Education

Degree	University	Year	Specialization
B. Com	University of Calicut	2005	Taxation
MBA	MG University	2007	HRM & Marketing
PhD	KUFOS	2020	Marketing

Experience

Year From	Year To	Organization	Designation
2007	2009	Sunnetwork	HR Finance Executive
2010	2015	SNES IMSAR	Assistant Professor
2020	2025	Govt. Law College Kozhikode	Assistant Professor on Contract
2026	Till Date	KMCT College of Engineering for Emerging Technologies and Management	Assistant Professor

Conference & Journal Publications

Sl.No	Name
1	"Influence of online advertisements during covid 19 period on the sales of retail sector in Kerala", International Journal of Advance and Innovative Research (Impact Factor 7.363), ISSN 2394-7780, Volume 8, Issue 2(1), April-June 2021
2	"A Study on Preference of Women Consumers towards Online Advertisements with Special Reference to Kerala". IJSRD - International Journal for Scientific Research & Development| Vol. 7, Issue 06, 2019 | ISSN (online): 2321-0613.
3	"Influence of online advertisements during covid 19 period on the sales of retail sector in Kerala", International Journal of Advance and Innovative

	Research (Impact Factor 7.363), ISSN 2394-7780, Volume 8, Issue 2(1), April-June 2021
4	"Digital Marketing – a strategy to boost Startups in India", Erudition - The Albertian Journal of Management, ISSN 0973 – 7839 Volume 10, Issue 2, July 2016
5	"Payment Bank as the Special Purpose Vehicle for Financial Inclusion", SNES JOMAR Peer Refereed, ISSN 2278-6716, Volume 4 Issue 1&2, January, July 2015.
6	Women Empowerment and Bharatiya Mahila Bank", SNES JOMAR, Peer Refereed, ISSN 2278- 6716, Volume 3 Issue 4, July 2014.
7	"Management of Business Ethics for Improved Public Image", SNES JOMAR, Peer Refereed, ISSN 2278-6716, Volume 2 Issue 4, January 2014.

Achievements/ Contributions

Sl. No	Name
1	Published one book on Organisation Behaviour
2	Contributed five chapters in books- Business law and Accounting for Managers for Sree Narayana Guru Open University
3	Panel member of question paper setters of School of Management Studies, MG University, Kottayam
4	Panel member of OMS Ph.D Examiner-Shivaji University, Kolhapur

Subjects Handled

Sl. No	Name
1	Marketing Management
2	Financial Management
3	Human Resource Management
4	Accounting for Managers
5	Economics for decision making