

PROF. (Dr.) BIJU T.

📍 Kariavattom P.O, Kariyavattom – 695581, Kerala, India

☎ +91 9895636874

✉ drbijuterrence@gmail.com, biju@keralauniversity.ac.in

PROFESSIONAL SUMMARY

Professor Biju T. is an experienced academic leader and Professor & Head of the Department of Commerce at the University of Kerala with over 25 years of expertise in teaching, research, and administration. He specializes in corporate social responsibility, entrepreneurship, sustainable development, finance and accounting, and public governance, having supervised 18 Ph.D. scholars and authored over 76 research publications. Holds several degrees, including Ph.D., M.Phil., M.Com., M.Ed., and MBA, and has contributed to educational and developmental initiatives through roles with government missions, higher education council, and academic boards. Recognized with the Best District Coordinator Award (2015) and awarded significant research grants, including a major project of ₹10 lakhs. Known for expertise in systematic literature review, bibliometric analysis, and grassroots development practices & Local Economic Development. Advisor to SCERT for vocational education.

SKILLS

- Academic Leadership
- Teaching & Curriculum Development
- Research & Publications
- Educational Policy & Planning
- Project Management
- Stakeholder Engagement
- Student Mentorship
- Quality Assurance in Education
- Communication & Presentation
- Data Analysis & Reporting

WORK HISTORY

PROFESSOR, *March 2022 – Present*

UNIVERSITY OF KERALA

KEY RESPONSIBILITIES

- Leading teaching and research activities for postgraduate and doctoral programs.
- Supervising PhD and PDF scholars in their research work.
- Participating in academic policy formulation and curriculum design.
- Organizing seminars, workshops, and academic conferences.
- Contributing to faculty development initiatives and departmental administration.
- Coordinating Extension and Consultancy works of the Department.

ASSOCIATE PROFESSOR, *May 2020 – March 2022*

UNIVERSITY OF KERALA

KEY RESPONSIBILITIES

- Delivered lectures and guided postgraduate students in research.
- Developed and updated curriculum materials to align with academic standards.
- Evaluated student performance through assignments, presentations, and exams.
- Served on academic committees and participated in quality assurance activities.
- Principal Investigator of Major and Minor Research Projects.

ASSOCIATE PROFESSOR, *February 2016 – May 2020*

BJM GOVERNMENT COLLEGE, CHAVARA

KEY RESPONSIBILITIES

- Mentored students and supervised academic projects.
- IQAC Coordinator of the College and initiated NAAC accreditation process
- Participated in departmental meetings and academic planning.
- Contributed to examination processes and evaluation.

DISTRICT MISSION COORDINATOR (ON DEPUTATION), *December 2012 – February 2016*

**KERALA STATE POVERTY ERADICATION MISSION – KUDUMBASHREE
KEY RESPONSIBILITIES**

- Coordinated district-level poverty eradication and livelihood programs.
- Managed project planning, implementation, and monitoring.
- Collaborated with government agencies, NGOs, and community groups.
- Prepared progress reports and presented findings to higher authorities.
- Developed innovative strategies for Micro Finance, Micro Entreprises and Auditing.

ASSISTANT PROFESSOR, *June 2012 – November 2012*

GOVERNMENT COLLEGE, TRIPUNITHURA

KEY RESPONSIBILITIES

- Delivered lectures and conducted tutorials for undergraduate and Post graduate students.
- Assisted in curriculum planning and examination duties.
- Acted as NAAC coordinator of the college
- Research Supervisor of Mahathma Gandhi College, Kottayam.

ASSISTANT PROFESSOR, *September 2011 – June 2012*

BJM GOVERNMENT COLLEGE, CHAVARA

KEY RESPONSIBILITIES

- Taught undergraduate courses and assessed student performance.
- Participated in departmental activities and academic committees.
- Chief Superintendent of university level exams.
- IQAC Coordinator of the college.

RESEARCH OFFICER (ON DEPUTATION), *July 2009 – August 2011*

KERALA STATE HIGHER EDUCATION COUNCIL

KEY RESPONSIBILITIES

- Conducted policy research in higher education.
- Prepared reports and policy recommendations.
- Organized academic workshops and consultation meetings.
- Coordinated Higher Education Scholarship Scheme, ERUDITE scheme etc.

ASSISTANT PROFESSOR, *June 2008 – July 2009*

GOVERNMENT COLLEGE, NEDUMANGAD

KEY RESPONSIBILITIES

- Delivered lectures and evaluated student assignments and exams.
- Participated in academic administration and quality assurance initiatives.

ASSISTANT PROFESSOR, *March 2007 – June 2008*

NMSM GOVERNMENT COLLEGE, KALPETTA

KEY RESPONSIBILITIES

- Conducted lectures, tutorials, and practical sessions.
- Mentored students and supported extracurricular activities.

EDUCATION

DOCTORATE IN COMMERCE (PH.D.), 2007

University of Kerala

MASTER OF BUSINESS ADMINISTRATION (M.B.A) (OPERATIONS & MARKETING), 2022

University of Kerala

MASTER OF EDUCATION (M.ED.), 2000

M.S. University, Tirunelveli

MASTER OF PHILOSOPHY IN COMMERCE (M.PHIL.), 1997

University of Kerala

MASTER OF COMMERCE (M.COM.) (FINANCE), 1995

University of Kerala

COMPUTER PROFICIENCY

- MS Office - Word/ Excel/Powerpoint
 - R/ R Studio/Vosviewer Basic Operations
 - Data Analysis using SPSS
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RESEARCH AND OTHER CONTRIBUTIONS

- Ph.Ds Supervised and Awarded: 18
- Publications in International Peer-Reviewed Journals: 32
- Popular writings (in regional language): 19
- Published Edited Book: 5
- Acted as Resource Person and Presented Papers: 37 National Seminars
- Resource Person for Webinars & Workshops: 25
- Recipient of Best District Coordinator Award 2015 from Kerala State Poverty Eradication Mission, Kudumbashree, Government of Kerala.
- Chairman, Academic Committee (UG, Commerce), Sree Narayana Guru Open University
- Member, Board of Faculty (Commerce), University of Kerala
- Member, Board of Studies (Commerce), Fatima Mata National (Autonomous) College, Kollam.
- Resource Person of the Institute of Rural Development (SIRD), Employment and Career Guidance Bureau of the Government of Kerala, Kerala Institute of Rural Administration (KILA), and Kudumbashree Mission.
- M.Phil Dissertations guided: 4
- Publications in other Peer-Reviewed Journals: 32
- Conference Proceedings: 2
- Publication as Book Chapters: 6
- Paper Presentations other than the Resource Person: 07 National Seminars
- Recipient of Major Research Project worth Rs 10 lakhs in 2021., Minor research project Rs 3 Lakhs, Startup Project Rs 1 Lakh.
- Member, PG Board of Studies (Commerce), Calicut University, Kerala.
- Member, Academic Committee (BA Nano Entrepreneurship), Sree Narayana Guru Open University

- Member, Board of Studies (Commerce), Mar Ivanios (Autonomous) College, Thiruvananthapuram.
- Member Board of Management, Fatima Mata National (Autonomous) College, Kollam, and St. Joseph's College for Women, Alappuzha.

RESOURCE PERSON

- Resource Person of various MMTCs including Kurukshetra University, Haryana, Central University of Kerala, Bharatiar University and many.
- Resource Person for the five-day International Workshop on "Innovative Software Initiatives in Social Science Research" - Government Victoria College, Palakkad
- Resource person in "Two-Day Hands-on Workshops on Systematic Literature Review and Bibliometric Analysis"- TKM College of Arts and Science, Kollam
- Resource person in Two-Day National Workshop on "Unlocking the Research Vault: A Guide to Systematic Literature Review" - Govt College for Women, Thiruvananthapuram
- Resource person in "Two-Day Hands-on Training Workshop on Systematic Literature Review and Bibliometric Analysis" - PSMO College, Tirurangadi
- Resource person in "Two-Day Workshop on Systematic Literature Review and Bibliometric Analysis" - SD College, Alappuzha
- Resource person in "Two-Day Hands-on Workshops on Systematic Literature Review and Bibliometric Analysis" - SG College, Kottarakara
- Resource person in "One Day workshop on Review of Literature and Bibliometric Analysis" - Govt College, Nedumangadu
- Resource Person in "two-day hands-on workshop on Systematic Literature Review and Bibliometric Analysis" - Govt College, Attingal
- Resource person in "National level Hands-on workshop on Systematic Literature and Bibliometric Analysis" - Marian College, Kuttikkanam
- Resource Person in "12 Days (Online) Refresher Course in Business Studies" - The UGC- Malaviya Mission Teacher Training Centre, Central University of Kerala, Kasaragod
- Resource Person in "Refresher Course in Social Sciences (Interdisciplinary)"- The UGC- Malaviya Mission Teacher Training Centre (formerly Human Resource Development Centre) of Bharathiar University
- Resource Person in "Three-day Systematic Literature Review & Bibliometric Analysis" - St. Berchmans College, Changanassery
- "Changing Times of Indian Insurance Industry- A Fresh outlook", Paper presented as Resource Person in the National Seminar on "Opening up of Insurance Industry- Issues and Concerns" at Baby John Memorial Govt. College, Chavara, (March 18-19, 2008).
- "Sub Prime Mortgage Crisis-An overview", Paper presented in the National Seminar on "Foreign Institutional Investments on Indian Capital market" at Sree Narayana College, Kollam, (November 5-6, 2008).
- "Opportunities and Challenges of Indian Capital Market", Paper presented in the National Seminar on "Recent Trends in Banking" organized by Sree Narayana College for Women, Kollam (October 2008).
- "Global Financial Crisis and Indian Capital Market" Paper presented as Resource Person in the National Seminar on "The Indian Financial System and Monetary Policy under Financial Globalization" at NMSM Govt. College, Kalpetta (November 13-14, 2008).

- “Role of Medical Tourism in India”, Paper presented in the National Seminar on “Prospects of Health Tourism in Kerala” at Mannaniya College of Arts and Science, Pangode, Thiruvananthapuram (March 3, 2009).
- “The Conceptual Framework on ASEAN Agreement”. Paper presented as Resource Person in the State Seminar on "The Impact of ASEAN Agreement on Indian Economy" at the Government. College, Kanjiramkulam (25th September, 2009).
- “Free Trade Agreements and Kerala Economy", Paper presented as Resource Person in the National Seminar on "Repositioning India in a New Global Trade order with implications in Kerala Economy" at Panampilly Memorial Govt. College, Chalakudy (30 September 2009).
- “Indo-ASEAN Free Trade Agreement and Kerala Economy" Paper presented as Resource Person in the State-level Seminar at Mar Athanasius College, Kothamanagalam (22nd January 2010).
- “Methodology and Perspectives of Business Education", Paper presented as Resource Person in the seminar organized by the Post Graduate Department of Commerce, Government College, Nedumangad (January,2011).
- “Grading for Evaluation of Undergraduate Courses", Paper presented as Resource Person in the seminar organized by the Department of Political Science, Government College, Nedumangad (January 2011).
- “Trends in Urbanization and Urban Governance in Kerala", Paper presented in the National Seminar on "Urban Development in India – Emerging Trends", organized by the Department of Sociology, KNM Government College, Kangiramkulam. (July, 2011).
- “Financial Inclusion: An Indian Perspective", Paper presented as Resource Person in the National Seminar on "Financial Inclusion for Inclusive Growth – A Myth or Reality", organized by the Department of Commerce, KNM Government College, Kangiramkulam (January 2012).
- “Total Quality Management – Magic potion for Good Governance in Local Self Governments in Kerala", Paper presented in the National Seminar on "Media, Civil Society and Democracy", organized by Social Science Forum, Government College, Nedumangadu (February 2012).
- “Practice of Business Ethics in Indian Corporates", Paper presented as Resource Person in the National Seminar on "Business Ethics and Indian Corporate", organized by the Post Graduate Department of Commerce, Government College, Nedumangadu (February, 2012).
- “Free Trade Agreements and Kerala's Agricultural Economy", Paper presented as Resource Person in the National Seminar on "Agriculture Sector under Economic Reforms and Management of Agricultural Credit", organized by the Department of Commerce, Government College, Mananthavady (February, 2012).
- “Federalism, Centre - State Relations and Financial Reforms", Paper presented in the National Seminar on "Role of Parliament in Enacting Business Laws in the Globalized World", organized by the Institute of Parliamentary Affairs, Government of Kerala, with Department of Commerce, Government Arts College, Thiruvananthapuram. (March, 2012).

- “Financial Exclusion and Fisher Women in Kollam District”, Paper presented in the National Seminar on “Financial Inclusion for Inclusive Growth–A Myth or Reality”, organized by Department of Commerce, KNM Government College, Kangirankulam. (January, 2012).
- “Entrepreneurship through Social Projects with special reference to Kudumbashree Movement" Paper presented as Resource Person in the National Seminar "Entrepreneurship Development-Recent Trends", organized by Government College, Thripunithara, Ernakulam. (February, 2013)
- “Entrepreneurship Development through Micro Enterprises" Paper presented as Resource Person in the National Seminar "Entrepreneurship Possibilities in India Scenario", organized by Department of Commerce, KNM Government Arts & Science College, Kanjirankulam, Thiruvananthapuram. (February, 2013)
- “Understanding Research Methodology in Social Science" Paper presented as Resource Person in the National Seminar "Contemporary Issues of Research Methodology in Social Science" organized by the Department of Commerce, NMSM Government College, Kalpetta, Wayanad. (November 2013).
- “Role of Innovation in Entrepreneurship Development", Paper presented as Resource Person in the National Seminar "The Role of Startup Villages in Promoting Student Entrepreneurship" organized by Department of Commerce, E.K.Nayanar Memorial Government College, Elerithattu, Kasaragode. (February 2015).
- ‘Kudumbashree Micro Enterprises and Economic Empowerment', Paper presented as Resource Person in the International Kerala Study Congress 2015 organized by AKG Study–Research Group at Kannur. (May 2015).
- “SHG model for Rural Development", Presented a paper as Resource Person in the National Seminar on "Rural Development: Emerging Economic and Commercial Perspectives" organized by the Department of Commerce, Govt. College, Trippunithura (December 2015)
- “Role of innovation in Rural Employability Enhancement" Paper presented as Resource Person in the National Seminar conducted by University Institute of Management, University of Kerala, Punalur (January 2016).
- “Kudumbashree a tested vehicle for capital formation in Kerala" Presented a paper as Resource Person in the National Seminar on "Capital Formation – A Search for Alternative Models Fit for Kerala Economy" organized by Government College for Women, Thiruvananthapuram (February 2016)
- “Dimensions of Social Science Research", Presented a paper as Resource Person in the National Seminar on "New Perspectives in Social Science Research" organized by Rajiv Gandhi Memorial Government Arts and Science College, Attappady, Palakkad (November 19&20, 2019)
- “Women Entrepreneurship–The Success Models of Kudumbashree", Presented a paper as Resource Person in the National Seminar on "Dynamics of Entrepreneurship" organized by Government Arts and Science College, Karunagappally (December 5&6, 2019)
- “Sampling and Sample Designs" Presented a paper as Resource Person in the National Seminar on "Fundamentals of Social Science Research" organized by Government College, Thalassery (December 2019)

- “Innovate and Invest”, Resource Person of the Webinar organized by the Department of Management, Christ Nagar College, Maranalloor, Trivandrum (27 June 2020) - (Webinar)
- “Methodology for undertaking Project work" Resource Person of the Webinar organized by University Institute of Technology, Kollam (July 22, 2020) - (Webinar)
- “Copy right to Copy left – Creative Common Licensing" Resource Person of the National Level Webinar organized by Government First Grade College and Centre for PG Studies, Thenkandiyur, Udipi, Karnataka (18 Sept.2020) - (Webinar)
- “Decision Making and Conflict Resolution" Presentation as Resource Person in the Webinar organized by Kudumbashree District Mission, Kollam (22 September 2020) - (Webinar)
- “International Day for Poverty Eradication", Resource Person of the Webinar organized by CDS Thodiyoor (17th October,2020) - (Webinar)
- “Women and Poverty", Resource Person of the Webinar organized by CDS, Pooyappally (17th October,2020) - (Webinar)
- “Rural Women Development and International Poverty Alleviation" Paper presented as Resource Person in the Webinar organized by Sooranad North Grama Panchayath, Kollam (17th October,2020)- (Webinar)
- “Role of Women in Poverty Eradication", Paper presented as Resource Person in the Webinar organized by Kulathupuzha Grama Panchayath, Kollam (18th October,2020) - (Webinar)
- “Know the Copy Left Paradigm", Resource Person for the Webinar organized by Department of Commerce, Fatima Mata National College (Autonomous), Kollam (22 November 2020) - (Webinar)
- “Know Yourself and be a good Student", Resource Person of the online Induction Program conducted by Newman College, Thodupuzha (26 November 2020) - (Webinar)
- “Self-Awareness for Social Transformation" Resource Person of the Webinar organized by University Institute of Management, Punalur (2 December 2020) - (Webinar)
- “Financial Inclusion–An Indian Perspective" Resource Person of the National Seminar organized by Theivanai Ammal College for Women (Autonomous), Villupuram, Tamil Nadu (25 January 2021).
- “Workshop on Report Writing" Resource Person of the Workshop organized by Post Graduate Department of Commerce and Research Centre, Alappuzha, Kerala (February 6, 2021).
- “Know Thyself", Invited Talk on the occasion of the inauguration of the Commerce Club, All Saints College, Thiruvananthapuram. (July 22, 2021)

**LANGUAGES
KNOWN**

- English : Proficient/Fluent (C2)
- Hindi : Basic (A2)
- Malayalam : Native

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user

PROFESSIONAL TRAINING

- Attended the Management Development Programme on Fundamentals of Innovation Management conducted at the Institute of Rural Management, Anand, Gujarat (IRMA) during March 19-20, 2013.
- Attended Training on 'MOODLE'- the course management software, in the International Institute of Information Technology Bangalore (IIIT-B) from 16-06-2010 to 19-06-2010.
- Attended the UGC sponsored Refresher Course – Special Winter Course conducted by the UGC-HRDC, University of Kerala, Thiruvananthapuram, from 30/11/2017 to 20/12/2017.
- Attended the UGC sponsored Refresher Course in Human Rights & Civil Laws (Multi-Disciplinary) conducted by the UGC-HRDC, University of Kerala, Thiruvananthapuram from 19/08/2016 to 08/09/2016.
- Attended the UGC sponsored Orientation Programme (IT-oriented) in the Academic Staff College, University of Kerala, Thiruvananthapuram, from 9-11-2007 to 6-12-2007.
- Attended UGC sponsored Short Term Course for Research Guides in Social Sciences in the Academic Staff College, University of Kerala, Thiruvananthapuram, from 27/06/2011 to 01/07/2011.

SEMINAR PARTICIPATION

- Participated in the International Seminar on "Doing Business with the USA, Trade Financing Options and Travel and Visa Procedures", organized by the Indian Chamber of Commerce and Industry in association with U.S. Commercial Services and the Department of Commerce, held at Hotel Mascot, Thiruvananthapuram (September 2012).
- Participated in the Panel Discussion on the topic, "Requirement of Industry-Academic Interface" with a group of commerce teachers organized by the Indian Chamber of Commerce and Industry, Trivandrum Chapter at IMK building, University of Kerala. (September, 2012).
- Participated as Chairperson of the National Seminar on "Rural E-Commerce in India: Emerging Trends and Challenges" organized by the Post Graduate Department of Commerce, Government Arts College, Thiruvananthapuram (March 2012).
- Participated National Seminar on "Industrial Development and Environmental Pollution", organized by the Department of Commerce, Govt. College, Nedumangad (March 6-7, 2008).
- Participated in the National Seminar on "Research and Knowledge Management – The role of Industry and Academia", organized by the Department of Commerce, Government College, Tripunithura (January 19-20, 2012)
- Participated in the International Seminar on "Poverty Eradication, Women's Empowerment and Local Self Governments" organized by the Kerala State Poverty Eradication Mission, Kudumbashree, Hotel Udaya Samudra, Kovalam. (August 20-21, 2015).
- Chaired a Technical session on "Innovations and Reforms in Banking" in the National Seminar organized by the Department of Commerce, KNM Govt. Arts & Science College, Kanjiramkulam. (January 22, 2016).

- Chaired a Technical Session on “Service Sector and Indian Economy”, the National Seminar organized by Post Graduate Department of Commerce Government Arts College, Thiruvananthapuram.
- Participated in the Five-Day National Workshop on "Data Analysis in Social Science Research", organized by the Research and Post Graduate Department of Commerce, Govt.College, Attingal from 24 to 28 October,2017

**SOCIAL
EXTENSION
ACTIVITIES
(ORGANISER /
CONVENOR
/RESOURCE
PERSON /
MEMBER)**

- Co-ordinator, Internal Quality Assessment Cell (IQAC), Baby John Memorial Government College, Chavara, Kollam. (3 Years)
- Chief Superintendent of University Examinations, CBCS System, Baby John Memorial Government College, Chavara, Kollam. (2 Years)
- Member, NAAC of Baby John Memorial Government College, Chavara, Kollam (2 Years)
- Member of the Question Paper setting panel of Fatima Mata National College, Kollam. (Autonomous).
- Chairman, Question Paper setting, M. Com & B. Com (Honours) Semester I & II Exam, Calicut University, 2017-18, 2019-20
- Member, Sub Committee for verification of the Curriculum of NIOS with that of the State formed syllabus by SCERT.
- Member of the State Resource Group and the District Resource Group formed by the State Council of Educational Research and Training (SCERT) for imparting training for Higher Secondary School Teachers of the State since 2005-06.
- Participated as a member of the group in the discussion held by the Department of Labour, Government of Kerala, on the issue of Domestic Migrant Labour–Need for reforms during June 2012.
- Resource Person of the Employment and Career Guidance Bureau, Labour Department of the Government of Kerala.
- Successfully Co-ordinated the activities of Kerala State Poverty Eradication Mission (Kudumbashree) at District Level, which includes Micro Finance, Micro Enterprise Development, Group Farming Activities of Joint Liability Groups, Market Interventions, Aajeevika Skill Training and Placement Programme, Gender Sensitization Programmes, Balasabha Activities, Social Development projects of the Mission like Ashraya, BUDS, Palliative Care etc. as the District Mission Co-ordinator (Administered the activities of 75 community Development Societies in Kollam District spread across 70 Grama panchayaths, 3 Municipal Corporations and one City Corporation) and emerged as the Best District Mission Co-ordinator during 2015.
- Organized different training programmes for School Teachers on 'Grooming Teacher Personality' at different centers across the State as Resource Person for SCERT, SSA, and the Corporate Management of Catholic Schools in Kollam since 2010.
- Resource person of Kerala Institute of Local Administration (KILA), State Institute of Rural Development (SIRD), and Sarva Shiksha Abhiyan (SSA) of the Government of Kerala since 2010.

- Organised a State Seminar on “Urban Poverty Eradication” on August 8, 2014 at CSI Convention Centre, Kollam as part of Kudumbashree District Anniversary Celebrations.
- Resource Person on different seminars held at various Colleges, Schools, and Cultural Organizations in Kerala on the topic 'Personality Development' in connection with various NSS annual camps and other vacation camps. Since 2010.
- Organised a District Seminar on "Women and Mobility" on March 21, 2015, at Anugraha Auditorium, Valakam, Kollam, as part of International Women's Day Celebrations.
- Conducted a fleet of Financial Literacy Programmes with the assistance of Securities Exchange Board of India, Kudumbashree, NABARD, etc., at various Local Self Government Bodies, Community Development Societies, and NGOs in Kollam District.
- Active Participant in the planning and implementation of various Government Schemes like Higher Education Scholarship Scheme, Teacher Exchange Programme, Erudite Scheme, Cluster of Colleges, etc. in the Higher Education Sector of Kerala as a Research Officer of KSHEC, Kerala.
- Organized more than a dozen training programmes for college teachers of Kerala on Informatics at different centers across the width and breadth of the State for the Kerala State Higher Education Council during the year 2009-2010.
Resource Person on different seminars held at various Colleges in Kerala on 'Restructuring Undergraduate Education in Kerala' and 'Grading and Methodology Courses' introduced under the initiative of Kerala State Higher Education Council during 2009-10.
- Convener of a seminar on "Restructuring Undergraduate Education and Scheme of Cluster of Colleges" at NMSM Government College, Kalpetta (February 14-15, 2008) sponsored by the Higher Education Council, Kerala.

RESEARCH PROJECTS

- “Project for Empowerment of Local Self Government Institutions through Academic Support for Social Planning and Entrepreneurship Development in Selected LSGIs in Thiruvananthapuram District” under the head "Providing Academic Support for Development Programmes of Local Self Government Bodies", Major Project Funded by University of Kerala, (Fund Rs. 10 Lakhs) in 2021.
- “Improving Service Delivery of Urban Health Centres: Exploring Possibilities of Upscaling TQM”, Minor Project Funded from the Plan Fund, Government of Kerala, (Fund Rs. 3 Lakhs) in 2021.
- “Behavioral Economics in Local Communities – Prospects for Developmental Research”, Minor Project (Startup Grant) from the University of Kerala (Fund Rs. 1 Lakh) in 2021.

**ARTICLES
PUBLISHED IN
EDITED BOOKS**

- “Financial Exclusion and Fisherwomen in Kollam”, Financial Inclusion and Inclusive Growth (Edited), Regal Publications, New Delhi, 2013. PP.56-65. (ISBN-978-81-8484-264-7).
- “PPP& CPPP Models for Sustainable Tourism Development in Kerala”, Tourism Trends and Strategies (Edited), Sonali Publications, New Delhi, 2011, pp.162-175. (ISBN-978-81-8411-370-9).
- “Indian Banking Sector: Challenges Ahead”, Emerging Trends in Financial Institutions in India (Edited), Sonali Publications, New Delhi, 2012, (ISBN-978-81-8411-398-3).
- “ASEAN-A free Trade Agreement”, Free Trade Agreements and Indian Economy”, (Edited), B-Digest Publications, Nagarcovil (ISBN-978-81-92-3975-3-5)
- “Financial Exclusion of Fisher women in Kollam”, Financial Inclusion and Inclusive Growth (Edited), Regal Publications, New Delhi, 2013. PP.56-65. (ISBN-978-81-8484-264-7)

**BOOK
PUBLISHED**

- “Total Quality Management for Local Self Governments”, LAMBERT Academic Publishing, Omni Scriptum Publishing Group, Republic of Moldova (ISBN:978-3-330-04600-9).
- “Appraising the Service Quality in Public and Private Sector Banks”, INSC International Publishers, Chikkamangaluru, Karnataka (ISBN:978-93-93364-08-1) (2021)
- “Kerala's Co-operative and Main Stream Banking – Perspectives in Service Quality”, INSC International Publishers, Chikkamagaluru, Karnataka (ISBN:978-1-68576-086-1) (2021)

**RESEARCH
PUBLICATIONS**

- Redefining Corporate Social Responsibility: The Role of Strategic Communication Practices, Sustainability (Q1)
Vol. 17 Page 1–26, 05/2025
- Catalysing Sustainable Progress: Empowering MSMEs through Tech Innovation, Handbook of Technological Sustainability, 2024
- Effect of Residents' Attitude on their Perceived Effects of Tourism and Support for Sustainable Tourism, SDMIMD Journal of Management, 2024
- Growth and the Way Forward: A Study on Women Entrepreneurs of Kerala, SMS Journal of Entrepreneurship & Innovation
Vol. 10 Page 239–7920, 12/2023
- Women and Community-Based Organizations in the Public Health Care: Exhibits from Kerala, Biomedical Journal of Scientific & Technical Research (Scopus Indexed)
Vol. 53 Page 217–221, 09/2023
- Is there a Vaccine to Save Public Healthcare from the Endemic of Privatization? One Doctor's Healing Touch Says it All, 03/2023 Journal of Public Health (Scopus Indexed)
- Digital Transformation in the COVID Era–A Bibliometric Thematic Analysis, 2022
- Bibliometric Analysis in Articles of Credit Risk Management in Banks, Journal of Tianjin University, 2022
- Development or Displacement? Snapshots from Small-Scale Fisheries in Kerala, Journal of Rural Development, 2022

- Mind the Gap: A Bibliometric Analysis on Unrecognized Role of Women in the Fisheries Sector, International Journal of Mechanical Engineering, 2021
- A Principal Component Analysis of the Problems Faced by Seafood Processing Export Firms in Kerala, Journal of Marketing Development and Competitiveness, 2021
- “A Study on the Working of Rashtriya Swasthya Bima Yojana (RSBY)”, Commerce and Business Researcher, Department of Commerce, University of Kerala, Vol 14, Issue (2021)
- “A Principal Component Analysis of the Problems Faced by Seafood Processing Export Firms in Kerala”, Journal of Marketing Development and Competitiveness, Vol. 15, No. 1 (2021), DOI: <https://doi.org/10.33423/jmdc.v15i1.4174>
- Relation Between Residents' Attitudes and Support for Tourism Development, International Journal of Psychosocial Rehabilitation, 2020
- “Relation Between Residents' Perception on the Impact of Tourism and their Support for Tourism Development”, Purakala, Vol. 31, Issue 17, April 2020. (ISSN 0971-2143)
- Role of Kudumbashree in COVID-19 Containment in Kerala, UGC-Care Journal, 2020
- Customer Perception on Banking Services – A Study Among Public and Private Sector Banks, Studies in Indian Place Names, 2020
- “Exporting Problems Faced by Sea Food Companies in Kerala”, Commerce and Business Researcher, Department of Commerce, University of Kerala, Vol. 13, Issue 4 (Oct-Dec 2020).
- “Relation Between Residents' Attitudes and their Support for Tourism Development”, International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 8, 2020. (ISSN 1475-7192)
- “Role of Kudumbashree in Covid-19 Containment in Kerala”, Purakala, Vol. 31, Issue 28, May 2020 (ISSN 0971-2143)
- “Relation Between Residents' Perception on the Impact of Tourism and their Support for Tourism Development”, Purakala, Vol. 31, Issue 17, April 2020. (ISSN 0971-2143)
- “Relation Between Residents' Attitudes and their Support for Tourism Development”, International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 8, 2020. (ISSN 1475-7192)
- “Customer Perception on Banking Services – A Study among Public Sector and Private Sector Banks”, Studies in Indian Place Names, Vol. 40, Issue 50, March 2020. (ISSN 2394-3114)
- Economic Empowerment of Women through Micro Enterprises–A Case Study of Wayanad District, IJRAR, 2019
- A Paper on Role of Online Market Research in E-Tailing with Special Reference to Social Media Monitoring, 2019
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- “Customer Satisfaction, Customer Loyalty and Brand Equity of Pharmaceutical Companies in Kerala”, Mirror (Peer Refereed International Research Journal of Commerce, Management & Social Science Vol. 9, No.1, 2019. (ISSN 2249-8117)

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MEMBERSHIP IN ACADEMIC BODIES

- Member, Board of Faculty - Faculty of Commerce, University of Kerala.
- Member, Board of Studies - Faculty of Commerce, FMN (Autonomous College, Kollam)
- Member, Board of Studies - Faculty of Commerce, Mar Ivanios (Autonomous College, Thiruvananthapuram)
- Member, Academic Committee, Sree Narayana Open University, Kerala.
- Member, PG Board of Studies, University of Calicut
- Member, B.Com Vocational Board of Studies, Pondicherry Central University

PERSONAL DETAILS

- Gender: Male
- Date of Birth: 31/10/1972
- Nationality: Indian
- Address: Thejus' Thazhichayil House, Kavanad P.O., Kollam PIN 691003.
- Official Address: Professor and Head
Department of Commerce
School of Business Management and Legal Studies
University of Kerala. Kariavattom Campus
Thiruvananthapuram.

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- Available upon request