

CURRICULUM VITAE



Personal Data

Name	Dr.Aravind.J
Gender	Male
Age	43 Years
Date of Birth	04-09-1981
Blood Group	O +ve
Place of Origin	Kottayam
Residential Address	Sarovaram (H), VIP Road, Kizhakkethala, Manjeri College P.O, Manjeri, Malappuram District, Kerala – 676 122
Religion and Community	Hindu, Nair
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Aadhar No	7607 7330 2493
Electoral ID	MBZ1412378

Official Data

Date of entry into permanent service	26-09-2008
Designation	Associate Professor, Level 13 A
Name of Working Institution	N.S.S College Manjeri
Name of Affiliated University	University of Calicut
Official Address	Post Graduate Department of Commerce, N.S.S College Manjeri Manjeri College P.O, Manjeri – 676 122
PAN No	AOSPA5669M
PEN No	470468

Educational Qualifications

Qualifications	Name of the Board/University	Institution	Year of Passing	% of marks	Division/ Class/ Grade	Subject
SSLC	Board of Public Examination Kerala State	M.T.Seminary High School Kottayam	1997	77	I class	10 th Subjects
Pre Degree (IVth Group)	M G University Kottayam, Kerala	S.B College Changanacherry	1999	80	I Class with Distinction	Accountancy Business Studies
B.Com	M G University Kottayam, Kerala	S.B College Changanacherry	2002	83	I Class	Finance
M.Com (Finance)	M G University Kottayam, Kerala	S.B College Changanacherry	2004	87	I Class with Distinction (II nd Rank)	Finance
NET	UGC	-	Dec 2003	-	-	Commerce
PhD	M G University Kottayam, Kerala	Nirmala College Mutattupuzha	October 2015	-	-	Commerce

Teaching Experience

Sl. No	Name of Institution	Designation	Period From	Period To	Years
1	St.Joseph's ITC, Mallapally	Guest Faculty	August 2004	February 2005	6 Months
2	K.E College Mannanam	FIP Substitute	March 2005	February 2008	3 Years
3	N.S.S College Manjeri	Assistant Professor	September 2008	Continuing	17 Years (Still continuing)

Research Projects Undertaken

Sl. No	Type of Project	Funding Agency	Title	Amount	Year	Status
1	Minor Research Project (XI Plan)	UGC	Impact of Kudumbasree units on Women Empowerment in the Malabar Region of Kerala	Rs 45000	2011-12	Completed
2	Minor Research Project (XII Plan)	UGC	A comparative study on the perception and satisfaction of the policy holders of LIC and Star Health	Rs 120000	2014-15	Completed

Membership in Professional Bodies

Sl.No	Body	Designation	Membership No
1	Indian Accounting Association	Member	TV-46

Membership in Academic Bodies of University/Autonomous Colleges

Sl.No	Body	Designation	Period
1	Board of Studies in Management (UG)	Member	September 2016 to August 2019
2	Board of Studies in Commerce and Business Studies, Assumption College (Autonomous), Changanacherry	Member	September 2019 onwards
3	Board of Studies in Commerce, St,Joseph's College (Autonomous), Calicut	Member	June 2024 onwards

Publications (Books)

Sl. No	Title of Chapter	National/ International	ISBN and Year	No of Co-authors	Whether main author
1	India's Foreign Direct Investment: Opportunities, Challenges and Policy Recommendations	National	9789351560432 (2014)	1	Yes
2	Digital Marketing : A Descriptive Approach on Opportunities and Challenges	National	9789354065149 (2020)	0	Yes
3	Rural Women Empowerment through Entrepreneurial Marketing	National	978-81-982191-0-7	1	No

Publications (Journals)

Sl. No	Title with Vol, No and Pages Nos	Journal	ISSN and Impact Factor, if any	Peer Reviewed/ UGC Care Listed	No of Co-authors	Month and Year
1	Banking and Bancassurance : The Operational Issues, Vol.1,No. 1, pp.13-18	Global Research Review (Print)	2250-2521	Peer Reviewed	1 (First Author)	Dec 2011
2	Kudumbasree – Life line of Kerala's Micro Finance Vol.1.No. II-B, pp.152-155	Research Scholar (Print)	2249-6696	Peer Reviewed	0	Dec 2011
3	Bancassurance Marketing – A SWOT Analysis Vol. 4, No. 2 pp. 481-484	KEGEES Journal of Social Science (Print)	0975-3621	Peer Reviewed	1 (First Author)	July 2012
4	An Analytical study on the socio-economic status of agricultural workers Vol. 5, No. 2 pp. 364-366	KEGEES Journal of Social Science (Print)	0975-3621	Peer Reviewed	1 (First Author)	July 2013
5	Bancassurance : Status, Opportunities and Treats in India Vol. 3, No. 1 pp. 100-104	POSEIDON (Print)	2319-6238	Peer Reviewed	1 (First Author)	June 2014

6	A Comparative study on the Perception and Satisfaction towards Malayala Manorama and Mathrubhomi Vol. 4, No. 2 pp.118-121	MIRROR (Print)	2249-8117	Peer Reviewed	1 (First Author)	Sept 2014
7	A Comparative study on the Perception of Public and Private bank managers towards Bancassurance November, pp. 88-91	Journal of Exclusive Management Science (Print)	2320-866X	Peer Reviewed	0	Nov 2014
8	Customer Perception on CRM Mirror, Vol.6, No.2, pp.140-143	MIRROR (Print)	2249-8117	Peer Reviewed	0	Sept 2016
9	HRM Practices and Job Satisfaction Vol.7, No.2, pp.86-90	MIRROR (Print)	2249-8117	UGC Approved Journal No. 64272	1 (First Author)	Sept 2017
10	Occupational Stress and Burnout among bank employees Vol.8, No. 1, pp. 25-31	AJANTA (Print)	2277-5730	UGC Approved Journal No. 40776	1 (First Author)	Jan-March 2019
11	Emotional Intelligence and Job Satisfaction among bank managers Vol. 8, No.S1, pp. 26-28	Asian Review of Social Sciences (Print)	2249-6319	UGC Approved Journal No. 63275	1 (First Author)	February 2019
12	Impact of Kudumbasree Units on Women Empowerment Vol.13, No.51, pp.6381-6384	Wesleyan Journal of Research (Print)	0975-1386	UGC Care Listed Journal	0	Dec 2020
13	Perception of Consumers towards Pubic Distribution System during Covid 19 Pandemic Vol.XCII, No. 3 pp. 118-121	The Journal of Oriental Research Madras (Online)	0022-3301	UGC Care Listed Journal	1 (First Author)	October 2021

Sl. No	Title with Vol, No and Pages Nos	Journal	ISSN and Impact Factor, if any	Peer Reviewed/ UGC Care Listed	No of Co-authors	Year
14	Perception of College Students towards Online Learning Vol.8, No.11 pp. 177-181	NIU International Journal of Human Rights (Print)	2394-0298	UGC Care Listed Journal	0	Dec 2021
15	Customer Perception towards Health Insurance in Manjeri Municipality Vol.81, No.1 pp.190-193	Madhya Bharti (Print)	0974-0066	UGC Care Listed Journal	0	July-Dec 2022
16	Employee Engagement among Bank Employees Vol.20, No.2 pp. 588-595	Business, Management and Economics Engineering (Online)	2669-2481	Scopus Indexed Journal	0	Dec 2022
17	Artificial Intelligence in Social Media Marketing Vol.9, No.2 pp. 96-102	Kanpur Philosophers (Online)	2348-8301	UGC Care Listed Journal	2 (Third Author)	2022
18	Organizational Climate of College Teachers Vol.20, No.5 pp. 53-56	South Indian Journal of Social Sciences (Online)	0972-8945	UGC Care Listed Journal	1 (First Author)	July-Dec 2022
19	Work Environment of Women Bank Employees in Kerala Vol.20, No.4 pp. 73-76	South Indian Journal of Social Sciences (Online)	0972-8945	UGC Care Listed Journal	1 (Second Author)	July-Dec 2022
20	Customer Perception towards Online Banking Vol. XXVII, No.5 pp.169-173	Rabindra Bharati University Journal of Economics (Online)	0975-802X	UGC Care Listed Journal	1 (First Author)	Dec 2023
21	Stress and Burnout among Nurses during Covid 19 Pandemic Vol. 12, No.2 pp. 172-175	Humanities and Social Science Studies (Print)	2319-829X	UGC Care Listed Journal	1 (First Author)	Dec 2023

22	Organization Citizenship Behaviour among Bank Employees pp. 40-44	Journal of Foundational Research Vol. 32, No.1 (Print)	2395- 5635	UGC Care Listed	0	Jan-June 2024
23	Organizational Commitment and Employee Performance among Bank Employees pp.61-65	Arthshastra, Indian Journal of Economics and Research Vol.13, No.1 (Online)	2278- 1811	UGC Care Listed	1 (First Author)	Oct-Dec 2024
24	The Evolution of Financial Technology: A Comprehensive Bibliometric Review of Robo-Advisors pp. 1-18	Multidisciplinary Reviews (Online)	2595- 3982	Scopus Indexed	4 (Fourth Author)	August 2024
25	A Bibliometric Analysis of the Literature on Entrepreneurial Ecosystem pp. 1-15	Bharata Matha Journal of Multidisciplinary Studies (Print)	2348 - 3571	Peer Reviewed	1 (Second Author)	January 2024
25	Unlocking Digital Financial Inclusion in India: The Role of Socio-Economic and Technological Factors pp. 113-121	Humanities and Social Science Studies (Print)	2319- 829X	UGC Care Listed	1 (Second Author)	January 2025

Paper Presentations

Sl. No	Title of Paper	Organized by	Year	Whether International/ National/State or University Level
1	Perception of Health Insurance Policy Holders	Commerce Association of Kerala at Kolenchery	2015	International (Within Country)
2	Goods and Service Tax : Concepts and Its Implications	Bangalore University	2016	International (Within Country)
3	Bancassurance: Convergence of Banking and Insurance Services	MES Mampad College	2017	International (Within Country)

Sl. No	Title of Paper	Organized by	Year	Whether International/ National/State or University Level
4	Causes of Stress among Bank Managers	Yuvakshetra Institute of Management Studies	2019	National Conference
5	Perception of College Students towards Social Networking Sites	Sree Ayyappa College, Eramallikkara	2019	International Conference
6	Stress and Burnout among IT Employees	St.Thomas College Thrissur	2020	International Conference
7	Level of Stress and Attitude towards Nursing Job	St.Berchmans College, Changanacherry	2020	International (Within Country)
8	Green Audit: A Holistic Approach for Sustainable Development	Amal College of Advanced Studies	2023	International (Within Country)
9	Domains of Entrepreneurial Ecosystem	SMS, CUSAT	2023	International (Within Country)
10	Social Commerce: Investigating the Drivers of Consumer Purchase Intention	Bharata Mata College, Thrikkakara	2023	International (Within Country)
11	The influence of upward social comparison on impulse buying: The mediating roles of materialism and envy in the age of social media (Joint Presentation)	Indian Institute of Management, Shillong	2024	National (Researcher's Colloquium)
12	Accelerating Economic Growth with Artificial Intelligence: A Bibliometric Analysis (Joint Presentation)	Loyola College, Chennai	2024	International (Within Country)
13	Women Empowerment and Economic Growth: A Bibliometric Analysis and Systematic Review (Joint Presentation)	SVKM.s NMIMS University, Hyderabad	2025	ICSSR Sponsored National Conference

Research Guideship

Name of Centre	Discipline	No of Full Time Scholars	No of Part Time Scholars	Status
Christ College (Autonomous), Irinjalakuda	Commerce	3	1	On going

Declaration

I, Dr.Aravind.J hereby declare that the details given above are correct and true to the best of my knowledge.

Date: 28/03/2025

Dr.Aravind.J