Name	MANOJ NARAYANAN K S
Department	COMMERCE
Designation	Professor and Head of the Department
Year of Joining permanent service	7 th January, 2002
Address	Residential: KYTHARAM HOUSE
	UNION CLUB ROAD JUNCTION
	KOTTAYAM- 686001
Phone (Mob :)	9447110212
Phone (Residence)	0481- 2581754
Email	manojnarayananks@baselius.ac.in
VIDWAN profile url	https://vidwan.inflibnet.ac.in//profile/196892/MTk2ODky
Research gate url	https://www.researchgate.net/profile/Manoj_Narayanan4
Google Scholar id	Manoj Narayanan K S
Academia.edu url	https://independent.academia.edu/ManojNarayanan
Orcid id	https://orcid.org/0000-0003-4028-2260

ACADEMIC QUALIFICATIONS

Degree	Institute	University	Rank
M. Com (1997)	Baselius College , Kottayam	MG University	First Rank
B Com (1995)	Baselius College, Kottayam	MG University	First Rank
M A Business Economics (2009)	Distance Education	Annamalai University	Nil
Ph D (2020)	Catholicate College, Pathanamthitta	M G university	NA
NET (1996 Dec)	NA	UGC	NA
NET (1997 June)	NA	UGC	NA

College-level Duties and In-charge (2011 onwards)

Duty	Position	Duration
IQAC	Co-ordinator	2013-14 to 2016-17,
		2020-21 to 2021-22
NAAC re-accreditation	Convener	NAAC visit 3 rd cycle
Steering Committee		2013 to 2015
NAAC re-accreditation	Convener	NAAC Visit 4 th Cycle
Steering Committee		2019 to 2022
UGC Planning Board	Convener	2013-14 to 2016-17,
		2020-21- 2021-22
UGC Building Committee	Convener	2013-14 to 2016-17
RUSA BoG	Member	2019 -20 onwards
University Examinations	Senior Assistant Superintendent	2013 to 2017
University Examinations	Chief Superintendent	2024 June onwards
External examinations	Superintendent/Asst	2013 to 2017
(ICAI, ICSI, NIELIT etc)	Superintendent	2019,2020,2021,2022
College Union	Staff Advisor	2020-21 and 2021-22
Arts Club	Teacher in charge /Vice President	2011-12 to 2016-17;
		2022-23, 2023-24
College Union Elections	Returning Officer	2015-16 and 2016-
		17, 2019-20, 2022-23
College Staff Council	Elected Member	2015-16
College Staff Council	As HoD	2019 onwards
Academic Monitoring Unit	Convener	2023 onwards
Member	Students Grievance Redressal	Various years
	Committee, Anti ragging cell,	
	Enquiry Commission, Magazine	
	Advisory Board, Various Task	
	Forces and Committees, College	
	Examination Committee	
UGC Sponsored National Seminar	Organizing Convener	2014
State/National Level	Organizing Convener	2015, 2016 and 2017
Workshops		
Official	Cricket Tournament in College	Various Years
Commerce Association	Teacher in charge	2011-12 and 2012-13
Class Teacher	Class Warden cum Tutor of D3	2011-12 to 2016-17
	classes (2 years), M2 (4 years) and	2024-25
	M1 (1 year)	

Research	Nos.		DETAILS
Books published		Ι.	Principles of Business Decisions- (Kalyani
			Publications)various editions
			1. ISBN 81-272-1599-6 (2004)
			 ISBN 81-272-2274-7(2005)
			 ISBN 81-272-2996- 2(2006)
			4. ISBN 978-93-272-1762-9(2012)
			All co-authored with Dr P M James
			5. ISBN 978-93-5273-665-2 (2017) –
			Himalaya Publications co- authored with Dr P N Harikumar
		П.	Entrepreneurship Development and Project
			Management (Prathibha Publications)
			1. 978-81-907782-8-2(2010)
			Co-authored with Dr P M James
			 Second edition Nov 2014 (Prathibha Publications)
			Co-authored with Dr P M James and Ms Asha
			Thomas
			3. 978-93-85567-29-2
	34		(Aug 2015) (Prathibha Publications)
			co-authored with Ms Asha Thomas
			3. 978-93-5229-520-2 (2019)- Himalaya Publications
			Co-authored – Dr P N Harikumar and Dr Susha
			D
		<i>III.</i>	Marketing Management (Prathibha Publications)
			<i>1.</i> 978-93-85567-58-2 (2016)
			co-authored with Ms Asha Thomas
			2. 978-93-5299-138-9(2018)- (Himalaya
			Publications) Co-authored with Dr P N
		IV.	Harikumar and Dr Gangadathan Nair D Advertising and Sales Promotion
		<i>IV.</i>	-
			 978-93-85567-14-8 (2015) – (Prathibha) co-authored with Ms Asha Thomas
		17	
		V.	Advertisement and Sales Management
			(1) ISBN- 978-93-5367-862-3 – Himalaya
			Publishing House- December 2019

Research- Presentations/Publications etc

	Co-authored - Dr Susha D and Dr Gangadathan Nair
VI.	Financial Accounting (Himalaya Publications) 1. 978-93-5273-396-5(2017)
	Co-authored with Dr P N Harikumar and Dr Mathew Jacob
	 978-93-5273-396-5(2017)- (Himalaya Publications) Co-authored with Dr P N
	Harikumar and Dr Mathew Jacob
VII.	Fundamentals of Business Mathematics 1. 978-93-272-8098-2(Kalyani Publications) (2017)
	Co-authored- Sri B M Agarwal and Ms Asha Thomas
	2. Business Mathematics- 978-93-5359-063- 5(Kalyani Publications) (2019)
	Co-authored- Sri B M Agarwal and Ms Asha Thomas
VIII.	Fundamentals of Business Statistics 1. (978-93-272-8173-6(Kalyani Publications) (2017)
	Co-authored- Sri B M Agarwal and Ms Asha Thomas
IX.	Mathematics for Management
	1. 978-93-272-8307-5(Kalyani Publications) (2017)
	Co-authored- Sri B M Agarwal and Ms Asha Thomas
	2. 978-93-5273-737-6 (Himalaya Publication- Jan 2018)
	Co-authored with Dr Susha D and Dr P N Harikumar
Х.	Statistics for Management
	1. 978-93-272-8477- 5(Kalyani Publications) (2017)
	Co-authored- Sri B M Agarwal and Ms Asha Thomas
XI.	Cost and Management Accounting
	1. 978-93-5273-667-6 (Himalaya Publication 2017)
	Co-authored with Dr P N Harikumar and Dr

	Mathew Jacob
XII.	Quantitative Techniques for Business- 1. 978-93-272-9102- 5(Kalyani Publications) (2018)
	Co-authored- Sri B M Agarwal and Ms Asha Thomas
	2. 978-93-272-9840- 6(Kalyani Publications) (2019)
	Co-authored- Sri B M Agarwal and Ms Asha Thomas
	3. 978-93-89713-28-2 (Kalyani Publications) (2020)- Co-authored- Sri B M Agarwal and Ms Asha Thomas
хш.	Corporate Accounting
	1. Corporate Accounts-II – 978-93-5299-519-6 -Himalaya Publications-
	Co-authored- Dr P N Harikumar and Dr Gangadathan Nair D
XIV.	Quantitative Methods for Management ISBN 978-93-272-8356-3- Kalyani Publishers
	 Co-Authored - Sri B M Agarwal and Ms Asha Thomas
<i>XV.</i>	Cost Accounting 1. ISBN 978-93-5367-456-4 – Himalaya Publishing House, May 2010
	 Publishing House- May 2019 Co-authored - Dr P N Harikumar and Dr Susha D 2. ISBN- 978-93-5367-904-0 – Himalaya Publishing House- December 2019
	Co-authored - Dr P N Harikumar, Dr Gangadathan Nair D and Dr Susha D
XVI.	Environmental Management and Human Rights
	1. ISBN 978-93-5367-455-7- Himalaya
	Publishing House- May 2019 Co-authored - Dr P N Harikumar and Dr Susha D
XVII.	Auditing and Assurance
	1. ISBN- 978-93-5367-863-0 – Himalaya
	Publishing House- December 2019
	Co-authored - Dr P N Harikumar and Dr Susha D

		 XVIII. Management Accounting ISBN- 978-93-5367-861-6- Himalaya Publishing House- December 2019 Co-authored - Dr P N Harikumar, Dr Gangadathan Nair D and Dr Susha D XIX. Service Marketing ISBN 978-93-5299-549-3- Himalaya publishing House - January 2019 Co-authored- Dr P N Harikumar and Dr. Mathew Jacob XX. Agricultural Commodity Futures and Market Efficiency ISBN 978-93-88865-53-1 - Abhijeet Publications- 2020 Co-authored- Dr P N Harikumar 	
Books edited	3	 International Accounting Standards Modern Banking Shifting Paradigms in Business and Commerce 	
Paper Presentations in International/ National Seminars	11		

Mahatma Gandhi University- Titled
5. Paper presented at International Conference on
New Frontiers of Engineering, Science,
Management and Humanities- Feb 2018. – at OM
Institute of Technology and Management- Hisar,
Chandigarh (Proceedings with ISBN published)
6. Paper presented at International Conference on
Science, technology and Management –ICSSR at
Chandigarh, Punjab University Campus-July 2018 -
(Proceedings with ISBN published)
7. Paper Presented at International Conference at
2nd International Conference on Engineering
Technology, Science and Management Innovation
(ICETSMI-2018)- Mahratta Chamber of Commerce
Industries & Agriculture- Pune – September 2018-
(Proceedings with ISBN published)
8. Paper presented at National Conference on
Financial Literacy among Rural People held on
November 16 ^{th,} 2018 at Catholicate College,
Pathanamtitta – Sponsored by Institute of
Parliamentary Affairs and co-sponsored by M G
University.
9. Paper Presented at Baselius College , Kottayam at
National Conference-, cosponsored by M G
University – February 2019
10. Paper presented at International Conference titled
"Innovations and Transformations in Commerce,
Marketing and Economics" at Marthoma College of
Science and Technology, Chadayamangalam
11. Presented a paper at the Multi-Disciplinary National
Seminar "Recent Trends of Collecting, Analyzing and
Sharing Qualitative Research Data' organized by S U
College, Hilsa (Nalanda) and International Centre for
Scientific Research and Development, Bengaluru.
12. Presented a paper at the ICSSR Sponsored National
Seminar on 'Sustainable Development: Bridging the
Economics and Environmental Sustainability at the
Hilly Regions', organized by Rajkiya Snadkottar

		Mahavidyalaya , Meldevta (Raipur), Dehradun.
Papers/Articles published	25	List attached

Research Papers Published

1. P M James and **Manoj Narayanan K S**- Role of SEBI in Regulation of Mutual Funds -BASELIUS RESEARCHER (ISSN No.0975- 8658) Volume XI,No 2 July-Dec 2010- pp 201-212

(2) P M James and **Manoj Narayanan K S** - Measures and Tools for Evaluation of Mutual Funds and Assets Management Companies - *RESEARCH LINES*,(ISSN No.0975- 8941) Vol.III NO.II-B,Dec.2010 -pp 144- 150

3. P M James and **Manoj Narayanan K S**- Mutual Fund Schemes – A Multi-dimensional Perspective- *RESEARCH LINES* – ISSN- 0975-8941-Vol IV-, January-June 2011- No I-C -pp 58 to 67

4. P M James and **Manoj Narayanan K S**- Asset Management Companies in the Indian Mutual Fund- *BASELIUS RESEARCHER* (ISSN No.0975-8658) Volume XII, No 1, January –June 2011, pp 274-288

5. P M James and **Manoj Narayanan K S** - The Global Economic Meltdown and its Impact on World Wide Mutual Funds *RESEARCH SCHOLAR*, ISSN – 2249-6696 Vol 1- No 1-Sept. 2011 pp 165-176.

6. P M James and **Manoj Narayanan K S**- MGNREGS – A Paradigm Shift in Wage – Employment Schemes. *BASELIUS RESEARCHER*. ISSN-0975-8658 Volume XIII, Jan-June 2012, pp 600- 608

7. P M James and **Manoj Narayanan K S**- Indian Mutual Fund during Global Economic Recession: A Perusal – *KEGEES JOURNAL OF SOCIAL SCIENCE* – ISSN-0975-3621- Vol 4 No 2-July 2012, pp 431-436

8. P M James and **Manoj Narayanan K S**- Indian Mutual Funds-The Changing Scenario-MANAGING THE FUTURE- ISSN 0975-0045 –Vol 3 No 1- January 2013- pp 130-135

9. **Manoj Narayanan K S** and Asha Mariam Thomas- Performance Evaluation of Selected Private Sector Mutual Funds in India- *COMMERCE SPECTRUM*- ISSN 2321-371X-Vol 4 No 1- June 2016-PP 23- 34

10 Dr P N Harikumar and **Manoj Narayanan K S** - Commodity Derivatives Market in India: Evolution, Development and Growth- *INTERNATIONAL JOURNAL OF ENGINEERING TECHNOLOGY SCIENCE AND RESEARCH*- ISSN- 2394-3386- Volume 4, Issue9, September 2017pp 230-236, DIIF Impact Value- 2.120 – Available at http://www.ijetsr.com/images/short_pdf/1504365767_230-236-ieteh983_ijetsr.pdf

11. **Manoj Narayanan K S**, Asha Thomas and Chandapillai M Abraham - Performance Evaluation of Public Sector Banks based on CAMEL Methodology - *INTERNATIONAL JOURNAL OF ENGINEERING TECHNOLOGY SCIENCE AND RESEARCH –ISSN 2394-3386 Volume 5, Issue 1, Jan 2018 , pp 1575-1585 DIIF Impact Value- 2.120 , Available at http://www.ijetsr.com/images/short_pdf/1517753409_1575-1585-oitm841_ijetsr.pdf*

12. Manoj Naryanan K S, Linmer Jaseentha Souz S and Nistul Raj Muraly - "Transition Towards Cashless Economy: A Study on The Perceptions and Expectations of People of Kottayam District- INTERNATIONAL JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH - ISSN:2349-5162, Vol.5, Issue 8, pp1058-1064, August-2018, Impact factor- 5.87

Available : http://www.jetir.org/papers/JETIRA006185.pdf

13. **Manoj Narayanan K S**, Richu Mathew and Ajay Abraham - Quality of Work Life in Banks – A Comparative Study of Public and Private Sectors of Kottayam District- *INTERNATIONAL JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH - ISSN:2349-5162, Vol.5, Issue 9, pp130-136, September 2018, Impact factor- 5.87 , Available at http://www.jetir.org/papers/JETIRA006252.pdf*

14._Ajay Abraham , Richu Mathew and Manoj Narayanan K S, - Effectiveness of Skill Development Through Additional Skill Acquisition Programme- INTERNATIONAL JOURNAL OF

RESEARCH AND ANALYTICAL REVIEWS- E-ISSN 2348-1269, Volume 6, Issue 1, January 2019, UGC Approved, Impact Factor 5.75, available at http://ijrar.org/papers/IJRAR19J1797.pdf

15. **Manoj Narayanan K S** and Dr P N Harikumar, - An Evaluation of Farmers' Perception on Agricultural Commodity Derivatives- *INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS- E-ISSN 2348-1269- P- ISSN 2349-5138-* Volume 6 | Issue 2 | May 2019- UGC and ISSN Approved - International Peer Reviewed Journal, Refereed Journal, Indexed Journal, Impact Factor: 5.75doi - <u>http://doi.one/10.1729/Journal.20828</u> and available at http://www.ijrar.org/papers/IJRAR19K1877.pdf

16. Merin Elizabeth Cherian, Tissy Eruthickal and **Manoj Narayanan K S** - Emotions and Choice: A Study of Consumer Behaviour Towards Cosmetic Brands – *TATHAPI*- Peer Reviewed, UGC CARE Listed Journal- ISSN 2320-0693 Volume 19 Issue 11- May 2020- pp 179-189 Impact Factor 5.60 – available at http://tathapi.com/index.php/2320-0693/article/view/539

17. **Manoj Narayanan K S and** Merin Elizabeth Cherian - 'Perceptions of Salaried Class on the Covid-driven Financial Consequences and Buyer Behavioural Changes ' – MUKT SHABD JOURNAL – UGC Care Listed- ISSN 2347-3750 - Volume IX, Issue V, May 2020- pp 3547 to 3557-Impact factor 4.60 - DOI:09.0014.MSJ.2020.V9I5.0086781.10383 ,

18. Merin Elizabeth Cherian and Manoj Narayanan K S- ' Cause Related Marketing: A Study on the Perception of College Students'- Tathapi – UGC CARELISTED, Indexed, Peer Reviewed Journal- ISSN:2320-0693 Vol-19-Issue-46-June-2020- pp 172-182 Impact Factor – 5.60 - https://www.tathapi.com/index.php/2320-0693/article/view/1936

19. Mishel Elizabeth Jacob, Manoj Narayanan K S & Merin Elizabeth Cherian – ' Innovative Techniques in Project Management: A Pursuit Agenda' – TEST Engineering and Management – SCOPUS indexed – ISSN 0193-4120Vol 83- Issue November/December 2020, pp 307-320 http://www.testmagzine.biz/index.php/testmagzine/article/view/14486

20. Manoj Narayanan K S, Sujin Jacob and Merin Elizabeth Cherian – " Consumer Perception and Acceptance of Green Marketing Initiatives" – International Journal of Creative Research Thoughts- ISSN 2320-2882- Peer Reviewed Open Access Journal –Vol 9, Issue 3, March 2021-Impact Factor 7.97, <u>http://doi.one/10.1729/Journal.26080</u>

21. Mishel Elizabeth Jacob, Manoj Narayanan K S & Merin Elizabeth Cherian – "Factors Influencing Adoption Intent of SWAYAM courses by Graduate and Postgraduate Students"-Journal of Positive School Psychology- ISSN 2717-7564 – SCOPUS Indexed- UGC CARE LIST Group II- 2022- Volume 6 No 5 – pp 4098-4109 , https://journalppw.com/index.php/jpsp/article/view/6981/4548

22. Manoj Narayanan K S, Basil M Raju and Merin Elizabeth Cherian- "Digital Banking and Senior Citizens: Perceptions and Experiences" – Shodhsamhitha: Journal of Fundamental and Comparative Research – ISSN 2277-7067 (Print Only) – UGC CARE Listed Group I- Vol IX, Issue 1(I), 2022-23, pp 505-511

23. Manoj Narayanan K S, Merin Elizabeth Cherian and Mishel Elizabeth Jacob- "Corporate Social Responsibility: Performance and Progress of Private Sector Steel Companies" – Journal of Management and Entrepreneurship- ISSN 2229-5348- UGC CARE Listed- Group I – Vol 16, 2(VII), April-June 2022, pp 108-114.

24. Mishel Elizabeth Jacob, Manoj Narayanan K S and John K Babu- "A Study Examining the Role of Entrepreneurship Education in Developing Green Entrepreneurial Intention"- Journal of Management and Innovative Information Technology: ISSN 2395-4981- Peer Reviewed Journal- Volume 9, Issue 1-May 2023, pp 135-145

25. Mishel Elizabeth Jacob, Johney Johnson and Manoj Narayanan K S- "Content that Connects: Understanding the Impact of Functional and Hedonic Motives in Digital Content Marketing"-International Journal of Cultural Studies and Social Sciences- ISSN 2347-4777- UGC CARE Listed- Vol 20, Issue- 1, No. 30- Jan-June 2024, pp 21-24

Resource Person for Seminars/Workshops/ Invited Lectures etc.

- 1. National Webinar Organised by M C Varghese College of Arts and Science -
- 2. Webinar Organised by M G College, Iritty
- Orinetation Programme on Research Methodology/Project Preparation organized by S S College, Poothotta
- 4. Invited Lecture at Maharajas College Ernakulam- 03-1-2024
- 5. Seminar of FYUGP Organised by Govt College, Trippunithura 14-03-2024

- 6. Resource Person for faculty Enrichment Programme on 22-04-2024 at St Thomas Arts and Science College, Puthen Cruz.
- Resource Person for Faculty Enrichment Programme at BPS College, Piramadom- April 2024
- Resource Person- Faculty Enrichment Programme Govt College, Kattappana April 2024
- Resource Person- Faculty Enrichment Programme, Newman College, Thodupuzha- 7th May 2024
- 10. Resource Person- Faculty Enrichment Programme- C M S College, Kottayam May 2024
- 11. Resource Person Faculty Enrichment Programme- Govt College, Munnar- July 2024
- 12. Resource Person- State Level Workshop- K G College, Pampady August 2024
- 13. Resource Person at Catholicate College Pathanamthitta- Orientation on Teacher Specific Content and CCA- November 2024

- Seminars organized

- 1. Convener of 2 UGC sponsored- National Seminars
- 2. Convener of One 12 day National Workshop and
- 3. Convener of 2 Two day National Workshops

Other activities

1. Served as Stage Manager for M G University Youth festival several years.

SI	Nature/ Role	Institution	Remarks
No			
1	Member- Board of Faculties in Commerce	M G University	2017-20
2	Member- P G Board of Studies in	M G university	2017-20
	Commerce		
3	Member- Expert Committee for Syllabus of	M G University	2020
	Master of Commerce and Management		
	and Bachelor of Financial Markets		
4	Chairperson- Board of Studies in	M G University	2021 -2024

Awards, Honors, Positions, Recognitions, Patents etc.

	Commerce – UG –		
5	Convener- Expert Committee in Commerce -UG	M G University	2024 June onwards
5	Member- Board of Question Paper Setters, Scrutinizers etc.	Universities, Autonomous Colleges etc.	Several Years
6	Chairperson- Various Semester Examinations of B Com, M Com,	M G University	
7	Member- LIC Policy Holders' Council- Kottayam	LIC of India	Two terms 2013-15 and 2017-19
8	External Member- IQAC	B K College, Amalagiri	2015-16
9	Director- University Examination CV Camp – Kottayam Zone	Kottayam Camp	 December 2019 June 2020 February 2021 July 2021 November 2021 March 2021 March 2021 June 2022 November 2022 November 2023 February 2023 February 2023 February 2023 April-May 2023 June 2023 November 2023 November 2023 March 2024 September 2024 January 2025
10	Subject Expert for promotion of teachers, Course Sanctioning etc.	M G University	
11	Awarded with Dr M V Pylee Excellence award	Padmabhushan Prof Dr M V Pylee forum for Higher Education	June 2022

Sd/-

Manoj Narayanan K S