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Academic Qualifications

- Ph.D. | Mahatma Gandhi University, Kottayam | 2015 | Commerce
- MCom | Mahatma Gandhi University, Kottayam | 2006 | Finance
- MBA | Bharathiar University, Coimbatore | 2014 | Finance
- BCom | Mahatma Gandhi University, Kottayam | 2004 | Marketing

Teaching Experience [18 years]

- Vidyaniketan, Ernakulam | Lecturer | 14.06.2006 – 14.07.2006
- Amrita Viswavidyapeetam, Kochi | Lecturer | 01.08.2006- 30.06.2010
- Amrita Viswavidyapeetam, Kochi | Sr. Lecturer | 01.07.2010- 05.01.2011
- Government College Chittur, Palakkad | Assistant Professor | 06.01.2011 – 10.07.2012
- Government College Attappady, Palakkad | Assistant Professor | 11.07.2012 – 27.08.2013
- Maharaja's College Ernakulam | Assistant Professor | 28.08.2013 – 17.06.2019 FN
- Government College Tripunithura | Assistant Professor | 17.06.2019 AN – 06.05.2023AN
- Government College Tripunithura | Associate Professor | 07.05.2023 FN Onwards

Research Experience

- Maharaja's College Ernakulam | Principal Investigator UGC MRP | 2015-2017
- MCMAT Perumbavoor and IIA Ahmedabad Multi Country Research Project | District Coordinator | 2015-16

Publications

Journal Papers:

- **Role of NGOs in Entrepreneurship Development in Kerala**, in POSEIDON Journal of Commerce, Management and Social Science, Vol. 2, December 2012 (ISSN: 2319 – 6238)
- **Role of NGOs in Entrepreneurship Development in Kerala- A Case Study of Palliyakkal Service Cooperatives Bank Ltd.**, in Contemporary Commerce Review (ISSN 2319-3638), Vol.1 (2), March 2013 [Approved Journal by Mahatma Gandhi University, Kottayam]
- **On the Wings of Self Help: A Comparison of the Selected Platforms for Entrepreneurship Development in Kerala**, in POSEIDON Journal of Commerce, Management and Social Science, Vol. 2 (1), June 2013 (ISSN: 2319 – 6238)
- **The Efficacy of IPO Grading in Serving as a Tool for Informed Decision Making**, in POSEIDON Journal of Commerce, Management and Social Science, Vol. 2 (1), June 2013 (ISSN: 2319 – 6238)
- **Role of NGOs in Entrepreneurship Development – The AMRITASREE Model** in POSEIDON Journal of Commerce, Management and Social Science, Vol. 2 (2), December 2013 (ISSN: 2319 – 6238)
- **A Beneficiary Centric Assessment of Awareness and Satisfaction of Sabarimala Virtual Q System**, in Research Revolution [ISSN: 2319-300X] Vol 3 (10), July 2015
- **The Role and Impact of Nongovernmental Organisations in Entrepreneurship Development in Kerala**, in Contemporary Commerce Review (ISSN 2319-3638),

Vol.4 , September 2014 [Approved Journal by Mahatma Gandhi University, Kottayam]

- **Alternate Models for Rural Entrepreneurship Development - An Experience from Cooperative Model**, in POSEIDON Journal of Commerce, Management and Social Science, Vol. 4 (1), June 2015 (ISSN: 2319 – 6238)
- **An Assessment of the Responsible Pilgrimage Initiative at Sabarimala Temple Kerala**, in Research Revolution [ISSN: 2319-300X] vol 4 (3), December 2015
- **Banking for Religion: A Description of the Present Apparatus**, in POSEIDON Journal of Commerce, Management and Social Science, Vol. 4 (2), December 2015 (ISSN: 2319 – 6238)
- **Religion and E-Commerce – An Appraisal of the Virtual Presence of Religious Institutions in Kerala**, in Pauline Journal of Research and Studies [ISSN 2347-3843] St. Paul's College, Kalamassery 2016
- **Entertainment Guaranteed - An Appraisal of the Consumer Behaviour towards Online Movie Ticket Reservations Using Third Party Platforms** in Research Revolution Vol IV Issue 7 April 2016 [ISSN 2319-300X]
- **Demonetization Impact on Small Scale Entrepreneurs - A Survey of Retail Vendors in Ernakulam District**, in Asia Pacific Journal of Research [ISSN 2320 – 5504] March 2017 [Included in UGC List of Approved Journals till 02.05.2018]
- **All Set for a New Beginning – A Review of the Proposed GST Framework** in Contemporary Commerce Review Vol.5, September, 2016 [ISSN 2319-3638] The Cochin College, Kochi [Approved Journal by Mahatma Gandhi University, Kottayam]
- **Usage Experience and Perception of PAYTM in Ernakulam District** in Asia Pacific Journal of Research [ISSN 2320 – 5504] February 2017 [Included in UGC List of Approved Journals till 02.05.2018]
- **A Study on Personal Involvement Inventory in Advertising in Ernakulam District** in Research Revolution [ISSN: 2319-300X] Vol 5 (7), April 2017
- **Association of Consumer Voluntary Simplicity and Shopping Pattern** in Asia Pacific Journal of Research [ISSN 2320 – 5504] April 2017 [Included in UGC List of Approved Journals till 02.05.2018]
- **Local Retailer Shopping Loyalty and Shopping Pattern at Organised Retail Outlets - A Survey of Consumers in Ernakulam District** in Asia Pacific Journal of Research [ISSN 2320 – 5504] April 2017 [Included in UGC List of Approved Journals till 02.05.2018]
- **Governance, Ethics and Sustainability – a Revisit to Arthasastra** in Michael's Journal of Academic Research, St. Michael's College, Cherthala
- **An Appraisal of NPA Recovery Mechanism in Commercial Banks** in Asia Pacific Journal of Research (ISSN: 2347-4793) Vol 1 Issue LVIV January 2018 [Included in UGC List of Approved Journals till 02.05.2018]
- **An Assessment of Teacher Perception towards Inclusion of GST in the Commerce Curriculum under Mahatma Gandhi University, Kottayam** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) Impact Factor 4.184 Vol-3 Issue-01 January 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **Association between Long Term Orientation and Investor Preference towards Different Avenues** in Asia Pacific Journal of Research (ISSN: 2347-4793) Impact Factor 6.58 Vol 1 Issue LVIV January 2018 [Included in UGC List of Approved Journals till 02.05.2018]
- **Perceived Brand Authenticity of Dhathri Personal Care Products** in Asia Pacific Journal of Research (ISSN: 2347-4793) Impact Factor 6.58 Vol 1 Issue LXXXVII April 2018 [Included in UGC List of Approved Journals till 02.05.2018]

- **Consumer Perception towards Endorsements by Celebrities from Mollywood** in Asia Pacific Journal of Research (ISSN: 2347-4793) Impact Factor 6.58 Vol 1 Issue LXXXVII April 2018 [Included in UGC List of Approved Journals till 02.05.2018]
- **A Study on Work Life Balance of Female Teachers in Ernakulam District** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) Impact Factor 4.184 Vol-3 Issue-05 May 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **Consumer Perception and Satisfaction towards KMRL Services** in Zenith International Journal of Multidisciplinary Research (ISSN 2231-5780) Vol.8 (7), July 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **Influence of Celebrity Endorsement on Purchase Intention of FMCG Products with Special Reference to Endorsements by Film Stars** Zenith International Journal of Multidisciplinary Research (ISSN 2231-5780) Vol.8 (8), August 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **A Comparative Study of Influence of Celebrity Endorsements by Film Stars and Sportspersons with Special Reference to FMCG Products** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) Impact Factor 4.184 Vol-3 Issue-08 August 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **Consumer Perception towards Celebrity Endorsement in FMCG Products: A Study with Special Reference to Endorsements by Film Stars** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) Impact Factor 4.184 Vol-3 Issue-08 August 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **Consumer Perception towards Celebrity Endorsement in FMCG Products: A Study with Special Reference to Endorsements by Sportspersons** in Research Review: International Journal of Multidisciplinary ISSN (2455-3085) Impact Factor 4.184 Vol-3 Issue-07 July 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **Women in Board: An Enquiry into the Women Participation in Boards of Major Real Estate Companies in India** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) Impact Factor 4.184 Vol-3 Issue-09 September 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **Corporate Information Disclosure of Listed Banks from Kerala** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) Impact Factor 4.184 Vol-3 Issue-08 August 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **Corporate Information Disclosure of Major Indian Companies – An Enquiry with Special Reference to NIFTY50 Companies** in IJRAR September 2018, Volume 5, Issue 3 (E-ISSN 2348-1269) [Included in UGC List of Approved Journals till 14.06.2019]
- **Consumers Perception towards Telematics in Insurance** in Research Journal of Humanities and Social Sciences. 9(3): July- September, 2018 ISSN 2321-5828 (Online) [Included in UGC List of Approved Journals till 14.06.2019]
- **Consumer Awareness towards Telematics in Insurance** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) Impact Factor 4.184 September 2018 Special Issue [Included in UGC List of Approved Journals till 14.06.2019]
- **Occupational Stress among College Teachers in Kerala** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) Impact Factor 4.184 September 2018 Special Issue [Included in UGC List of Approved Journals till 14.06.2019]
- **Local resident Perception of Special Events: An analysis on Economic and Socio-cultural Impact** in Research Review: International Journal of Multidisciplinary (ISSN

2455-3085) Impact Factor 4.184 September 2018 Special Issue [Included in UGC List of Approved Journals till 14.06.2019]

- **Role of Venturesome Consumption on Post Purchase Dissonance** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) Impact Factor 4.184 September 2018 Special Issue [Included in UGC List of Approved Journals till 14.06.2019]
- **Consumers Perception towards Service Quality of Jio Infocomm Ltd** in Zenith International Journal of Multidisciplinary Research (ISSN 2231-5780) Vol.8 (10), October 2018 [Included in UGC List of Approved Journals till 14.06.2019]
- **Validity of Winner's Curse Hypothesis: Evidence from Indian Stock Market IPOs during 2017-18** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) April 2019 Issue [Included in UGC List of Approved Journals till 14.06.2019]
- **A Review on Widely Used Scales for Measuring Employee Engagement** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) June 2019 Issue [Included in UGC List of Approved Journals till 14.06.2019]
- **Validity of Winner's Curse Hypothesis: Evidence from Indian Stock Market IPOs during 2018-19** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) June 2019 Issue [Included in UGC List of Approved Journals till 14.06.2019]
- **Association between Portfolio Allocation and Fund Performance: An Evaluation with Special Reference to Top Rated Mid Cap Equity Funds** in Research Review: International Journal of Multidisciplinary (ISSN 2455-3085) June 2019 Issue [Included in UGC List of Approved Journals till 14.06.2019]
- **Perceptual Analysis on Cultural Events from Local Residents Perspective: A Case Study on Kochi Muziris Biennale** in IJRAR June 2019, Volume 6, Issue 2 (E-ISSN 2348-1269, P- ISSN 2349-5138) [Included in UGC List of Approved Journals till 14.06.2019]
- **Online Buying Behaviour of Consumers in Ernakulam District** in IJRAR June 2019, Volume 6, Issue 2 (E-ISSN 2348-1269, P- ISSN 2349-5138) [Included in UGC List of Approved Journals till 14.06.2019]
- **Life Insurance Penetration among College Teachers in Kerala** in IJRAR June 2019, Volume 6, Issue 2 (E-ISSN 2348-1269, P- ISSN 2349-5138) [Included in UGC List of Approved Journals till 14.06.2019]
- **Geographical Indication and Brand Reliability of Handicrafts from Kerala** in IJRAR June 2019, Volume 6, Issue 2 (E-ISSN 2348-1269, P- ISSN 2349-5138) [Included in UGC List of Approved Journals till 14.06.2019]
- **Geographical Indication and Brand Reliability of Agricultural Products from Kerala** in IJRAR June 2019, Volume 6, Issue 2 (E-ISSN 2348-1269, P- ISSN 2349-5138) [Included in UGC List of Approved Journals till 14.06.2019]
- **Intellectual Property Rights in India – An Enquiry on the Trends** in IJRAR June 2019, Volume 6, Issue 2 (E-ISSN 2348-1269, P- ISSN 2349-5138) [Included in UGC List of Approved Journals till 14.06.2019]
- **Perception of Youth towards Kochi-Muziris Biennale** in the History Research Journal (ISSN 0976-5425 UGC CARE Listed Journal Group D) Vol 5 Issue 4 July - August 2019
- **Performance Evaluation of Top Rated Equity Mutual Funds in India** in the Journal of the Gujarat Research Society Vol 21 Issue 1 [ISSN 0374-8588 UGC CARE listed Group D]
- **“A Review of Literature on Job Burnout”** in Journal of the Gujarat Research Society, Volume-21 Issue-03.[ISSN 0374-8588 UGC CARE listed Group D]

- **Emotional Finance: Financial Anxiety among Salaried Individuals with Special Reference to Life Insurance** in Journal of the Gujarat Research Society, Volume-21 Issue-05 [ISSN 0374-8588 UGC CARE listed Group D]
- **Association between ARQ Score and Mutual Fund Performance in Top Rated Equity Focused Mutual Funds** in Journal of the Gujarat Research Society, Volume-21 Issue-05 [ISSN 0374-8588 UGC CARE listed Group D]
- **Association between ARQ Score and Mutual Fund Performance in Top Rated Hybrid Mutual Funds** in Journal of the Gujarat Research Society, Volume-21 Issue-05 [ISSN 0374-8588 UGC CARE listed Group D]
- **Consumers Attitude towards Nostalgic Food and Restaurants** in Journal of the Gujarat Research Society, Volume-21 Issue-05 [ISSN 0374-8588 UGC CARE listed Group D]
- **Corporate Information Disclosure: Evidence from Listed Housing Finance Companies in India** in the Journal of the Gujarat Research Society, Volume-21 Issue-05 [ISSN 0374-8588 UGC CARE listed Group D]
- **Assessing Impact of Flood on Small Business Units – Case of Kalady, Kerala** in the Studies in Indian Place Names Volume 40 Issue 48 March 2020 [OGC CARE Listed Journal]
- **Artificial Intelligence Based Research For Financial Intelligence** in IEEE Proceedings (DOI: 10.1109/IC3I56241.2022.10073376) Scopus Indexed.
- **Antecedents to Ethical Investing Behaviour** in AIP Conference Proceedings 2773(1) (Scopus/WoS Indexed)
- **Antecedents to Travel Intention and Event Experience of Kochi Muziris Biennale** in AIP Conference Proceedings 2773 (1) (Scopus/WoS Indexed)
- **Awareness and Perception towards Critical Illness Care Insurance** in Asian Journal of Management Volume 15 Issue 1 January-March 2024 (Peer Reviewed Journal ISSN 2321 5763)
- **Memorable Cultural Experience at Chembai Music Festival Guruvayur Kerala: Scale Development** in ShodhKosh: Journal of Visual and Performing Arts Volume 5 Issue 1 January-June 2024 (UGC CARE Listed ISSN 2582-7472)

• **Conference Papers with ISBN**

- **Role and Impact of Non Government Organisations in Entrepreneurship Development in Kerala** in “Problems and Challenges of Emerging India” Edited by Dr. K. V. Ramachandran published by Serial Publications, New Delhi, 2013 – Edited Volume with ISBN
- **Route to the Roots: Sustainable Development through Entrepreneurship** in the Proceedings of the National Seminar on Inclusive Rural Development – Policy and Perspectives organized by the Department of Commerce, Government College Attappady, Palakkad in February 2014.
- **A Review of Five Year Plans with Special Reference to Rural Development** in the Proceedings of the National Seminar on Inclusive Rural Development – Policy and Perspectives organized by the Department of Commerce, Government College Attappady, Palakkad in February 2014.
- **Diversification of Cooperatives towards Entrepreneurship Development: An Experience from Palliyakkal Service Cooperative Bank Ltd.,** in Emerging Dimensions of Commerce and Management [Edited Volume], June 2014

- **An Appraisal of Individual Investor Participation in Mutual Funds in India**, Chapter in Contemporary Research in Social Sciences – Edited Book [ISBN 978-93-5267-539-5], Maharaja's College, Ernakulam
- **Outsourcing of Banking Products – A Study on Customers' Attitude** in the Edited Book titled Managing Strategies and Issues in Finance Edited by Dr Monica Bansal [ISBN:978-3-659-79261-8]
- **Religion and E-Commerce: A Description of the Present Apparatus** in the Proceedings of UGC Sponsored National Seminar on Riveting Opportunities in Emerging Sectors of Indian Economy, organized by PG Department of Commerce, The Cochin College, Kochi [ISBN: 978-93-5196-078-2]
- **Governance, Ethics and Sustainability: A Revisit in the Lights of Lessons from Kautilya's Arthasasthra** in the Proceedings of UGC Sponsored National Seminar on Role of Corporate Social Responsibility in Modern Business Era, organized by Sree Sankara Vidyapeetham College [ISBN: 978-81-927911-5-9]
- **An Appraisal of Governance Standards of Selected Kerala Companies with Reference to Board Composition** in the Proceedings of UGC Sponsored National Seminar on the Role of Corporate Social Responsibility in Modern Business Era, organized by Sree Sankara Vidyapeetham College [ISBN: 978-81-927911-5-9]
- **Managing Diversity – Challenges of India Inc.** Chapter in Contemporary Research in Social Sciences – Edited Book [ISBN 978-93-5267-539-5], Maharaja's College, Ernakulam
- **A Study on the HR Prospects of Mergers and Acquisitions in Indian Banking Spectrum – A Case of SBT** in Lyceum of Management Issues - Edited Book [ISBN: 93-83885-78-5]
- **Socio-Economic Effects of Religious Events with Special Reference to Kodungallur Municipality** in the Edited Book with ISBN as part of Proceedings of Two Day National Conference on New Paradigms in Business and Management SMS, CUSAT, Kochi
- **Identification of Social Capital in Community Events: Perceptions of Executive Committee** in the Proceedings of Vaidakthya '18 – National Conference on Contemporary Business Environment: Changes and Challenges organised by Naipunya Business School [ISBN: 978-93-5291-027-4]
- **Consumer Ethnocentrism among Students: An Application of Adapted CETSCALE** in the Edited Book of selected papers presented at the International Conference at XIME, Kochi published by Excel India Publishers [ISBN: 978-93-86724-23-6]
- **Personal Involvement In Advertising Among College Students with Special Reference To Ernakulam District** in the Proceedings of National Research Conference on Commerce Management and Social Sciences [ISBN: 978-93-5281-856-3]
- **An Appraisal of the Corporate governance Philosophy of the Sensex Companies** in the Proceedings of International Conference on Commerce and Management in Changing Times, Maharaja's College, Ernakulam [ISBN: 978-93-5300-371-5]
- **Social Capital and Cultural Events: An Event Executive Committee Perspective** in the Proceedings of International Conference on Commerce and Management in Changing Times, Maharaja's College, Ernakulam [ISBN: 978-93-5300-371-5]
- **Awareness on IPR and Willingness on IPR Education among Public** in the Proceedings of International Conference on Intellectual Property Rights: Conflict/Coexistence in Human Rights, Health and Indegenous Rights organized by BPC College Piravom in association with International Human Rights Council [ISBN: 978-93-8786-245-6]

- **Awareness and Willingness of College Teachers towards IPR Education** in the Proceedings of International Conference on Intellectual Property Rights: Conflict/Coexistence in Human Rights, Health and Indigenous Rights organized by BPC College Piravom in association with International Human Rights Council [ISBN: 978-93-8786-245-6]
- **Negligence of People towards IPR** in the Proceedings of International Conference on Intellectual Property Rights: Conflict/Coexistence in Human Rights, Health and Indigenous Rights organized by BPC College Piravom in association with International Human Rights Council [ISBN: 978-93-8786-245-6]
- **Awareness and Willingness among Students towards IPR Education** in the Proceedings of International Conference on Intellectual Property Rights: Conflict/Coexistence in Human Rights, Health and Indigenous Rights organized by BPC College Piravom in association with International Human Rights Council [ISBN: 978-93-8786-245-6]
- **Geographical Indication of Textiles from Kerala: Awareness and Perception among Public** in the Proceedings of International Conference on Intellectual Property Rights: Conflict/Coexistence in Human Rights, Health and Indigenous Rights organized by BPC College Piravom in association with International Human Rights Council [ISBN: 978-93-8786-245-6]
- **Ethical Investing** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Typology of Special Events** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Performance Evaluation of Hybrid Mutual Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **SIP Performance of Large, Mid and Small Cap Mutual Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Performance Evaluation of Solution Oriented Mutual Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Performance Evaluation of Contra Focused and Value Mutual Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Performance Evaluation of Fund of Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Performance Evaluation of Flexi and Multi Cap Mutual Funds during 2008-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.

- **SIP Performance of Contra Focused and Value Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **SIP Performance of Fund of Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Performance Evaluation of Sectoral/Thematic Mutual Funds during 2018-21** in the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Performance Evaluation of Large Mid and Small Cap Mutual Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **SIP Performance of Solution Oriented Mutual Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Performance Evaluation of Debt Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **SIP Performance of Flexi and Multi Cap Mutual Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **SIP Performance of Debt Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **SIP Performance of Sectoral/Thematic Mutual Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **SIP Performance of Hybrid Mutual Funds during 2018-21** in *Recent Multi-Disciplinary Research*, (ISBN 978-93-5473-514-1) Proceedings of the National Level Multi-Disciplinary Research Conference [MDRC 2021] Organised by Research Committee, Government College Tripunithura on 17th April 2021.
- **Perceived Usefulness and Ease of Use of Online Pedagogy: A Survey among Students** (ISBN 978-81-951719-0-3) in the Proceedings of Erudite Two Days Multi Disciplinary National Conference 2021 organised by Seshadripuram Institute of Commerce and Management, Bengaluru 24th and 25th February 2021
- **Perceived Ease of Use of Social Media Platforms on Mobile During Lockdown** (ISBN 978-93-5526-111-3) in the Proceedings of the National Conference on Life in the 2020s: Social, Cultural and Economic Dimensions organised by Sacred Heart College, Chalakkudy on 25th May 2021
- **Bibliometric Analysis of Behavioural Finance in Scopus during 2018-2021** (ISBN 978-93-5526-111-3) in the Proceedings of the National Conference on Life in the 2020s: Social, Cultural and Economic Dimensions organised by Sacred Heart College, Chalakkudy on 25th May 2021

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- **Bibliometric Analysis of Event Tourism in Scopus during 2018-2021** (ISBN 978-93-5526-111-3) in the Proceedings of the National Conference on Life in the 2020s: Social, Cultural and Economic Dimensions organised by Sacred Heart College, Chalakkudy on 25th May 2021
- **Influence of Perceived Usefulness and Perceived Ease of Use on Switching Intention regarding Mobile Apps** (ISBN 978-93-5526-111-3) in the Proceedings of the National Conference on Life in the 2020s: Social, Cultural and Economic Dimensions organised by Sacred Heart College, Chalakkudy on 25th May 2021
- **Influence of Perceived Usefulness and Perceived Ease of Use on Behavioural Intention regarding Digital Payment Apps** (ISBN 978-93-5526-111-3) in the Proceedings of the National Conference on Life in the 2020s: Social, Cultural and Economic Dimensions organised by Sacred Heart College, Chalakkudy on 25th May 2021
- **Influence of Perceived Usefulness and Perceived Ease of Use on Behavioural Intention regarding OTT Platforms** (ISBN 978-93-5526-111-3) in the Proceedings of the National Conference on Life in the 2020s: Social, Cultural and Economic Dimensions organised by Sacred Heart College, Chalakkudy on 25th May 2021
- **A Perceptual Study on Quality of Life of Teachers in Self Financing Colleges in 2020 using SQA with respect to Thrissur District** (ISBN 978-93-5526-111-3) in the Proceedings of the National Conference on Life in the 2020s: Social, Cultural and Economic Dimensions organised by Sacred Heart College, Chalakkudy on 25th May 2021
- **Psychological Wellbeing as a Key Factor to Gross National Happiness** (ISBN 978-93-5526-922-5) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Happiness.*
- **Cultural Diversity and Resilience as a Key Factor to Gross National Happiness** (ISBN 978-93-5526-922-5) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Happiness.*
- **Bibliometric Analysis of Sustainable Investing in Scopus** (ISBN 978-93-5526-922-5) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Happiness.*
- **Financial Anxiety among Salaried Individuals** (ISBN 978-93-5526-922-5) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Happiness.*
- **Bibliometric Analysis of Green HRM in Scopus** (ISBN 978-93-5526-922-5) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Happiness.*
- **Bibliometric Analysis of Economics of Happiness in Scopus** (ISBN 978-93-5526-922-5) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Happiness.*
- **Bibliometric Analysis of Financial Satisfaction in Scopus** (ISBN 978-93-5566-092-3) in the Proceedings of the International Conference on Economics of Happiness and

Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Welfare*.

- **Bibliometric Analysis of Economics of Welfare in Scopus** (ISBN 978-93-5566-092-3) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Welfare*.
- **Association between Financial Fragility and Financial Wellbeing** (ISBN 978-93-5566-092-3) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Welfare*.
- **Bibliometric Analysis of Health Insurance in Scopus** (ISBN 978-93-5566-092-3) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Welfare*.
- **Bibliometric Analysis of Sustainable Development in Scopus** (ISBN 978-93-5566-092-3) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Welfare*.
- **Bibliometric Analysis of Green Innovation in Scopus** (ISBN 978-93-5566-092-3) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Welfare*.
- **Bibliometric Analysis of Psychological Biases in Scopus** (ISBN 978-93-5566-092-3) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Welfare*.
- **Bibliometric Analysis of Sustainable Tourism in Scopus** (ISBN 978-93-5566-092-3) in the Proceedings of the International Conference on Economics of Happiness and Welfare organised by Sacred Heart College Chalakudy, *Disquisitions on Economics of Welfare*.
- **Financial Literacy and Financial Behaviour Among Salaried Individuals** (ISBN 978-93-5566-389-4) in the Proceedings of the International Multidisciplinary Research Conference (MDRC 2.0) organised by Government College Tripunithura, *Multidisciplinary Research Thoughts*.
- **Bibliometric Analysis of ESG Investing in Scopus** (ISBN 978-93-5566-389-4) in the Proceedings of the International Multidisciplinary Research Conference (MDRC 2.0) organised by Government College Tripunithura, *Multidisciplinary Research Thoughts*.
- **Bibliometric Analysis of Destination Image in Scopus** (ISBN 978-93-5566-389-4) in the Proceedings of the International Multidisciplinary Research Conference (MDRC 2.0) organised by Government College Tripunithura, *Multidisciplinary Research Thoughts*.
- **Bibliometric Analysis of Ecotourism in Scopus** (ISBN 978-93-5566-389-4) in the Proceedings of the International Multidisciplinary Research Conference (MDRC 2.0) organised by Government College Tripunithura, *Multidisciplinary Research Thoughts*.
- **Bibliometric Analysis of Emotional Intelligence in Scopus** (ISBN 978-93-5566-389-4) in the Proceedings of the International Multidisciplinary Research Conference (MDRC 2.0) organised by Government College Tripunithura, *Multidisciplinary Research Thoughts*.
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- **Bibliometric Analysis of Destination Marketing in Scopus** (ISBN 978-93-5566-389-4) in the Proceedings of the International Multidisciplinary Research Conference (MDRC 2.0) organised by Government College Tripunithura, *Multidisciplinary Research Thoughts*
- **Bibliometric Analysis of Brand Love in Scopus** (ISBN 978-93-5566-389-4) in the Proceedings of the International Multidisciplinary Research Conference (MDRC 2.0) organised by Government College Tripunithura, *Multidisciplinary Research Thoughts*
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- **Evaluating the Risk Ratios of Exchange Traded Funds** (ISBN 978-93-5566-389-4) in the Proceedings of the International Multidisciplinary Research Conference (MDRC 2.0) organised by Government College Tripunithura, *Multidisciplinary Research Thoughts*
- **Bibliometric Analysis of Sustainable Development Goals in Scopus** in the Edited Book, **India@75** (ISBN: 978-93-5701-585-1), published by the Research Committee, Government College Tripunithura
- **Bibliometric Analysis of Indian Democracy in Scopus** in the Edited Book, **India@75** (ISBN: 978-93-5701-585-1), published by the Research Committee, Government College Tripunithura
- **Destination Image in Social Media: Tweet Sentiment Analysis of Munnar** in the Edited Book, *Rethinking Tourism* (ISBN: 978-93-5768-092-9) ,published by the Research Committee, Government College Tripunithura
- **Destination Image in Social Media: Tweet Sentiment Analysis of Wayanad** in the Edited Book, *Rethinking Tourism* (ISBN: 978-93-5768-092-9) ,published by the Research Committee, Government College Tripunithura
- **Awareness of Farmers in Kerala on the Implementation on AI Powered Tools in Agriculture** in the Proceedings of ICSSR Sponsored International Seminar on “Building a Cognitive Enterprise Through AI - Powered Transformation: A Digital Paradigm for Societal and Tribunal Success in Rural Areas” [ISBN: 978-81-968562-4-3]

● **Books: Authored**

- **‘Marketing Research for B. Com. M.G. University’**, Kalyani Publishers, New Delhi, 2006 (ISBN: 978-81-272-2993-8)
- **‘Marketing Research for BBA M.G. University’**, Kalyani Publishers, New Delhi, 2006 (Reprint 2010) (ISBN: 978-81-272-2991-1)
- **‘Marketing Research’**, Kalyani Publishers, New Delhi, 2008 (Reprint 2010) (ISBN: 978-81-272-4463-7)
- **‘Research Methodology for M. Com. MG University’**, Kalyani Publishers, New Delhi, 2009 (ISBN: 978-81-272-5252-6)
- **‘Research Methodology for BBA MG University’**, Kalyani Publishers, New Delhi, 2010 (ISBN: 978-81-272-6297-6)

- **‘Research Methodology for BBA(MG University) Revised 2nd Edition’**, Kalyani Publishers, New Delhi, 2011 (ISBN: 978-93-272-1256-3)
- **‘Research Methodology for Commerce - M. Com. Calicut University’**, Kalyani Publishers, New Delhi, 2011 (ISBN: 978-93-272-1411-6)
- **‘Accounting for Managerial Decisions for B. Com. MG University’**, Kalyani Publishers, 2011 (ISBN: 978-93-272-1331-7)
- **‘Applied Cost Accounting for B. Com. MG University’**, Kalyani Publishers, New Delhi, 2011 (ISBN: 978-93-272-1409-3)
- **‘Management Accounting for BBA M.G. University’**, Kalyani Publishers, New Delhi, 2011 (ISBN: 978-93-272-1332-4)
- **‘Management Accounting for BBA M.G. University’**, Kalyani Publishers, New Delhi, 2011 (ISBN: 978-93-272-1410-9)
- **‘Business Research Methods for B.Com/ B.B.A. Calicut University’**, Kalyani Publishers, New Delhi, 2011 (ISBN: 978-93-272-1346-1)
- **‘Financial Accounting for MCA’**, Kalyani Publishers, New Delhi, 2011 (ISBN: 978-93-272-1423-9)
- **‘Principles of Management and Accounting for BCA’**, Kalyani Publishers, New Delhi, 2012 (ISBN: 978-93-272-1804-6)
- **‘Introduction to Accounting for B. Com./B.B.M.’**, Kalyani Publishers, New Delhi, 2012 (ISBN: 978-93-272-2502-0)
- **‘UGC NET/JRF COMMERCE – PAPER II and III’**, Revised and Enlarged 2nd Edition, Gayathri Publishers, 2013 (ISBN: 978-81-924688-1-5)
- **‘Research Methodology for M. Com. MG University’**, 2nd Revised Edition, Kalyani Publishers, New Delhi, 2013 (ISBN: 978-93-272-3440-4)
- **‘Research Methodology for BBA MG University’**, 3rd Revised Edition, Kalyani Publishers, New Delhi, 2014 (ISBN: 978-93-272-4167-9)
- **‘Business Organisation and Management’**, Maharaja’s College, Ernakulam, 2015 (ISBN: 978-93-5267-098-7)

Books: Edited

- **Proceedings of National Seminar on Inclusive Rural Development – Policy and Perspectives** organized by the Department of Commerce, Government College Attappady, Palakkad on 17th February 2014.
- **‘Sapience’**, Maharaja’s College, Ernakulam, 2016 (ISBN: 978-93-5267-011-6)
- **‘Contemporary Research in Social Sciences’**, Maharaja’s College, Ernakulam, 2016 (ISBN: 978-93-5267-539-5)
- **‘Proceedings of National Research Conference on Commerce Management and Social Sciences’**, Maharaja’s College, Ernakulam, 2017 (ISBN: 978-93-5281-856-3)
- **‘Commerce and Management in Changing Times’**, Maharaja’s College, Ernakulam, 2017 (ISBN: 978-93-5300-371-5)
- **‘Contemporary Research in Commerce and Management’**, Maharaja’s College, Ernakulam, 2017 (ISBN: 978-93-5300-817-8)
- **‘Convergence - Volume 1’**, INSC Publishing House, Chikkamangaluru, Karnataka (ISBN:978-81-946370-3-5)
- **Recent Multidisciplinary Research** (ISBN - 978-93-90781-18-8), ESN Publishers, Tamil Nadu, 2021
- **Recent Multidisciplinary Research** (ISBN 978-93-5473-514-1), Government College Tripunithura, Kerala, 2021
- **Compendium of Book Reviews** (ISBN 978-93-5493-255-7), Government College Tripunithura, Kerala, 2021

- **Multidisciplinary Research Thoughts** (ISBN 978-93-5566-389-4), Government College Tripunithura, Kerala, 2021
- **India@75** (ISBN: 978-93-5701-585-1), Government College Tripunithura, Kerala, 2022
- **Rethinking Tourism** (ISBN: 978-93-5768-092-9), Government College Tripunithura, Kerala, 2022
- **Tourism and Green Investment** (ISBN: 978-93-6012-875-3), Government College Tripunithura, Kerala, 2023

Awards and Honors

- Teaching Excellence Award 2019, KMM College Thrikkakara



- Special Jury Appreciation at The Heartian Gurushreshtha Award 2024, by Sacred Heart College Thevara (Autonomous)



- **Participated in the World Record Academic Event**



Professional Memberships

- Indian Accounting Association, Life Member, 2013 Onwards
- Indian Institute of Scientific Heritage, Patron, 2013 Onwards

Courses Taught

- Marketing Management
- Research Methodology
- Strategic Financial Management
- International Business and Finance
- Personal Investment and Behavioural Finance
- Entrepreneurship Development and Project Management

Research Interests

- Marketing - Tourism

Subject Matter Expertise

- Research Methodology – Data Analysis – Systematic Literature Review – AI Based Information Tools – Citation and Referencing
- Marketing - Tourism

Any other relevant information

- Research Guide (PhD) – Mahatma Gandhi University, Kottayam
Produced 2 PhDs Ongoing 5
- Nodal Officer – FYUGP, Government College Tripunithura
- Nodal Officer – Admissions, Government College Tripunithura
- **Resource Person for more than 290 events at about 110 institutions within and outside the State including UGC HRDC, KIED, XIME and so on**

● **List of hosting institutions.**

<i>Organiser/Institution</i>	<i>Seminar/ Conference/ Invited Talk</i>	<i>Workshop</i>	<i>Webinar</i>	<i>Total</i>
1. Government College, Kozhijampara, Palakkad	2			2
2. Government HSS, Elappully, Palakkad	1			1
3. Government HSS, Cherupulassery, Palakkad	1			1
4. Government College Mananthawady, Wayanad	1			1
5. Rajiv Gandhi Memorial Government College, Palakkad	2			2
6. Government College, Tripunithura, Ernakulam	5	10	37	52
7. CAS College, Madayi, Kannur	1	4		5
8. Chinmaya College of Arts, Commerce and Science, Tripunithura	4	1	2	7
9. St. Teresa's College (Autonomous), Ernakulam	4	4	5	13
10. Kannur University, Neeleswaram Campus		1		1
11. The Cochin College, Kochi	4		1	5
12. St. Paul's College, Kalamassery, Ernakulam	9		3	12
13. S D College. Alappuzha	1	1		2
14. Sree Neelakanta Government Sanskrit College, Pattambi	1			1
15. Mar Elias College, Perumbavur	1			1
16. Sienna College of Professional Studies, Edakochi	1			1
17. St. Thomas College, Puthencruz, Ernakulam	1			1
18. Rajagiri College of Applied Sciences, Kakkanad	2		3	5
19. Al Ameen College Edathala, Ernakulam	3	6		9
20. SBOA Public School, South Chittur, Ernakulam	1			1
21. Government Boys HSS, Tripunithura	1			1
22. NSS College, Nemmara, Palakkad		2		2
23. St. Mary's College, Manarcaud, Kottayam	1			1
24. Nirmala College, Mulanthuruthy, Ernakulam	3	1		4
25. Carmel College, Mala, Thrissur	1	1	2	4

<i>Organiser/Institution</i>	<i>Seminar/ Conference/ Invited Talk</i>	<i>Workshop</i>	<i>Webinar</i>	<i>Total</i>
26. KMM College Thrikkakkara, Ernakulam		1		1
27. Nirmala College, Muvattupuzha, Ernakulam	1			1
28. Yuvakshethra Institute of Management Studies, Palakkad	2	2	1	5
29. Maharaja's College (Autonomous), Ernakulam	1	4	5	10
30. St Xavier's College for Women, Aluva	1	1		2
31. St. Xavier's College, Kothavara, Vaikom	1			1
32. Government College, Nilambur, Malappuram	1			1
33. MES College, Kunnukara, Ernakulam		1		1
34. Government College, Vypin, Elamkunnappuzha	1		1	2
35. Sree Sankara College, Kalady	2			2
36. Sree Sankara Vidyapeetom College, Valayamchirangara		1	1	2
37. St. Albert's College (Autonomous), Ernakulam	1		1	2
38. Sree Narayana College, Kannur	1			1
39. K. G. College, Pambady, Kottayam	1			1
40. Bharata Mata College, Thrikkakara	1	5	1	7
41. Sree Narayana Guru College of Arts and Sciences, Paingottur	1			1
42. St. Thomas College, Pala	1	1		2
43. DB College, Thalayolaparambu			1	1
44. Aquinas College, Edacochin		1	2	3
45. MES College, Marampilly			1	1
46. Pavanatma College, Murikkassery, Idukky			1	1
47. Sahya Arts and Sciences College, Wandoor, Malappuram		4	1	5
48. Government PolyTechnic College, Kalamassery			1	1
49. St. Joseph's College of Law, Bangalore			1	1
50. St. Joseph's College (Autonomous), Bangalore			2	2

<i>Organiser/Institution</i>	<i>Seminar/ Conference/ Invited Talk</i>	<i>Workshop</i>	<i>Webinar</i>	<i>Total</i>
51. Sree Narayana College, Nattika, Thrissur			1	1
52. Christ College (Autonomous) Irinjalakuda, Thrissur	1		1	2
53. Naipunya Institute of Management and Technology, Pongam			1	1
54. KMEA College, Pukkaatupadi	1	4	1	6
55. Sree Narayana College, Kollam			1	1
56. NSS Arts College for Women, Tripunithura			1	1
57. BPS College, Piramadam			2	2
58. Payyannur College, Payyannur, Kannur		1	1	2
59. Sacred Heart College, Thevara	1		1	2
60. SCMS, Kalamassery		1	1	2
61. Government College Kattappana			1	1
62. Mount Zion Institute of Science and Technology, Chengannur		1		1
63. VTM NSS College, Dhanuvachapuram, Thiruvananthapuram			1	1
64. MES Keveeyam College Valanchery, Malappuram			1	1
65. Guru Shree ShantiVijai Jain College for Women, Chennai			1	1
66. Sree Vidyadhi Raja NSS College Vazhoor		3		3
67. Sahrdaya College of Advanced Studies, Thrissur		4	1	4
68. Sree Krishna Adithya College of Arts and Science, Coimbatore			1	1
69. Sree Mahadeva College, Vaikom	1	4		5
70. Nasra College of Arts and Science, Malappuram		4		4
71. AMC Group of Educational Institutions, Ottappalam		3		2
72. Government Brennen College Thalassery		4		4
73. CMS College Kottayam		1		1
74. BPC College Piravom	1	2	1	4

<i>Organiser/Institution</i>	<i>Seminar/ Conference/ Invited Talk</i>	<i>Workshop</i>	<i>Webinar</i>	<i>Total</i>
75. St. Aloysius College Elthuruth, Thrissur		4		4
76. MES College Ponnani		4		4
77. NSS Hindu College Changanassery	1			1
78. Amrita Viswavidyapeetham Kochi Campus	1			1
79. PSMO College Thirurangadi		2		2
80. Government Victoria College Palakkad		1		1
81. Mahatma Gandhi University Kottayam [CDC]	1			1
82. Amrita Viswavidyapeetham Amritapuri Campus			3	3
83. Panambilly Memorial Government College Chalakkudy, Thrissur	1			1
84. Mahatma Gandhi College, Thiruvananthapuram	1	1		2
85. St. Thomas College Kozhencherry		1		1
86. MES College, Valanchery		1		1
87. Kerala Institute of Entrepreneurship Development (KIED) , Kalamassery	2			2
88. Shanthigiri College of Computer Sciences, Thodupuzha	1			1
89. Government Arts College Thiruvananthapuram		1		1
90. SRBS Gujarati College, Kochi	2		1	3
91. Patrician College of Arts and Sciences, Chennai	1			1
92. XIME , Kochi	1			1
93. UGC HRDC, University of Kerala (Refresher Course)	1			1
94. Cochin Arts and Science College, Pallikkara	1			1
95. Government Law College Ernakulam	1			1
96. Sri. C Achutha Menon Govt College Kuttanellur, Thrissur		1		1
97. Baby John Memorial Government College Chavara	1			1
98. Adiyamman Arts and Science College for Women, Salem, Tamilnadu	1			1

<i>Organiser/Institution</i>	<i>Seminar/ Conference/ Invited Talk</i>	<i>Workshop</i>	<i>Webinar</i>	<i>Total</i>
99. St. Peter's College Kolenchery	1			1
100. St. Kuriakose College of Management and Science, Kuruppampady	1			1
101. Mar Thoma College for Women, Perumbavoor, Kerala	1			1
102. MES Mampad College (Autonomous), Malappuram			1	1
103. Government College Malappuram	1			1
104. Peet Memorial Training College, Mavelikkara	1			1
105. ASCENT (NGO), Kerala			1	1
106. St. Berchman's College Changanassery (Autonomous)		1		1
107. Rajagiri Viswajyothi College of Arts and Science, Vengoor		1		1
108. Naipunya School of Management, Cherthala	2			2
109. Bhavan's College of Arts and Commerce, Kakkanad	1			1
110. Swami Saswathikananda College, Poothotta	1			1
Total	98	102	97	297