

Dr. B. Rameshwaran

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Seeking senior level assignments in **Teaching and Research** with an organisation of high repute.

PROFILE SUMMARY

Offering **23 years** of experience in Teaching and Research. Accomplished educator with demonstrated ability to teach, motivate, and direct students while maintaining high interest and enthusiasm. Skilled in evaluating and developing teaching strategies, teaching aides, course materials and lesson plans.

A dedicated instructor, who strives to help students change marginal grades into good grades and supports colleagues & administration in facilitating intellectual growth. Quick learner & self-directed; consistently updating self with the emerging trends in the industry. Exceptional communication, presentation & mentoring skills.

CORE COMPETENCIES

Teaching and Research.

EDUCATION

- **Ph.D in Marketing Management** from the Department of Management Studies, Kannur University in **January 2010**.
- Having **PhD Equivalency** from the **Ministry of Education, UAE**.
- **NET (JRF cum Lectureship)** in **Marketing Management, UGC** in **1996**
- **MBA in Marketing Management** from the Department of Commerce and Management Studies, University of Calicut in **1996**
- **B-Tech in Mechanical Engineering** from **NIT, Calicut, India** in **1991**.

TEACHING EXPERIENCE

Period	Institution	Designation	Subjects Taught at Postgraduate Level (MBA)	Subjects Taught at Undergraduate Level (BBA)
February 2016 to September 2024 (Last working day in CUA is 6 September 2024)	City University Ajman (CUA)	Assistant Professor	<ul style="list-style-type: none"> -Advanced Marketing Management -Services Marketing -Digital Marketing -Consumer Behavior -International Marketing Strategy. 	<ul style="list-style-type: none"> -Principles of Marketing -Brand Marketing -B2B Marketing -Direct Marketing -Services Marketing -Sales Management -Marketing Research -International Marketing -Retail Management -Marketing Strategy -Consumer Behavior -Marketing Management- Capstone) -Supply Chain Management. -Integrated Marketing Communications.
Sept 2014 to January 2016	University of Jazeera, Dubai.	Assistant Professor	<ul style="list-style-type: none"> -Marketing Management -Marketing Research -Consumer Behaviour -Services Marketing -Organizational Behaviour -Retail Management 	<ul style="list-style-type: none"> -Consumer Behavior -Marketing Management -Principles of Management -HRM -Operations Management -Entrepreneurship and Small Business -Organizational Behaviour -Business Communication -International Business -Project Management
Sept 2012 to August 2014	University of West London. Ras Al Khaima, UAE.	Associate Professor	<ul style="list-style-type: none"> -Marketing Management -Consumer Behaviour -Marketing Research -Services Marketing -International Marketing -Strategic Management -Organizational Behaviour -Management Concepts -Sales and Distribution Management -Advertising and Sales Promotion -E-Marketing, -Research Methodology 	<ul style="list-style-type: none"> -Marketing Management -Principles of Management -Human Resources Management -Operations Management -Entrepreneurship and Small Business -Organizational Behaviour -Business Communication

			-Retail management	
Dec 2010 to Sept 2012	University of Calicut. Department of Commerce and Management Studies, India.	Associate Professor	-Marketing Management -Consumer Behaviour -Marketing Research -Services Marketing -International Marketing -Strategic Management -Organizational Behaviour -Retail Management -Sales and Distribution Management -Advertising and Sales Promotion -E-Marketing -Operations Management	-Management Concepts -Marketing Management -Business Research methods -Business Environment
June 2001 to Dec 2010	Department of Management Studies, Kannur University, India.	Assistant Professor	-Marketing Management -Consumer Behaviour -Marketing Research -Services Marketing -International Marketing -Strategic Management -Organizational Behaviour -Retail Management -Sales and Distribution Management -Advertising and Sales Promotion	-Management Concepts -Marketing Management -Business Research methods -Business Environment
Feb 1998 to Feb 2001	University of Delhi International Institute of Professional Studies, , India.	Lecturer	-Marketing Management -Consumer Behaviour -Marketing Research -Management Concepts	-Management Concepts -Marketing Management -Business Research methods -Business Environment

PUBLICATIONS (RESEARCH PAPERS, BOOKS, CASES, WORKING PAPERS AND ARTICLES)

1.		
	Title of Book Chapter	'An Aid of Business Intelligence in Retailing Services and Experience using Artificial Intelligence'
	Journal, Volume and Issue/Publisher	Book Chapter published in the Book Titled – ' Cross-Industry AI Applications ' Publisher: IGI Global. Issue 1, June 2024. ISBN13: 9798369359518 ISBN13: 9798369359525 e-ISBN13: 9798369359532 DOI:10.4018/979-8-3693-5951-8
	Year of Publication	2024

2.	Title	"Acceptance and Effectiveness of Industry 4.0: Internal and External Organizational Initiatives in Malaysian Firms"
	Journal, Volume and Issue/Publisher	International Journal of Management and Enterprise Development https://www.inderscience.com/jhome.php?jcode=ijmed Vol. 23, No.1, pp.1-25 May 2024, ISSN: 1741-8127 Scopus Indexed, Inderscience Publishers.
	Year of Publication	2024
3.	Title	'An Empirical Analysis of the Psychological Factors Influencing the Purchase Behavior in the Automotive Market'.
	Journal, Volume and Issue/Publisher	International Journal of Membrane Science and Technology DOI: https://cosmoscholars.com/phms/index.php/ijmst/issue/view/174 Scopus Indexed. Vol 10, No.1, Feb 2023, pp.1292-1303/Cosmos Scholars Publishers.ISSN: 2410-1869
	Year of Publication	February 2023.
4.	Title	'An Empirical Study on Sustainable Marketing through Social and Environmentally Responsible Marketing Activities in the Restaurants in UAE'.
	Journal, Volume and Issue/Publisher	International Journal of Membrane Science and Technology URL: DOI: https://doi.org/10.15379/ijmst.v10i4.2265 Scopus Indexed. Vol 10, No.4 October 2023/Cosmos Scholars Publishers.
	Year of Publication	October 2023.
5.	Title	"The Impact of Store Layout Designing on Virtual Platforms: The Case of Retail Companies"
	Journal, Volume and Issue/Publisher	Journal of Positive School Psychology http://journalppw.com 2022, Vol. 6, No. 3, 1924 –1942. Scopus Indexed. https://www.researchgate.net/publication/360132093 The Impact of Store Layout Designing on Virtual Platforms -The Case of Retail Companies
	Year of Publication	May 2022.
6.	Title	Predicting Consumers' Online Grocery Purchase Intention among Middle-Class Families.
	Journal, Volume and Issue/Publisher	Webology , Volume19, No.1, January,2022, ISSN: 1735-188X powered by Scopus. DOI: 10.14704/WEB/V19I1/WEB19239 pp. 3620-3642.
	Year of Publication	January 2022
7.	Title	The Impact of Brand Counterfeiting on Consumer Behaviour in the Fashion Sector.
	Journal, Volume and Issue/Publisher	Turkish Journal of Physiotherapy and Rehabilitation (TJPR) ; 32(3) ISSN 2651-4451 e-ISSN 2651-446X- Scopus Indexed. Link: https://turkjphysiotherrehabill.org/#
	Year of Publication	September 2021
8.	Title	A Descriptive Study on the Impact of CRM on Customer Loyalty among Generational Cohorts.

	Journal, Volume and Issue/Publisher	Turkish Journal of Qualitative Enquiry, Science Research Society , Volume 12, Issue 3, July 2021, e-ISSN:1309-6591, Scopus Indexed.
	Year of Publication	July 2021
9.	Title	An Empirical Study on the Influence of Customer Relationship Management on Customer Loyalty: A Special Reference to the Hotels In India.
	Journal, Volume and Issue/Publisher	International Journal of Economics and Management Studies (IJEMS) – Volume 8 Issue 5, pp. 107-119, May 2021, ISSN: 2393 - 9125
	Year of Publication	May 2021
10.	Title	'An Empirical Analysis of The Psychological Factors Influencing The Purchase Behaviour In The Automotive Market In India'
	Journal, Volume and Issue/Publisher	International Journal of Economics and Management Studies (IJEMS) – Volume 8 Issue 1, January 2021, ISSN: 2393 - 9125
	Year of Publication	January 2021
11.	Title of Book Chapter	Impact of the Ravaging Contagion on Commerce and Economics.
	Book Chapter, Volume and Issue/Publisher	Book Chapter published in the Book – Impact of COVID-19 on Commerce and Economics. Publisher: Bestow Edutrex International. Vol 1. Issue 1, 2020. ISBN: 978-93-90153-04-6
	Year of Publication	2020
12.	Title	"Causes and Effects of Plagiarism among the Student Community in Universities and Colleges in UAE-An Overview" at the 6th International Conference Plagiarism Across Europe and Beyond (PAEB)-2020 jointly organized by European Network for Academic Integrity, Mendel University, Brno, Czech Republic and University of Wollongong in Dubai in April 2020.
	Journal, Volume and Issue/Publisher	PAEB-2020 Conference Proceedings, September 2020, ISBN: 9788190267991 Publishers: Technology and Integrity in Academia and Beyond Research Group, Faculty of Engineering & Information Sciences, University of Wollongong in Dubai • European Network for Academic Integrity, Mendel University, Brno, Czech Republic.
	Year of Publication	September 2020
13.	Title	'A Conjoint Analysis of Preference towards Online Learning in the COVID-19 Era-An Overview'
	Journal, Volume and Issue/Publisher	Journal of the Social Sciences, Vol.48, Issue 3, July 2020, E-ISSN: 0975-8935 P-ISSN: 0253-1097
	Year of Publication	July 2020
14.	Title	Book Chapter on "Impact of the Ravaging Contagion on Commerce and Economics" published in the Book "Impact of COVID-19 on Commerce and Economics".
	Journal, Volume and Issue/Publisher	Bestow Edutrex International LLP, India -ISBN: 978-93-90153-04-6, pp.74-90, 2020.
	Year of Publication	August 2020
15.	Title	"A Correlation Analysis of Cultural Values And Marketing Norms Between India And Germany-An Overview"
	Journal, Volume and Issue/Publisher	International Journal of Economics and Management Studies (IJEMS) – Volume 7

		Issue 2 – February 2020, ISSN: 2393 - 9125
	Year of Publication	February 2020
16.	Title	'A Conjoint Analysis of The Determinants of Preference Towards Fast Food Restaurants Among The Expatriates In UAE-An Empirical Study'
	Journal, Volume and Issue/Publisher	International Journal of Economics and Management Studies (IJEMS) – Volume 7 Issue 1 – January 2020, ISSN: 2393 - 9125
	Year of Publication	January 2020
17.	Title	A Discriminant Analysis of The Psychological Factors Influencing The Buyer Behaviour In The Car Market In India -An Empirical Study
	Journal, Volume and Issue/Publisher	International Journal of Economics and Management Studies (IJEMS) – Volume 6 Issue 12 – Dec 2019, ISSN: 2393 - 9125
	Year of Publication	December 2019
18.	Title	"Sustainable Marketing Practices among the Fast Food Restaurants in Ajman-An Overview"
	Journal, Volume and Issue/Publisher	International Journal of Economics, Business and Management Research , Vol 3 Issue V, April 2019, ISSN 2456-7760
	Year of Publication	April 2019
19.	Title:	"A Discriminant Analysis of the Social Factors Influencing the Consumer Behaviour in the Two-Wheeler Market in India - An Empirical Study".
	Journal, Volume and Issue/ Publisher:	Global Journal of Management and Business Research (USA) , Vol. XVIII, Issue VII, October 2018, ISSN 0975-5853
	Year of Publication:	October 2018
20.	Title:	"A Conjoint Analysis of the Determinants of Business School Preference among the Undergraduate Students in South India- An Empirical Study".
	Journal, Volume and Issue/ Publisher:	British Journal of Marketing Studies (UK) , Vol. 6, Issue 3, May 2018, ISSN 2053- 4043
	Year of Publication:	May 2018
21.	Title:	"A Factor Analysis of the Social Factors Influencing the Buyer Behavior in the Two-Wheeler Market in India - An Empirical Study"
	Journal, Volume and Issue/ Publisher:	Global Journal for Research Analysis , Vol. 6, Issue 6, June 2017, ISSN: 2277 8160
	Year of Publication:	June 2017
22.	Title:	"A Study on the Prospects of Career Advancement through Higher Education among the Working Executives in the UAE".
	Journal, Volume and Issue/ Publisher:	Global Journal for Research Analysis , Vol. 6, Issue 6, June 2017, ISSN: 2277 8160
	Year of Publication:	June 2017
23.	Title:	"A Study on the Impact of Promotional Strategies in the Two-Wheeler Market in Kerala"
	Journal, Volume and Issue/ Publisher:	International Conference Proceedings of World Business Institute, London, UK
	Year of Publication:	2012
24.	Title:	"Corporate Governance in India"
	Journal, Volume and Issue/ Publisher:	SRH Riedlingen, Germany International Conference Proceedings on Risk Disclosure
	Year of Publication:	2011

25.	Title:	"Road Safety in Kerala-An Overview"
	Journal, Volume and Issue/ Publisher:	St. Aloysius AIMIT, Mangalore
	Year of Publication:	2011
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26.	Title:	"Viewer's Perception towards Malayalam News Channel in Kerala"
	Journal, Volume and Issue/ Publisher:	"MAN-AGE" DCMS Journal of Management , Vol 5, Issue1-2, Jan-Dec, 2010 DCMS
	Year of Publication:	2010
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27.	Title:	"Impact of Factors those influence the Social Structure in the Two-Wheeler Market in Kerala"
	Journal, Volume and Issue/ Publisher:	"SB Academic Review , Vol XVII, Issue1-2, Jan-June, 2010.ISSN:0973-7464
	Year of Publication:	2010
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28.	Title:	"Road Accidents in Kerala-An Overview"
	Journal, Volume and Issue/ Publisher:	WITNESS co-author: Dr. P.T. Raveendran (Pro-Vice-Chancellor Kannur University)
	Year of Publication:	2010
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29.	Title:	"Behavioural Changes in the Car Market-An Investigation"
	Journal, Volume and Issue/ Publisher:	MES Journal of Technology and Management , Vol.1, Issue 1 Co-author: Prof. Dr. P.T. Raveendran (Pro-Vice-Chancellor Kannur University)
	Year of Publication:	2010
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30.	Title:	"Factor Analysis in the Small Car Market in Kerala"
	Journal, Volume and Issue/ Publisher:	Management Researcher , CDMR, Trivandrum, Vol XVI, April 2010
	Year of Publication:	2010
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31.	Title:	Book on "Consumer Behaviour and Promotional Strategies".
	Book and Publisher:	Book Published by Serials Publication-ISBN: 978-81-8387-440-3
	Year of Publication:	2010
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32.	Title:	Consumer Behaviour and Promotional Strategies in the Small Car Market
	Journal, Volume and Issue/ Publisher:	MAN-AGE, DCMS Journal of Management , Vol 4, Issue1-2, DCMS Co-author: Prof. Dr. P.T. Raveendran (Pro-Vice-Chancellor Kannur University)
	Year of Publication:	2009
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33.	Title:	"Buyer Behaviour in the Small Car Market
	Journal, Volume and Issue/ Publisher:	AIMS International Conference on Management, IIM Bangalore Co-author: Prof. Dr. P.T. Raveendran (Pro-Vice-Chancellor Kannur University)
	Year of Publication:	2009
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34.	Title:	"Car Industry in the Globalized Perspective"
	Journal, Volume and Issue/ Publisher:	Abstract of proceedings in the International Conference organized by Department of Management Studies, Kannur University. Co-author: Prof. Dr. P.T. Raveendran (Pro-Vice-Chancellor Kannur University)
	Year of Publication:	2008
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35.	Title:	"Retail 4.0 and Adoption of Performance of SMEs in Malaysia"
	Journal, Volume and Issue/ Publisher:	International Journal of Public Law and Policy-Scopus Indexed

CONFERENCES / SEMINARS

- **Presented paper on:**

- Presented a research paper titled '**Innovation in Education through University-Industry Collaboration**' in the international conference MIESHB-2023 organized by Manipal University College Malacca, Malaysia on 22 December 2023.
- Participated in **7 Day FDP on "Sustainable Teaching Practice in Academic 5.0** organized by **Primax Foundation**, Bangalore, India in November 2023.
- Presented a research paper titled '**A Study on Sustainable Marketing through Social and Environmentally Responsible Marketing Activities in the Restaurants in the UAE**' in the international conference organized by McStem Eduversity on 26 October 2023.
- Presented a research paper titled '**The Impact of Pricing and Product Information on Consumer Buying Behavior in the FMCG Market**' in the international conference organized by Putra Business School, Malaysia and Primax Foundation, India on 7 June 2023.
- Participated in the **5 Day Workshop on Data Analysis using JASP** organized by **Primax Foundation**, Bangalore, India in April 2023. (17 April to 21 April 2023)
- Participated in the **4 Day Workshop on BASIC DATA ANALYSIS and INTERPRETATION** organized by **Primax Foundation**, Bangalore, India in January 2023 (16 Jan to 19 Jan 2023)
- Participated in the **10 Day Workshop on Research Methodology and Data Analytics using SPSS and AMOS** organized by **Primax Foundation**, Bangalore, India in 2021. (01-08-2021 to 10-08-2021).
- Participated in the **3 Day SEM (using Smart PLS) Workshop** organized by **Primax Foundation**, Bangalore, India in association with Oxford College of Business Management, India in July 2021.
- Participated in the workshop titled '**What is Scopus**' conducted by **Elsevier** in March 2021
- Presented a research paper on 'Impact of E-Commerce in the Retail Landscape of UAE during COVID-19-An Overview' in the **Delhi Conference** organized by the Indo-Gulf Marketing Association on 19 December 2020.
- Presented a research paper on 'Role of Digital Marketing and Tech Skills in the Job Market of UAE during COVID-19' in the **Singapore Conference** organized by the Indo-Gulf Marketing Association on 28 November 2020.
- Presented a research paper on 'Reimagining Business-Focus on Customer' in the **Boston Conference** organized by the Indo-Gulf Marketing Association on 31 October 2020.
- Participated in the 2-Day workshop on 'Determining Appropriate Sample Size and Structural Equation Modeling (SEM) using Smart PLS' on 14 and 15 February 2021 organized by Primax Academy , Bangalore, India.
- Published a Book Chapter in the Book "Impact of COVID-19 on Commerce and Economics: by Bestow Edutrex International in 2020.
- Presented paper on "Causes and Effects of Plagiarism among the Student Community in Universities and Colleges in UAE-An Overview" at the 6th International Conference Plagiarism Across Europe and Beyond (PAEB)-2020 jointly organized by **European Network for Academic Integrity, Mendel University, Brno, Czech Republic and University of Wollongong in Dubai** in April 2020.
- Presented paper on "Conjoint Analysis of the Determinants of Preference towards Fast Food Restaurants among the Expatriates in UAE" at Radisson Blu Dubai organized by UMS-University of Modern Sciences, UAE in October 2019.
- "Analysis of the Factors Influencing the Buying Behaviour in the Automobile Market-An Empirical Study" at **London University, UK in November 2015.**
- "A Factor Analysis of the Parameters Influencing the Purchase Decision in the Two-wheeler Market"-An Empirical Study" at **Harvard University Campus, Boston, Massachusetts, USA in May 2014.**
- Conducted a lecture session on "Advanced Diploma in Marketing" to the working professionals in UAE in April 2011.
- International Conference in Dubai on "Impact of Social Factors in Car Market" by **SZABIST, Dubai, UAE** in 2011
- Marketing Applications of Consumer Perception held by **CALW University, Germany** in 2010
- Corporate Governance in India conducted by **Riedlingen University, Germany** in 2010
- Consumer Behaviour and Business Culture held by **Sigmaringen University, Germany** in 2010
- Business Culture in India organised by **Biberach University, Germany** in 2010
- Consumer Behaviour in 7th International Conference in AIMS and **IIM Bangalore** in 2009
- "Global Business Climate-Impact in India" in International Seminar by AMS, Anna University, Coimbatore in 2009
- "Globalization, Development, Public Policy and Management in an International conference in Department of Management Studies, Kannur University in 2008

- **Attended National seminar on:**
 - Attended webinar on "Improvising in a Time of Crisis" by **Harvard Business Publishing delivered** by Prof. Francesca Gino, **Harvard Business School** on 10 August 2020.
 - Attended a conference on "Smart Learning" organized by CUCA in April 2018.
 - Attended a conference on "Marketing and Branding"-Congress week organized by Aleem Business Marketing in UAE in October 2017.
 - "Attended Ajman International Urban Planning Conference held between 24-26 April 2017
 - 'Tourism and Hospitality Sector in Goa' held by Academic Staff College, **Goa University** in 2008
 - 'Minority Rights and Social Justice' held by School of Legal Studies, Kannur University in 2008
 - 'Evaluation of Nutraceuticals' by School of Health Sciences, Kannur University in 2006
 - 'Buyer Behaviour of the Car Market in Kerala 'conducted by Dept. of Applied Economics, Kannur University in 2005
 - Emerging Trends of the Car Market in Kerala held by Department of Applied Economics, Kannur University in 2004
 - 'Globalization-a Decadal Indian Experience' (2 Days) by Institute of Technology, Mayyil in 2004
 - 'Industrial Climate of Kerala' (2 Days) organised by Department of Commerce, Sir Syed College, Taliparamba in 2003
 - 'Commerce Education in the New Millennium held by Department of Management Studies, Kannur University and Institute of Chartered Accountants of India in 2002.

- **Took part in various trainings/workshops such as:**
 - Participated in the workshop titled 'Kortext' conducted by CUCA in February 2022.
 - Participated in the workshop titled '**What is Scopus**' conducted by **Elsevier** in March 2021
 - Completed German course covering 65 sessions successfully from Goethe Zentrum.
 - Completed PMP (Project Management Professional) program for 40 hours from Chicago Institute of Management, Dubai, UAE in April-May 2012.
 - 'Teaching Methods in Classrooms' by Prof.Dr Richard Kiely, **British University in Dubai, UAE** in 2013
 - Deliberations of the refresher course in Commerce and Management in 2008
 - Data Analysis and Research Methodology' in FDP by **IIM, Kozhikode** in 2007
 - Workshop on 'Intellectual Property Rights Protection' in 2006
 - MDP in **IIM, Kozhikode** on 'Information Technology Management' in 2003
 - Orientation programme in Commerce and Management by Academic Staff College, University of Calicut in 2003
 - 'Industry Institute Interface' Training in 2002
 - Training Programme on 'Democratic Decentralisation in Kerala' from Kerala Institute of Local Administration, Thrissur in 2002
 - Entrepreneurship Development Programme in the year 1995

TRAININGS

- **Imparted training to:**
 - Branch Heads of ICICI Prudential across India
 - Officers of UAE Exchange across North Kerala
 - Class-I officers of Government of Kerala
 - Marketing officers of RUBCO Ltd., Kannur
 - Police Officers of Government of Kerala at KEPA (Kerala Police Academy, Thrissur)
 - Students of various management schools as extension activity
 - Students of CEx (Centre of Excellence) of **IIM Kozhikode** (now named as CREST)
 - Assistant Professors at Academic Staff College, Kannur University for Refresher Course
 - "Marketing Aptitude" to the Participants of SBI Examination organized by Employment Bureau, Kannur.

- **Positions and Awards:**
 - **Regional Director** (International Affairs) of Bestow Edutrex International LLP, India since 20 August, 2020.
 - '**Distinguished Professor Award**' for contribution to teaching, training and research in August 2020.
 - '**Award of Excellence in Research**' for contribution to research and development in August 2020.
 - '**Best Teacher Award**' for teaching and community engagement in August 2020.
 - NSS Programme Officer in Kannur University
 - Co-ordinator of UGC sponsored IAS Coaching Programme of Kannur University

- Examiner and Question Paper Setter for the MBA Degree Examinations of University of Calicut, M.G.University, Cochin University, Kerala University and Kannur University, CUCA, and University of Jazeera
- Presiding Officer for the elections to the Lok Sabha, Legislative Assembly and Gram Panchayats
- Supervising Teacher for MBA Students of CUCA,University of Jazeera,University of Calicut and Kannur University in their Summer Project Work
- Member of Faculty of Commerce and Management of Kannur University
- Member of Board of Studies in Management Studies of Kannur University
- Member of Organizing Committee for the International and National Seminars held under the Department of Management Studies, Kannur University
- **Engaged academic sessions with the students of:**
 - CALW University, **Germany**
 - Riedlingen University, **Germany**
 - Sigmaringen University, **Germany**
 - Biberach University, **Germany**
 - Cambridge College International, **UAE**
 - Wisdom Business School, Dubai, **UAE**
 - Teachers of KMCC in **UAE**

Key Result Areas:

- Spearheading curriculum planning, professional development and implementation of educational programs
- Reviewing the preset educational goals, objectives, and classroom instructional programs and establishing academic & other performance objectives
- Implementing operational plans for ensuring smooth running of the college; providing leadership to teaching and administrative staff, ensuring high quality of teaching
- Designing, developing & customizing training programmes / teaching curriculum for the students
- Preparing time-tables, exercises, questionnaires and assignments for students at various levels; assisting & counselling students to enhance learning; accountable for fostering a healthy learning atmosphere in class and ensuring high learning outcomes
- Assisting & counselling students in their research projects and in various aspects of their career path
- Ensuring discipline by observing students' work, behaviour and attendance
- Keeping records and writing reports on students' performance

Highlights:

University of West London, UAE

- Served as Proctor of University of West London, Ras Al Khaima, UAE and conducted MBA examinations of University of Petroleum and Energy Studies in UAE & Sikkim Manipal University in UAE

University of Calicut

- Played a pivotal role as Coordinator of School of Management Studies, Palakkad, University of Calicut from 2010-2012.

Kannur University

- Functioned as:
 - NSS Programme Officer and conducted training & development programmes for MBA and other students of Kannur University
 - Coordinator and Trainer for the coaching classes for civil services examinations(IAS & IPS) sponsored by the UGC
 - Placement Officer and conducted placement talks, campus interviews and summer projects for MBA students
 - Member of Faculty of Commerce and Management of Kannur University and prepared syllabus in management studies
 - Member of the Board of Studies in Management Studies of Kannur University

PROFESSIONAL MEMBERSHIP

1. Member of IIMP (International Institute of Marketing Professionals), Canada.

2. Member of International Association of Educators and Corporate Trainers (IAECT), India.
3. Member of International Association of Science and Technology (IAST), India.
4. Member of European Centre for Research Training and Development, United Kingdom. (Membership Number: 7688)
5. Member of International Journal of Economics, Business, and Management Research (IJEBMR)
6. Member of CMA (Calicut Management Association), Calicut, India.
7. Member of AIMA (All India Management Association), New Delhi, India.

UGC PROJECT

Title : UGC-Coaching Scheme for Entry in Services (IAS, IPS and other Civil Services)
Role : Co-ordinator
Funded by : UGC
Period : 2007 to 2010

PERSONAL DETAILS

Date of Birth : 19th September, 1968
Present Address : Flat No.111, Bin Dhaher Building, Behind DUBAI GRAND HOTEL, Qusais-1, Dubai, UAE. P.O.Box 18484.
Permanent Address : Byloppilly House, Uma Nagar, 4th Street, P.O. Kolazhy, Thrissur District, Kerala, India, PIN - 680 010
Languages Known : English, Hindi, Malayalam, Tamil, Sanskrit, Telugu, Kannada, French, German, Arabic, and Chinese (Mandarin)
Location Preference : Gulf Countries, Europe and USA
Nationality : Indian
Marital Status : Married
No. of Dependants : 2
Passport No. : S3055311 (New Passport No.) valid upto 23-07-2028 / G9577860(Old Passport No. valid up to 23-07-2018)
Visa Details : Golden Visa valid up to 2032.
License Details : Driving License No. 149040 for automatic cars in UAE valid until 31-05-2028/ Car (Pajero) I-73594

REFERENCES:

1. Dr Edmund Christophher
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2. Dr Beenish Shameem
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Email:b.shameem@cu.ac.ae
Mobile: 00971528406213

3. Mr B.Rajeevan

Vice-President

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