mergers, Indian Company Secretaries Association, Hotel Muscat, Trivandrum, 30<sup>th</sup> November 2007.
64. Chaired the sessions on Knowledge management in National seminar on Knowledge management, UIT-CME, University of Kerala, Kollam, November 2006.
65. Chaired the session on Marketing in the National Seminar on Management Research, GRG School of Management, Coimbatore, January 2006.
66. Chaired a session on “Issues in Eco-tourism” at the National Seminar on “Issues and Trends in Eco-tourism Development in India”, KITTS, Trivandrum, January 2006.
67. Chaired all the sessions of the National seminar on “ Retailing – The Indian Context”, MSN Institute of Management and Technology, Chavara, December 2005.

Research paper presentations in National seminars:

68. “Entrepreneurship as a remedy to counter recession and turbulent times”, 62<sup>nd</sup> Annual Indian Commerce Association conference, MDS University, Ajmer, October 10, 2009.
69. ““Emotional Intelligence In The Business Curriculum”, National Seminar on the theme India 2050: Vision & Strategy, Albertian Institute of Management, Kochi, 5 September 2009.
70. “Medical tourism: An opportunity on a platter for India”, National seminar on Managing Economic recession: functional strategies revisited”, Srinivas Institute of Management studies, Pandheswar, Mangalore, April 3, 2009.
71. “WTO, IPR and its impact on the Indian pharmaceutical industry”, 61<sup>st</sup> annual Indian commerce association conference, Nagpur, December 26, 2008.
72. “Second generation entrepreneurs”, National seminar on emerging trends in entrepreneurship, Scott Christian college (Autonomous), Nagercoil, December 13, 2008.
73. “Recent trends in Banking in India”, National seminar on recent trends in service industries, VPMM College of Arts and Science, Krishnankoil, Srivilliputhur, March 15, 2008.
74. “Management education in India- Trends and Challenges”, 60<sup>th</sup> All India Commerce Conference, Osmania University, Hyderabad, December 27-29, 2007.
75. “A study on the impact of marketing on entrepreneurial ventures”, National seminar on promoting entrepreneurship at the grass root level in the liberalized era: challenges and dimensions, Pondicherry University, March 29 and 30, 2007.

76. "Toy Retailing in the Indian context", National seminar in emerging trends in indian retailing-problems and prospects, Kakathiya University, Warangal, March 28, 2007
77. "Advertsing industry and the role of creativity", National conference on challenges to globalization and strategies to overcome them, MNM Jain Engineering college, Chennai, March 8, 2007.
78. "Marketing intelligence and its influence on organizations", National seminar on Marketing, IMK, Kollam centre at Hotel Sudharsan, Kollam, 21<sup>st</sup> April 2007.
79. Presented a paper on, "Marketing intelligence in Indian context", National seminar on Marketing, NI College of Arts and Science, Kumarakoil, 23<sup>rd</sup> March 2006.
80. "Branding of Retail sector – Indian experiences", National Seminar on Management Research, GRG School of Management Studies, Coimbatore, January 2006.
81. "SERVQUAL- A potent tool for service quality – case study of State Bank of Travancore", All India Commerce Conference, Kashi Vidhyapith, Varanasi, December 2005.
82. "Innovations in Consumer Response – Marketing and Operations Focus", National Seminar on Innovations in Management, IMK Extension centre, Poojapura, November 2005.
83. "Globalisation and the Consumer Movement" (in Malayalam) National Seminar on Malayalam, University of Kerala, Trivandrum, November 2005.
84. "Customer Relationship Management and Operations Management in Tourism industry in Kerala", National Seminar on Destination Branding and Tourism potential, IMK Extension Centre, Alappuzha, October 2005.
85. "An evaluation of characteristics of second generation entrepreneurs- case study of Trivandrum and Kollam Districts", National seminar on emerging trends in Management, VLB Janakiammal College of Engineering, Coimbatore, October 2005.
86. "Marketing of life insurance products in Kerala – A case study of Kottayam", National seminar on emerging trends in Management, VLB Janakiammal College of Engineering, Coimbatore, October 2005.
87. "Introduction to marketing research and application of statistical tools", Workshop on Statistical Computations using softwares, M.S. University, Tirunelveli, February 2004.
88. "Emerging priorities and challenges in Institute perspective", National seminar on strengthening industry-institute interaction, M.S. University, Tirunelveli, February 2004.
89. "WTO and its impact on the Indian pharmaceutical industry", National Seminar on Globalisation, Institute of Technology, Mayyil, January 2004.
90. "Marketing intelligence", National seminar on Business intelligence, Sri Ramakrishna College for Arts and Science for Women, Coimbatore, January 2004.

91. "Globalisation and its impact on the Indian Manufacturing sector", National seminar on Globalisation, Institute of Technology, Mayyil, January 2004.
92. "Empirical research for legal profession", Workshop on Legal Challenges, Kerala Law Academy, January 2004.
93. "The impact of globalisation on Indian manufacturing sector", National seminar on Globalisation and Entrepreneurship, Erode Arts College, Erode, December 2003.
94. "The rationale for the development of rural and agricultural sector in India", Seminar on the potential sectors for investment in agriculture and rural development in Kerala, Institute of Cooperative Management, Trivandrum, August 2003.
95. "The need for research in Marketing", National level Workshop on Marketing Vs public Service for Transmission and Programme Executives of All India Radio, Prasar Bharathi Corporation, Trivandrum, March 2003.
96. "Modern marketing strategies", Seminar on Management, as part of the Management Week organised by the British Library at Trivandrum, March 2003.
97. "Management profession and communication skills in the Internet Era", National Seminar on Commerce Education in the new Millennium, Kannur University, December 2002.
98. "Corporate governance in the Indian pharmaceutical industry", National Seminar on Commerce Education in the new Millennium, Kannur University, December 2002.
99. "Interactive home shopping- a prospect in electronic market place", National conference on impact of information technology in industry and education, University of Kerala, Trivandrum, November 2001.
100. "Impact of information technology in marketing communication", National conference on impact of information technology in industry and education, University of Kerala, Trivandrum, November 2001.
101. "Choice based credit system- use of information technology for creating niche", National conference on impact of information technology in industry and education, University of Kerala, Trivandrum, November 2001.
102. "Problems and prospects of Indian software industry in the wake of globalisation", National seminar on Globalisation in the Third millennium, Alagappa University, Karaikudi, April 2001.
103. "Global options and strategies for the Indian software industry", National seminar on Globalisation in the Third millennium, Alagappa University, Karaikudi, April 2001.
104. "Strategic options for the Indian advertising industry- post liberalisation", National seminar on strategic options for Indian industry in the post liberalisation era, Alagappa University, Karaikudi, February, 2001.

105. “Imbroglios in Infrastructure in the Indian context”, National seminar on Development of infrastructure –Directions for the new millennium, University of Kerala, Trivandrum, September 2000.
106. “Pros and Cons of Private sector participate in infrastructure in India”, National seminar on Development of infrastructure –Directions for the new millennium”, University of Kerala, Trivandrum, September 2000.
107. “Problems and prospects of rural entrepreneurs”, National seminar on Institutional Support to Entrepreneurial Development”, Department of Commerce, Nehru Memorial college, Trichy, September 2000.
108. “Power shortage in India-Renewable energy to the fore”, National Seminar on infrastructure development and financing, Alagappa Institute of Management, Alagappa University, Karaikudi, April 2000.
109. “Global marketing and the Indian Pharmaceutical industry”, National Seminar on management challenges and strategies for the new millennium, University of Kerala, Trivandrum, Kerala, July 1999.
110. “Technology strategy for IT companies in the new millennium”, National Seminar on management challenges and strategies for the new millennium, University of Kerala, Trivandrum, Kerala, July 1999.
111. “Strategic thrust on the effective brand building in the global context” Conference on globalisation, Alagappa University, Karaikudi, Tamilnadu, March 1998.
112. “Strategies in technical Entrepreneurship development to meet the LPG challenge” Conference on development of Technical Entrepreneurship, S.G.G.S. College of Engineering, Nanded, Maharashtra, June 1997.
113. “Techno MBA’s – Prospective Entrepreneurs” Conference on entrepreneurial thrust in Management Education, Alagappa University, Karaikudi, Tamilnadu, December 1996.
114. “Media explosion and its impact on the growing middle class in the Indian Context”, Seminar on recent trends in Sociology, Kerala sociological Society, Trivandrum, Kerala, December 1996.
115. “Developing global brand equity- lesson for the Indian MNC’s”, Conference on Globalisation, Kirloskar institute of Advanced Management Studies, Harihar, Karnataka, December 1996.
116. “Social marketing – a case study of Hindustan Latex Limited, Trivandrum”, Seminar on Services Marketing, Department of Management Studies, S.V. University, Tirupathi, Andhra Pradesh, December 1995.

### Lectures delivered at the Academic Staff Colleges:

1. “Retailing revolution”, Refresher course in Commerce and Management studies, University of Kerala, December 12, 2008.
2. “Marketing insights for dairy professionals”, Refresher course in Dairy and Veterinary sciences, Gandhigram Rural University, Dindigul, November 21, 2008.

### Research Profile:

- ⊕ “A Comparative evaluation of Trimester Vs Semester Pattern of Management Education in India” – University Grants Commission - Minor Research Project, 2001.
- ⊕ “Focus on Management education – emerging scenario” – University Grants Commission grant for XIII Refresher course in Commerce and Management, Academic Staff College, University of Kerala, December 2001.
- ⊕ “Emerging trends in Indian economy –2004” – University Grants Commission grant for XVI Refresher course in Commerce and Management, Academic Staff College, University of Kerala, March 2004.
- ⊕ “Strategic Marketing management in Indian Pharmaceutical Industry” – Commonwealth Open University, U.K.
- ⊕ “Strategic management in the Indian Pharmaceutical industry –Focus on marketing strategies”, Ph.D. thesis unpublished, Alagappa University, Karaikudi.
- ⊕ Following research projects completed as External Expert for Centre for Management Development, Trivandrum:
  - “A study on Customer Service”, State Bank of Travancore, Trivandrum.
  - “Feasibility of Biotechnology project for Ernakulam District”, Committee on Science, Technology and Environment, Government of Kerala.
  - “Labour and Occupational status of Women in Kerala”, Kerala State Women’s Commission.

### Ph.D. in Management awarded: (12)

1. “A study on export promotion strategies in Kerala”, Jyothisree.R, University of Kerala.
2. “An evaluation of the orientation and refresher programmes offered to the Teachers at the Academic Staff Colleges in India”, Anitha.V, University of Kerala .

3. “Trade union activities and its impact on productivity”, Unnikrishnan.K, University of Kerala.
4. “Information systems for tourism”, Dileep. M, University of Kerala.
5. “A study on the impact of state investment subsidy for the growth and stabilization of small scale industrial units in Kerala”, K. Madanan, University of Kerala.
6. “A study on Brand building with respect to brands from Kerala”, Thomson Rajan Kolath, University of Kerala.
7. “Development of performance evaluation model for public sector industrial organizations under manufacturing sector in Kerala”, Sibuc. Chithran, University of Kerala.
8. “A study on the impact of TV advertisements on the consumption pattern of Keralities”, Ravi Vikram, University of Kerala.
9. “A study on the professional management of water resources in Kerala”, Eby Elias, University of Kerala.
10. “Dairy Sector And Livelihood of Rural Kerala - A Study In Trivandrum District”, Reghu Kumar, Gandhigram Rural University
11. “A study on brand management of ayurvedic branded pharmaceutical products in Kerala”, Biju Pushpan, University of Kerala.
12. “ERP system implementation strategies in Organisations”, Suresh Babu.K, University of Kerala.

Ph.D. in Management submitted for award: (1)

- ⊕ “A study on the shrimp feeds market and its strategies in Kerala”, Sabarirajan.A, University of Kerala.

Ph.D. in Management (progress):

- ⊕ “A study on Marketing of Malayalam Films”, P.Krishnakumar, University of Kerala.
- ⊕ “CRM practices in Hospitality Industry in Kerala”, Vinu Kumar, University of Kerala.
- ⊕ “A study on the marketing of mutual funds in Tamilnadu”, Kumar Gandhi, Sathyabama Deemed University, Chennai.
- ⊕ “Customer Relationship Management and its impact on FMCG manufacturers -case study of South Indian companies”, Archana.M, University of Kerala.
- ⊕ “Study on the marketing strategies adopted by BSNL in Kerala” Jayaprakas, University of Kerala.
- ⊕ “Training and Development by SME’s in South India” Sudhir Kumar, University of Kerala.

- ⊕ “A study on Second Generation Entrepreneurs in Kerala”, Jubi.R, Sathyabama Deemed University, Chennai.
- ⊕ “Marketing of life insurance products in Kerala”, Resmi Augustine, Sathyabama Deemed University, Chennai.
- ⊕ “A study on the people participation in management”, Raman unni, Gandhigram Rural Institute, Dindigul.

M.Phil in Management/Commerce/ Corporate Secretaryship/ Future Studies awarded to: (19)

1. “Pulse Polio immunization and its impact in Alleppey”, Annopchand, University of Kerla, 2008.
2. “Impact of Trade Union in KSRTC”, Meena, Alagappa University, 2008.
3. “Impact of Television on viewing habits of Trivandrum residents”, Mariam Izzat, Alagappa University, 2008.
4. “Training and Development in Service sector”, Kannan.R, Annamalai University, 2008.
5. “Customer Relationship Management through Internet”, Sarath Chandran Nair, Alagappa University, 2007.
6. “Customer satisfaction in New generation banks”, Nisha Ann Jacob, Alagappa University, 2007.
7. “Retailing industry and its prospects in Kollam and Trivandrum Districts”, Lini Mathew, Alagappa University, 2007.
8. “Marketing of Mutual fund financial services”, Suresh Ebenezer, Alagappa University, 2005.
9. “Effectiveness of Training- A case study of Primary Cooperative Banks in Trivandrum District”, Vijayamma, Alagappa University, 2005.
10. “A study on the second generation entrepreneur in Kerala”, Jubi.G, Madurai Kamaraj University, 2004.
11. “Marketing strategies adopted by Kerala based Websites”, Sunil Kumar, Annamalai University, 2004.
12. “A study on the tourism potential in the Pala- Kochi belt”, Reshmi Augustine, Madurai Kamaraj University, 2004.
13. “Personnel Management strategies adopted by SUT Hospital, Trivandrum”, Binu, Alagappa University, 2004.
14. “Coconut industry in Kerala”, Deepu Kumar, Alagappa University, 2004.
15. “An evaluation of Information Communication Technology impact on society”, Peter Varghese, Alagappa University, 2004.
16. “A study on the Corporate Governance performance of District Cooperative banks”, Radhakrishnan, Alagappa University, 2004.
17. “The innovative drive in IT professionals- A resource for socio-economic development of information technology industries – A case study of Technopark, Trivandrum”, Arun.R.B., University of Kerala, 2004.

18. “Designing a website for the development of Ecotourism in Kerala”, Dilip.P, Alagappa University, 2003.
19. “Teleworking and its influence on the Teleworkers and employers”, Swarna Kumari, Alagappa University, 2003.

#### MBA Research projects:

Guided more than 160 students for the partial completion of the MBA degree.

#### Courses Launched Through Distance Education Mode

1. Master of Business Administration through Institute of Distance Education, University of Kerala from 2005 onwards.
2. Framed the rules and regulations, syllabi of I and II year Master of Marketing Management programme of the Alagappa University, Karaikudi.
3. Framed the rules and regulations, syllabi of I and II year Diploma in Sales Management programme of the Alagappa University, Karaikudi.
4. Coordinated the conduct of the personal contact programmes of these programmes at various centers across the country.
5. Framed the rules and regulations, syllabi of the Post Graduate Diploma in Pharmaceutical Marketing programme of the Pondicherry Central University, Pondicherry.
5. Conducted classes for the programme across the country.
6. Framed the rules and regulations, syllabi of the Bachelors Degree in Marketing Management of the Pondicherry Central University, Pondicherry.

#### Workshop/ MDP's/Seminars Developed and Conducted, Organised:

##### List Of Workshop/ MDP's/Seminars Developed and Conducted:

1. AICTE SPONSORED STAFF DEVELOPMENT PROGRAMME ON REVITALISATION IN MANAGEMENT TEACHING, 26-5-2008 TO 4-6-2008 AT MSN INSTITUTE OF MANAGEMENT AND TECHNOLOGY, CHAVARA
2. Workshop on Marketing and Customer relationship management, Beautician course, Entrepreneurship Development Cell, University of Kerala, Trivandrum, March 2010.
3. Held a session on “Research publications” during the Faculty Development Programme, “Excellence in nurturing managerial skills: innovative approaches” on 4 December 2009, for teachers in Management Institutes in Kerala, M.G. University, Kottayam.

4. Conducted a training on “HR & Entrepreneurship”, National Institute of Personnel Management, Trivandrum chapter, 29<sup>th</sup> July 2009.
5. Conducted a training on “Retailing in the International context – learning for Indian Retailers”, Department of International Business, Pondicherry Central University, Pondicherry, January 2009.
6. Conducted an one-day training programme on “Case study as a tool of management learning”, Bhavan’s Royal Institute of Management, Ernakulam, November 2008.
7. Conducted a training on “Marketing for MSME” at Hotel Horizon, Trivandrum Management Association, Trivandrum, November 2008.
8. As Programme director, conducted a one month training programme for newly inducted executive trainees of M/s Hindustan Latex Limited, Poojapura, July 2008.
9. “Marketing intelligence in the new era”, Special lecture at Xavier Vignan Jyothi Institute of Management and Technology, Hyderabad, 30<sup>th</sup> January 2007.
10. Delivered a series of lectures on Advertising to the Media students of DC School of Media, Kazhakuttam, April 2006.
32. Delivered a lecture on, “Marketing innovations”, Cosmic Business School, Newdelhi, March 2006.
33. Delivered a lecture on, “Marketing issues and challenges”, School of Business Management, GGS Indraprastha University, Newdelhi, March 2006.
34. Delivered a lecture on, “Marketing for the 21<sup>st</sup> Century”, Ishhan Institute of Management Technology, Noida, March 2006.
11. “Marketing models”, One day national training programme for faculty and professionals, DJ Academy of Managerial Excellence, Coimbatore, 9<sup>th</sup> November 2006.
12. “Branding and its significance to Management”, One day training for the MBA students of Department of Management Studies, Kannur University, Telicherry on 12<sup>th</sup> February 2005.
13. “The role of services in the Indian economy”, one day training programme for the students of MBA programme of MSN Institute of Management and Technology, Chavara on 14<sup>th</sup> May 2005.
14. “Time management – the need of the hour”, Three days District Rotary Conference on Leadership, Hotel Residency Tower, Trivandrum on 4<sup>th</sup> June 2005.
15. “Customer Relationship in the new era”, Refresher course in Commerce and Management studies, University of Kerala on 8<sup>th</sup> June 2005.
16. Conducted a National seminar on “Intellectual property rights and Bioinformatics”, Institute of Management in Kerala at Centre for Management Development, 18<sup>th</sup> March 2005.

17. "Marketing and Public Relations", Induction Training programme for the officers of Kerala Industrial Infrastructure Development Corporation (KINFRA), 1<sup>st</sup> and 2<sup>nd</sup> August 2005.
18. "Marketing challenges in the new millennium", Training programme for the Faculty of Management studies, School of Business Administration, Annamalai University, 16<sup>th</sup> August 2005.
19. "Innovative Marketing strategies", One day training programme for the MBA Students of Sri Sairam Engineering College, Leo Nagar, Chennai, 27<sup>th</sup> September 2005.
20. "Organizational Concepts and Organizational Development", Lecture delivered to the MBA and M Com students of Pioneer Kumaraswamy College, Nagercoil, 28<sup>th</sup> October 2005.
21. "New trends in Career Guidance, Students Counselling and Placement", Orientation programme for University and College Teachers on Career Guidance/Students counseling and placement, University of Kerala, 29<sup>th</sup> October 2005.
22. "Effective marketing of Kudumbasree.org, resume writing and interview techniques", Training programme for the employees of placement portal of Kudumbasree across Kerala, Trivandrum, 8<sup>th</sup> November 2005.
23. "Introduction to Marketing Research and application of statistical tools", One day Workshop at Department of Management Studies and Department of Statistics, M.S. University, Tirunelveli on 25<sup>th</sup> February 2004.
24. "Innovation in Management education- the need of the hour", UGC refresher programme in Management, Annamalai University, 17<sup>th</sup> December 2004.
25. "Leadership strategies in competitive markets", one day seminar at Department of Management Studies, Noorul Islam College of Engineering, Thuckalay, 12-02-2003.
26. "Globalisation and Work culture", one day workshop organised by Travancore Foundation, Trivandrum on 16-05-2003.
27. "BBA Course restructuring", two day workshop on Reviewing and Restructuring the BBA Curriculum organised by U.I.T, University of Kerala, Trivandrum, 19<sup>th</sup> & 20<sup>th</sup> May 2003.
28. "Public Enterprises Management Programme for the Senior officers", Management Development programme for Senior officers of Kerala based public Sector, Centre for Management Development, Trivandrum, June 2003.
29. "Interpersonal Relations", one day Management Development Programme for the Institute of Cooperative Management, Trivandrum on 07-06-2003.
30. "Management Career for the Information Technologists", one day Workshop for Mount Xion Engineering College, Kadamanitta, 15-07-2003.
31. "Prognostic Marketing Strategies", Presentation conducted at the Refresher Course in Commerce and Management Studies, Mahatma Gandhi University, Kottayam on 21-08-2003 and University of Kerala on 31-08-2003.

32. “Management Challenges in the twenty-first century”, one day workshop conducted for the students of University Institute of Technology, Neyyattinkara on 29-08-2003.
33. “Marketing management, survey techniques, costing and pricing”, two days training programme for SC/ST entrepreneurs for KITCO at Trivandrum on 3<sup>rd</sup> and 4<sup>th</sup> September 2003.
34. “Emerging specializations in Consumer oriented marketing strategies”, UGC refresher programme in Psychology, Annamalai University, 17<sup>th</sup> October 2003.
35. “Marketing orientation”, Two days training, Nirmal Webtec, 5<sup>th</sup> and 6<sup>th</sup> January, 2002.
36. “Trends in Services Marketing”, one day workshop for the students of School of Management, Annamalai University, Annamalai Nagar, 16-08-2002.
37. “Entrepreneurship Development Programme – Marketing and Operations Focus”, Entrepreneur Programmes of the Government of Kerala, Centre for Management Development, Trivandrum, September 2002.
38. “Emerging role of marketing in the Indian economy”, one day training programme for the students of MBA, Department of Management Studies, Kongu Engineering College, Erode on 11<sup>th</sup> September 2001.
39. “Promotion Strategies”, Two days MDP, Thermofab Engineers, Chennai on 22<sup>nd</sup> and 23<sup>rd</sup> September 2001.
40. “Market segmentation”, Two days MDP, E-Funds Software Development Centre, Chennai on 13<sup>th</sup> and 14<sup>th</sup> October 2001.
41. “Negotiation skills and sales strategies”, Two days MDP, Shri Bhagyam Auto Die Castings, Coimbatore on 15<sup>th</sup> and 16<sup>th</sup> December 2001.

List Of International Seminars/ Workshops Organised:

1. Conducted an international seminar on Management challenges and issues, Hotel Beach Orchid, MSNIMT, 23<sup>rd</sup> and 24<sup>th</sup> November 2009.
2. Conducted an international seminar on “Japanese management principles”, Hotel Regent Lake palace, Chavara, 24<sup>th</sup> October 2009.
3. Organised “Customer Relationship Management” International Seminar at Kesavan Memorial Hall, Kollam on 8<sup>th</sup> May 2008.
4. Organised Lustre 08: International conference held at Co-Bank Towers, Trivandrum, 19<sup>th</sup> January 2008.
5. Organised an international seminar on “Emerging Asia- Contemporary issues and Dilemmas”, August 30, 2008, International seminar at Contour Backwater resort, Changanaserry.

List of National seminars conducted:

6. Conducted a national seminar on “Competency mapping of brand Kerala”, 1<sup>st</sup> December 2009, Concor Convention Centre, Changanaserry.
7. Conducted a national seminar on “Resilience in turbulent times- challenges in marketing” 25<sup>th</sup> August 2009 at C Kesavan Memorial Town Hall, Kollam.
8. Conducted A National Level Workshop On " Business Ethics And Leadership" On 04/10/2008 At C Kesavan Memorial Town Hall, Kollam.
9. Conducted a national seminar on “Visionary management in the new era”, 18<sup>th</sup> September 2009 at City centre, Varkala.

Major workshops/ refresher courses conducted:

- ⊕ AICTE sponsored Faculty development programme for MSN Institute of Management and Technology (affiliated college) for 14 days during 2008.
- ⊕ Induction and initiation into managerial talents for the Engineering recruits of HLL Life care limited for 35 days during 2008
- ⊕ Refresher course in Commerce and Management studies, Academic Staff college, University of Kerala during 2006, 2007 and 2008
- ⊕ Seminar on Project Management in association with CAD centre, Trivandrum, IMK, Trivandrum on 11<sup>th</sup> August 2003.
- ⊕ Seminar on the emerging role of agriculture in the Indian economy and its fallout on entrepreneurship, Institute of Cooperative Management-IMK extension centre, Poojapura on 28<sup>th</sup> July 2003.
- ⊕ One day workshop on “Personality Development” at IMK extension Centre, Alappuzha on 16<sup>th</sup> June 2003.
- ⊕ Two day inter school meet to nurture the Managerial potential of school children at IMK extension centre, Poojapura on 28<sup>th</sup> and 29<sup>th</sup> September 2003.
- ⊕ Talk by Mr.M.Ayyappan, Managing Director on the Challenges in marketing, IMK palayam campus on 29<sup>th</sup> September 2003.
- ⊕ Organised a National seminar on “Channels in IT and beyond”, Vayalappalli Samskrithi Bhavan, Trivandrum for IMK 18<sup>th</sup> December 2003.
- ⊕ Organised a National inter collegiate Management meet named, “Mania” during August 2004 & September 2005.
- ⊕ Organised a National seminar on “Banking sector reforms in the new era” on 22<sup>nd</sup> April 2004.
- ⊕ Conducted a National seminar on “Intellectual property rights and Bioinformatics”, Institute of Management in Kerala at Centre for Management Development, 18<sup>th</sup> March 2005.
- ⊕ Organised an International Workshop on "Developing Women's ICT-Based Enterprises", Mascot Hotel, Thiruvananthapuram, from 30 August to 1 September 2005.

- ⊕ Organised a National seminar on “Destination Branding and Allied Services in Tourism”, IMK Extension centre, Alappuzha at Pagoda Resorts, September 2005.
- ⊕ Organised a National seminar on “Innovations in Management”, IMK Extension centre, ICM Poojpura at Hotel Residency Tower, October 2005.
- ⊕ Organised a National Seminar on “Retailing in the Indian Context”, MSN Institute of Management and Technology, Chavara at Hotel Nila Palace, Kollam, December 2005.
- ⊕ Organised a National seminar on “Knowledge management” at Hotel Nila Palace, Kollam, November 2006.
- ⊕ “ Placement strategies” for the Principal’s workshop on placement strategies, CACEE, University of Kerala, October 2006.
- ⊕ “Customer Relationship management”, Hindustan Latex Limited, Gurgaon, Newdelhi, March 2006.
- ⊕ “Marketing insights”, NI Engineering College, Kumarakoil, February 2006.
- ⊕ “Customer Relationship Management in Banking sector”, Training programme for the newly promoted Grade IV managers of State Bank of Travancore at the Training centre, Trivandrum on 9<sup>th</sup> February and 15<sup>th</sup> February, 2006.

List Of Workshops/MDP’s/ Seminars Attended:

- ⊕ REAP International Online Conference, Assessment Design for Learner Responsibility, May 29-31, 2007.
- ⊕ Workshop on quality improvement in research, University of Kerala, September 28-29, 2007.
- ⊕ One day National seminar on Schooling in India: Development of Educational alternatives for the twenty first century at Trivandrum on 29<sup>th</sup> April 2004.
- ⊕ “Search engine optimization”, Webcasting conducted by Insight Express in collaboration with Marketingprofs.com on 19<sup>th</sup> November 2004.
- ⊕ “Killer web content: Make the sales and build the brand”, Webcasting conducted by Insight Express in collaboration with Marketingprofs.com on 8<sup>th</sup> December 2004.
- ⊕ “Blogs: What every marketer needs to know now”, Webcasting conducted by Insight Express in collaboration with Marketingprofs.com on 20<sup>th</sup> December 2004.
- ⊕ Workshop on Reviewing and Restructuring BBA Curriculum of University of Kerala on 19<sup>th</sup> and 20<sup>th</sup> May 2003 as Expert Board Member.
- ⊕ Two day policy workshop on organic sustainability of Kerala – a global model at Poabs Organic Estates Nellyampathy, Palakkad on 23<sup>rd</sup> and 24<sup>th</sup> August 2003.

- ⊕ “Using Market Feedback to Develop the Most Effective Marketing Messages.” Webcasting conducted by Insight Express in collaboration with Marketingprofs.com on 18<sup>th</sup> September 2003.
- ⊕ National seminar on Emerging trends in Commerce Education, University of Kerala, Trivandrum on 2<sup>nd</sup> November 2002.
- ⊕ National Seminar on Administrative reforms organised by the Ministry of labour in Trivandrum, March 2001.
- ⊕ Refresher courses in Management studies sponsored by U.G.C. at Alagappa University and University of Kerala during 1999, 2001 & 2003.
- ⊕ Seminar on emerging trends in Hospital management at the Indian Hospital Association Premises, Salem, 2000.
- ⊕ Case workshop for management faculty at Alagappa Institute of Management, Karaikudi, 1997.
- ⊕ Understanding global aspects of marketing Management Development Programme at Anna Institute of Management, Chennai, 1996.
- ⊕ Public Speaking and Sales Management workshops at Hindustan Latex Limited, Trivandrum, 1993.

#### CONTRIBUTIONS AS CHAIRMAN- BOARD OF STUDIES IN BUSINESS MANAGEMENT

- Structured the scheme and syllabus of the following courses:
  1. B.Sc (Hotel Management and Catering Technology)
  2. BHM (Hotel Management)
  3. BBA (Business Administration)
  4. MBA (Full time and Part time)
  5. MBA (Distance Education)
  6. MBA (Evening scheme)
  7. MBA (Travel and Tourism)
  8. M.Phil (Management)
- Conducted admission regularities check in all affiliated colleges
- Involved in the faculty selection and training in the affiliated colleges except College of Engineering, Trivandrum

#### CONTRIBUTIONS AS COORDINATOR-MBA IDE

- Launched MBA (Distance Education) through Institute of Distance Education, University of Kerala, Trivandrum since 2006.
- Upgraded the course from Three years to Two years from 2009.
- Conducted entrance examinations to MBA (IDE) since 2006.
- Organised contact classes at Trivandrum, Kollam and Alappuzha

- Conducted soft skills training and seminars for the MBA students
- Overseen the project report preparation and presentation of 143 MBA students
- Prepared study materials on:
  1. Business Environment
  2. Human Resource Management
  3. Marketing Management
  4. Product Management
  5. Strategic Management
  6. International Marketing
- Involved in timely completion of the examinations and course work