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Research Papers Published

1. A Study on Relationship between Service Quality and Customer Loyalty with Reference to Online Hotel Booking Apps, International Journal of Current Science Research and Review, ISSN: 2581-8341, Vol. 5 No 4 (2022): Volume 05 Issue 04 April 2022, Page No.: 1356-1362, DOI: <https://doi.org/10.47191/ijcsrr/V5-i4-60>
2. AIRAM Principle-The Dynamic Mantra for Strategic Management of Human Resources in Organisations", International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN:2349-5162, Vol.9, Issue 4, page no.b764-b769, April-2022, DOI: <http://doi.org/10.1729/Journal.29839>, <http://www.jetir.org/papers/JETIR2204194.pdf>
3. Tourism Industry-The Cash Cow Industry For Fostering The Economic Development of India, International Journal of Applied Research, P-ISSN: 2394-7500, E-ISSN: 2394-5869, Volume 8, Issue 4, April 2022, DOI: [10.22271/allresearch.2022.v8.i4c.9653](https://doi.org/10.22271/allresearch.2022.v8.i4c.9653)
4. Job Stress and Career Progression of Women, International Journal of Current Science (IJCS PUB), ISSN:2250-1770, Volume.12, Issue 1, pp.175-180, March 2022, DOI: <http://doi.org/10.1729/Journal.29537>, <http://www.ijcs pub.org/papers/IJCSP22A1143.pdf>
5. Problems Faced by Women Entrepreneurs of MSME Units, International Journal of Science and Research (IJSR), ISSN (Online): 2319-7064, Volume 11, Issue 3, March 2022, 372 – 374, https://www.ijsr.net/get_abstract.php?paper_id=SR22303152607
6. 'Chatvaari Darshana' or the Four Factor Approach of Managing the Human Resources, International Journal of Multidisciplinary Educational Research (IJMER), ISSN:2277-7881, Volume:11, Issue:3(3), March, 2022, [http://s3-ap-southeast-1.amazonaws.com/ijmer/pdf/volume11/volume11-issue3\(3\)/13.pdf](http://s3-ap-southeast-1.amazonaws.com/ijmer/pdf/volume11/volume11-issue3(3)/13.pdf)
7. Ethical Advertising is a Vital Responsibility of Business Towards the Society, IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138,

Volume.9, Issue 1, Page No pp.615-619, March 2022,

<https://www.ijrar.org/papers/IJRAR22A2147.pdf>

8. Restructuring Strategies to Awaken the Sick Public Sector Units in the State of Kerala, Journal of Emerging Technologies and Innovative Research, ISSN: 2349-5162, Vol.9, Issue,3, March,2022, <http://www.jetir.org/papers/JETIR2203140.pdf>
9. Some Prominent Cases of Financial Scams and the Relevance of Meticulous Governance Systems for Economic Institutions, International Journal of Research, ISSN 2348-6848, Vol. 9 No. 3 (2022): Vol-9-Issue-3-March-2022, <https://ijrjournal.com/index.php/ijr/article/view/387/327>
10. Advertising and Social Media Management and their Interrelationship in Video Monetization, KICMA Reach-Journal of Commerce & Management, ISSN: 2395-0293, December, 2021.
11. A study on the Investment Behaviour of Salaried Class Belonging to Government Sector, Strad Research, ISSN 0039 – 2049, Vol-07-Issue-12, 2020, <https://doi.org/10.37896/sr7.12/048>
12. Determinants of Consumer Purchase Decisions of Medical Insurance During Covid-19: Role of Awareness and Anxiety, Baselius Researcher, ISSN: 0975-8658, Volume XXII, Issue 1, January-June, 2021.
13. Schematic Evaluation of Green Banking Practices of Public Sector and Private Sector Banks in Kerala- A Case Study of SBI and Federal Bank, GITAM Journal of Management, Volume 18, No.4, pp 64-70, Oct-Dec.2020, <https://gjom.gitam.edu/Browsejournal/show-article/153/Browsejournal>
14. Ardhanareswara Model: A Vedic Insight for Achieving Gender Equity at Workplace, Management & Change, ISSN 0972 – 2149, 2008, Volume 12, Number 1, <https://www.yumpu.com/en/document/read/27604845/a-vedic-insight-for-achieving-gender-equity-at-workplace-mimtsorg>
15. The Duo-Dimensional Hypotheses of Stress, Effective Executive ISSN 0972 – 5172, August – 2007, Volume IX, No.8, https://www.iupindia.in/807/EE_DuoDimensional_Hypotheses_of_Stress_44.html
16. The Impact of Ecopsychology on Stress Management, STARS International Journal (Humanities & Social Sciences), ISSN 0973 – 7812, January – 2007, Volume 1, No.1.
17. Management by Managemind, HRM Review, ISSN 0972 – 5148, October – 2006, Volume VI, https://iupindia.in/1006/HRM_Management_Managemind_11.html
18. Knowing about Knowledge Management, STARS International Journal (Humanities & Social Sciences), ISSN 0973 – 7812, June – 2003, Volume 4, No.1.

Books Published

1. Strategic Management, ISBN No.978-93-81888-76-6, Prakash Publications, Changanacherry, Kerala, 2020.
2. Management of Co-operative Enterprises, ISBN No. 978-93-81888-78-0, Prakash Publications, Changanacherry, Kerala, 2019
3. Marketing Management, ISBN No.978-93-81888-84-1, Prakash Publications, Changanacherry, Kerala, 2019
4. Dimensions & Methodology of Business Studies, ISBN978-93-81888-95-7, Prakash Publications, Changanacherry, Kerala, 2018
5. Financial Service, ISBN No. 978-93-81888-70-4, Prakash Publications, Changanacherry, Kerala, 2018
6. Impact of Goods & Service Tax (GST) on Trade & Commerce in India, Proceedings of UGC National Seminar, ISBN No. 978-81-930603-5-3, 2016.
7. Corporate Governance Regulations & Practices in India, Proceedings of UGC National Seminar, ISBN No. 978-81-930603-0-8, 2014.

8. Organisational Behaviour, ISBN No. 978-93-81888-53-7, Prakash Publications, Changanacherry, Kerala, 2014
9. Corporate Governance, ISBN No. 978-93-81888-42-1, Prakash Publications, Changanacherry, Kerala, 2013.
10. Human Resource Management, ISBN 978-93-81888-37-7 Prakash Publications, Changanacherry, Kerala, 2013.
11. Advertising and Sales Promotion, ISBN 978-93-81888-15-15, Prakash Publications, Changanacherry, Kerala, 2012.

Seminars & Workshops Organized

1. Convener, UGC Sponsored National Seminar on Impact of Goods and Service Tax (GST) on Trade and Commerce in India, Organized by the Post Graduate Department of Commerce, St.Michael's College, Cherthala on 10th and 11th November, 2016.
2. Convener, UGC Sponsored National Seminar on Corporate Governance Regulations and Practices in India, Organized by the Post Graduate Department of Commerce, St.Michael's College, Cherthala on 6th and 7th November, 2014.

Participation in Seminars, Workshops & Conferences

1. Participated in the UGC Sponsored Online Short Term Course on Gender Sensitization, Organized by the UGC-Human Resource Development Centre, Maulana Azad National Urdu University, Hyderabad, Telangana during 28th February, to 5th March, 2022.
2. Participated in One Week UGC Sponsored Online Faculty Development Programme on Research Methodology (Social Science, Commerce and Management), Organized by the UGC-Human Resource Development Centre, Devi Ahilya Vishwavidyalaya, Indore, Madhya Pradesh during 12th July 2021 to 17th July, 2021
3. Participated in the UGC Sponsored Online Refresher Course on Disaster Management & Emergency Response Organized by the UGC-Human Resource Development Centre, Gauhati University from 7th October to 20th October, 2020.
4. Participated in the UGC Sponsored Online Refresher Course in Commerce & Management, Organized by the UGC-Human Resource Development Centre, Gujarat University from 7th September, 2020 to 20th September, 2020.
5. Participated in the UGC Sponsored Online Refresher Course on Research Methodology for Faculty of Social Sciences Organized by the UGC-Human Resource Development Centre, University of Hyderabad during 5th August, 2020 to 19th August, 2020.

Research Projects Undertaken

UGC Minor Research Project (No F-. MRP (H)-0516/12-13/KLKE046/UGC-SWRO, Dtd. 23/09/2013) on "Evaluation of Entrepreneurial Opportunities in the Coastal Areas of Kerala- A Project Undertaken to Enlighten the Youths in Fishing Community". The project aimed at identifying, analyzing and building awareness among the youths of coastal areas in Kerala about the various entrepreneurial opportunities to effectively utilize the vast resources owned by them. The minor research project was successfully completed in 2016.