

# COLLEGE WEBSITE- FACULTY PERSONAL PAGE

## DATASHEET

### PERSONAL details

Name	<b>MISHEL ELIZABETH JACOB</b>
Department	<b>BBA</b>
Date of commencement of permanent service	<b>01.02.2023</b>
Years of teaching experience as on 1 <sup>st</sup> June of the year	<b>3</b>
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Research Gate URL	<a href="https://www.researchgate.net/profile/Mishel-Jacob"><u>https://www.researchgate.net/profile/Mishel-Jacob</u></a>

### ACADEMIC QUALIFICATIONS

<b>Degree</b>	<b>Institute</b>	<b>University</b>	<b>Grade/ Rank etc.</b>
U.G (BBA)	Rajagiri College of Management and Applied Sciences	Mahatma Gandhi University, Kottayam	86.50%
P.G.(MBA, Finance)	Christ University Institute of Management	Christ University, Bangalore	77.49 %
Other Degree (M.Com)		Bharathiyar University (Distance)	66.00%

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<b>NET in Management (2011, 2013, 2015) NET in M.Com (2018)</b>			
<b>JRF (2013, 2015)</b>			

### College-level Duties and in-charge (Mention major charges)

<b>Duty</b>	<b>Position</b>	<b>Duration</b>

### PUBLICATIONS AND PRESENTATIONS

	<b>Title</b>	<b>Publisher details, ISBN etc.</b>
Research Publications	Catalysts and consequences of Investment in selected avenues	Journal of Critical Review (Scopus), ISSN: 2394-5125, Vol 7, Issue 19, pp 10163-10172, 2020
	Conceptualising digital content marketing for greater consumer brand engagement	Colombo Business Journal: International Journal of Theory and Practice (Care), ISSN: 1800-363X Vo 12, No. 2, December 2021, pp 80-102 <a href="http://doi.org/10.4038/cbj.v12i2.83">http://doi.org/10.4038/cbj.v12i2.83</a>
	Can Consumer Perception Of Social Media Marketing (SMM) Characteristics Lead To Better Brand Attachment?,	Indian Journal of Economics and Business (Scopus), ISSN: 0972-5784, Vol. 20 No. 4 (July-December, 2021), Pp 853-862
	Analysing the role of social media as a platform of e-commerce	Webology (Scopus), ISSN: 1735-188X Volume 18, No. 1, 2021, pp 669-676 <a href="https://www.webology.org/abstract.php?id=1587">https://www.webology.org/abstract.php?id=1587</a>
	Green HRM and Control Package: Leveraging an Integrated Model for Sustainability	AIMS International Journal of Management (January 2023, Volume 17 Number 1), <a href="http://aims-international.org/AIMSijm/17-1.asp">http://aims-international.org/AIMSijm/17-1.asp</a>

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National Publications	Does content dissemination through Facebook matter for Government departments: A study of Kerala police department's Facebook page	International Journal of Advanced Research (Peer Reviewed), ISSN: 2320-5407 April 2021, <a href="https://doi.org/10.21474/IJAR01/12684">https://doi.org/10.21474/IJAR01/12684</a>
Local Publications	Viral Marketing: The marketing strategy of the internet age	Baselius Researcher, ISSN No: 0975-8658, January-June 2017
	A study examining the role of entrepreneurship education in developing green entrepreneurial intention	Journal of Management and Innovative Information Technology, Peer reviewed Annual Journal, Vol 9, No 1, May 2023, ISSN 23954981
Chapters in Books (Books Edited )	Perception of scientific temper and cognitive learning inputs to enhance students' academic performance	Book: Competency Mapping: A tool in monitoring the employee performance, Publisher: MTC Global trust, Bangalore; ISBN: 9789355785978 December 2021; pp 125-131
	Paradigm shift towards mobile marketing – A study on consumer perspective	A paradigm-shift in Marketing: Creating Value for a more sustainable future, Publisher: Princeton press, Kansas, ISBN: 9789205202167, March 2022; pp 1-8
	The shifting trends in tourism industry: the influence of Covid 19 pandemic, consumer behaviour and technological advancements	The Art of Travel and Tourism, Publisher: Infinity Indica Publishers, Trivandrum, ISBN: 9783964923981, September 2022 Pp 96-102
Paper Presentations International/ National Conferences	What Drives Consumers to Digital Content Marketing and Does it Affect Purchase Intention?	IIM Indore – Nasmee Summer Marketing Information Systems Conference (July 26-28, 2019); Proceedings: ISBN 978-1-78635-428-0. Emerald group publishing (India) private limited. (pp 294).
	Can Digital Content Marketing (DCM) be used to influence Attitude and Purchase Intention of Consumers?.	4th International Conference on Marketing, Technology & Society, Indian Institute of Management Kozhikode, 7to 9 <sup>th</sup> December, 2020, Proceedings: ISBN: 978-93-5419-748-2
	Understanding Branded Digital Content Marketing:	7th Biennial INDAM Conference on TRIPLE BOTTOM LINE, Developing Business Resilience, Ecological Sustainability and Social

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	Research Propositions and Implications	Well-being in Post-Pandemic World, organized by Indian Institute of Management Rohtak, 7th to 9th January 2022, ISBN: 978-93-5593-772-8 (pdf) ISBN: 978-93-5593-777-3 (paperback)
Major Research Projects		
Minor Research Projects		

Details of h-index etc.

Details of Seminars/Conferences organised

### DETAILS OF RESEARCH GUIDESHIP

Centre of Research:

Number of Scholars under supervision :

Name of the scholar	Full time/Part Time	Status- Awarded (with year)/submitted/ work in Progress/ etc.

### AWARDS, HONORS, RECOGNITIONS, PATENTS

Nature	Title	Institute

### MEMBERSHIPS IN FORUMS, COMMITTEES, SOCIETIES OUTSIDE COLLEGE

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<b>Organisation</b>	<b>Title</b>	<b>Since (Year)</b>

Signature of the teachers with date