

# COLLEGE WEBSITE- FACULTY PERSONAL PAGE

## DATASHEET

### PERSONAL details

Name	Dr. JOHN K. BABU
Department	Business Administration
Date of commencement of permanent service	Assistant Professor
Years of teaching experience as on 1 <sup>st</sup> June of the year	9 Years
Address	Anugraha (H) Vellamkulangara Haaripad P.O Alappuzha (Dt.) - 690514
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### ACADEMIC QUALIFICATIONS

Degree	Institute	University	Grade/ Rank etc.
UG	T.K.M.M College	Kerala University	
PG	K.V.C.E.T	Anna University, Chennai	First class with distinction
Ph D	School of Management and Business Studies	Mahatma Gandhi University, Kottayam.	

### College-level Duties and in-charge

Duty	Position	Duration
Business Administration Department association activities.	Association Teacher-in-charge	2021-22 2022-23
Tourism Club	Co-ordinator	2023-24 2024-25
MGOCSM Unit	Vice President	2024-25
Patron's Day Celebrations	Programme Committee Convener	2024-25

# COLLEGE WEBSITE- FACULTY PERSONAL PAGE

## DATASHEET

### PUBLICATIONS AND PRESENTATIONS

International Publications	<b>Title</b> <ol style="list-style-type: none"> <li>1. "Expectation of Buyers About Neighbourhood Facilities in ThePurchase of Apartments In Kerala"</li> <li>2. "Buyers Expectation About Amenities Offered by Builders in Kerala"</li> </ol>	<i>Publisher details, ISBN etc.</i> <ul style="list-style-type: none"> <li>• International Journal of Arts and Science Research, 3(2), 2016, 58 - 64. (ISSN: 2393 – 9532)</li> <li>• International Journal of Management And Social Science Research Review (IJMSRR) peer reviewed and referred journal, Volume-1, Issue- 14, 2015, pp.313-320. (E- ISSN – 2349-6746)</li> </ul>
National Publications	<ol style="list-style-type: none"> <li>1. "Buyers' Perception About Builders Reputation and Documentation in the Purchase of Apartments in kerala"</li> <li>2. "Perception of Buyers in Kerala about Neighbourhood Facilities and Support Services in the Purchase of Apartments in Kerala"-</li> <li>3. "Buyers' Expectations about Features &amp; Support Services of Dwelling Units, Social Environment and Neighborhood Facilities in the Purchase of Villas and Apartments in Kerala"</li> </ol>	<ul style="list-style-type: none"> <li>• Global Conference on Managing in Recovering Markets, Management Development Institute (MDI), Gurgaon, (ISBN No. 978-81- 929149-3-0), March 11-13, 2015</li> <li>• . Trends and challenges in Indian Business Management, Archers and Elevators publishing House, Bangalore,2014,(ISBN 978-93-83241-60-6), P.P 208 – 217.</li> <li>• Second PAN – IIM World Management Conference, November 05- 08, 2014, P.P 180.</li> </ul>
Local Publications		

## COLLEGE WEBSITE- FACULTY PERSONAL PAGE

### DATASHEET

Chapters in Books	<b>"FUNDAMENTALS OF MARKETING MANAGEMENT",</b>	Abhijeet Publications, New Delhi, (ISBN:978-81-936657-9-4), April 2018
	Chapter titled 'Study Examining the Role of Entrepreneurial Education in Developing Green Entrepreneurial Intention'	Book published by Book Rivers Lucknow with ISBN 978-93-5E42-025-6
Books Edited		
Paper Presentations International/ National Conferences	<ol style="list-style-type: none"> <li>1. "Expectation of Buyers About The Support Service of Villas And Apartments provided by Builders in Kerala", <b>Cochin University of Science and Technology</b>, National Seminar on Moulding Managers for Mankind, 18th and 19th September, 2014.</li> <li>2. Perception of Risk factors in The Purchase of Villas and Apartments at The National Conference on Unleashing Ingenious Management Potential for Business Endurance Held on 9th &amp; 10th January 2014 at <b>Berchmans Institute of Management Studies, SB College, Changanassery.</b></li> </ol>	Details of Conference, Proceedings etc