



Profile

1. Name : **Dr.Gracious J.**
2. Date of birth : 31.05.1972
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8. **Academic Profile** :

Qualification	Institution studied	Year	% of marks	Class	Rank if any
M.Com	Fatima Mata National College	1995	58	II	
U.G.C-N.E.T	University Grants Commission	1996	-	-	
B.Ed.	Alagappa University College of Education	1996	72	I	
P.G.D.B.M.	Alagappa University	1997	62	I	
M.B.A.	University of Kerala	2014	60	I	
Ph.D	University of Kerala	2009	-	-	
	Title of the PhD Thesis: <i>A Study on tourism marketing in Kerala</i>				
Post Doc.	2012-14 : <i>The economics of biodiversity conservation: A study on the impacts of tourism sector in Kerala</i>				

9. Entry into Service

- 9.1. Date of entry into Government Service : 22.09.1998 as H.S.S.T. (Commerce)
- 9.2. Date of entry into Collegiate Education Service : 03.10.2007 as Assistant Professor
- 9.3. Date of entry into Govt. Collegiate Education Service : 03.10.2007 as Assistant Professor

10. Service Details:				
	Institution	Designation	From	To
	Krist Raj Higher Secondary School, Kollam(Aided by the Govt. of Kerala)	H.S.S.T in Commerce	22-09-1998	02-10-2007
	Govt.College, Munnar, Idukki, Kerala(Affiliated to M.G.University, Kottayam)	Lecturer in Commerce	03-10-2007	08-06-2008
	Govt.College, Chittur, Palakkad,Kerala(Affiliated to University of Calicut)	Lecturer in Commerce	09-06-2008	31.05.2010
	Govt.College, Nedumangad, Thiruvananthapuram(Affiliated to University of Kerala)	Asst.Professor of Commerce	01.06.2010	02.06.2011
	Govt.Arts College, Thiruvananthapuram	Asst.Professor of Commerce	03/06/2011	29/02/2012
	Kerala University Library and Research Centre, UGC- Post Doctoral Research under Research Award Scheme.	UGC – Research Awardee	01/03/2012	28/02/2014
	Maharaja’s College, Ernakulam	Asst.Professor of Commerce	01/03/2014	02/06/2014
	Govt.Arts College, Thiruvananthapuram	Asst.Professor of Commerce	03/06/2014 onwards	

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11. Area of Research : Finance and Tourism
12. Date of joining in this institution : **03/06/2011**

13. **Details of Participation in PEECS/ EDUSAT/ seminars/ conferences/ workshops/ All India Radio/ TV/promotion of gifted children etc. (year wise):**

13.1. Seminar/Workshop Coordination				
#	Topic	Venue	Funding agency	Year & Duration
1.	Rural E Commerce in India: Emerging Trends and Challenges	Department of Commerce, Government Arts College, Thiruvananthapuram	Government of Kerala	March 15 th and 16 th 2012, Two Days

13.2. Participation in Seminar/Workshop as Resource Person					
#	Organised by	Venue	Title/Area	Session Handled	Year & Duration

13.3. Participation in Seminar/Workshop as Paper Presenter				
#	Venue & Organised by	Title/Area	Title of the paper	Year & Duration
1	Department of Commerce, University of Madras, Chennai	<i>Trends in Retailing and Branding</i>	<i>Supply chain and distribution channels of tourism services of Kerala</i>	19 th and 20 th February, 2015.
2	Department of Commerce, University of Madras, Chennai	<i>Trends in Retailing and Branding</i>	<i>Service quality measures and indicators in Protect Area Management: a study on Eravikulam National Park in Kerala</i>	19 th and 20 th February, 2015.
3	Department of Botany, Govt. Brennen College, Thalassery, Kerala	<i>Green Living for Sustainable Development</i>	<i>Biodiversity conservation and ecotourism development in Kerala: the perceptions and preferences of domestic tourists</i>	15-17 October, 2014.
4	Department of Commerce, Government College, Attingal, Thiruvananthapuram	<i>Two day National Seminar on Responsible Tourism</i>	<i>Responsible tourism for biodiversity conservation</i>	28 th and 29 th November, 2013.
5	Department of Commerce and Research Centre,	<i>National Seminar on 'Green</i>	<i>Green Marketing of tourism products: The role of biodiversity conservation</i>	13 th December, 2013.

	Govt. Arts College, Thiruvananthapuram	<i>Marketing'</i>		
6	Department of Commerce, Government Women's College, Thiruvananthapuram	<i>Matching with Industry Benchmarks. Challenges ahead for Commerce Education</i>	<i>Human Resource Development for Tourism Industry: The Contributions of Commerce Education</i>	February 15 th & 16 th 2013.
7	Department of Tourism Studies, School of Management, Pondicherry University, Puducherry	<i>UGC-ZAP National Seminar on Managing Tourism Business for Sustainable Competitive Advantage</i>	<i>Web-Based Tourism Marketing: A study on the perceptions of different categories of tourism units in Kerala</i>	23-24 March, 2012.
8	SDM Institute for Management Development, Mysore, Karnataka	<i>International Conference on Managing Human Resource at the Workplace</i>	<i>Challenges of Human Resource Development in the Tourism Sector</i>	14&15 December, 2012.
9	SDM Institute for Management Development, Mysore, Karnataka	<i>International Conference on Managing Human Resource at the Workplace</i>	<i>Employee counseling: A key tool for managing workplace conflict</i>	14&15 December, 2012.
10	M.E.S.College of Arts and Commerce, Zuarinagar, Goa	<i>UGC Sponsored International Seminar on Emerging Trends in Entrepreneurship</i>	<i>A study on the promotion of ecopreneurship schemes in the tourism sector of Kerala</i>	27- 29, September, 2012.
11	Pondicherry University, Puducherry	<i>Fourth International Conference on Micro Finance</i>	<i>A critical analysis of the Strengths, Weaknesses, Opportunities and Threats of the SHG women members in Thrissur District of Kerala</i>	27-29, January, 2011.
12	Post Graduate Department of Commerce, Government College,	<i>Two Day UGC- National Seminar</i>	<i>Online booking as a marketing tool for tourism products</i>	7 th – 8 th March, 2011

	Chittur, Palakkad			
13	Department of Business Administration, Mangalore University, Airport and Airport Authority of India	<i>National Conference on Indian Aviation and Tourism – Opportunities, Challenges and New Directions</i>	<i>Branding process in different sectors of tourism destinations</i>	August 21-22, 2011
14	Department of Tourism Studies, Pondicherry University, Puducherry	<i>National Seminar on Innovations in Tourism</i>	<i>Product development methods: A study on tourism industry in Kerala</i>	19-20, February, 2010.
15	R.V. Institute of Management, (Affiliated to Bangalore University) Jaya Nagar, Bangalore	<i>National Conference on Ethics in Business and Corporate Governance</i>	<i>Green Marketing of Tourism Products in Kerala: A case study on Thenmala Ecotourism</i>	9 th and 10 th of December, 2010.
16	Annamalai University, Chidambaram, Tamil Nadu	<i>International Conference on Management Practices for Sustainable Growth</i>	<i>Pricing methods of tourism products: A study on tourism industry in Kerala</i>	28-30, July, 2010.
17	School of Management Studies, Cochin University of Science and Technology	<i>National Seminar on Strategic Marketing for the Emerging Environment</i>	<i>Strategic use of Information and Communication Technology in Tourism Marketing</i>	February 20-21, 2009.
18	Department of Commerce, University of Kerala	<i>International Conference on Tourism</i>	<i>New Paradigms in Tourism Marketing</i>	27 - 28, December, 2005.

13.4. Participation in Seminar/Workshop as Participant			
#	Venue & Organised by	Title/Area	Year & Duration

14. Publications of Books/Articles in Journals/Study Materials etc..

14.1. Publication – Books

#	Title of the Book	Name of Publisher	ISBN No	Date/Year
	<i>Rural E Commerce in India: Emerging Trends and Challenges</i>	Department of Commerce, Government Arts College, Thiruvananthapuram, Kerala	ISBN: 978-93-5104-594-6	2013

14.2. Publication – Articles				
#	Title of the paper	Name of Journal/Book	ISSN/ISSBN No.	Date/Year
1.	Enhance Connectivity to Boost Rural Tourism	Kurukshetra	ISSN – 0021-5660	Vol.64, No.4, February, 2016
2.	Crisis Management in Hospitality Industry: A case study of KTDC Hotels and Resorts Ltd.”	Management Researcher	ISSN: 2230-8431	Vol.XXI, No.3, Jan-March, 2015
3.	Importance of Building Human Capital and Economic Growth in Developing countries	Mirror	ISSN 2249-8117	Vol.5, No.1, March, 2015
4.	Economic Empowerment of Women in the Coastal area – A study on SHG’s and Micro Finance in Karthikapally	Southern Economists	ISSN- 0038-4046.	Vol.54, No.1, May,2015
5.	Supply chain and distribution channels of tourism services of Kerala	Brand; Sculpting Corporate Identity	ISBN: 978-81-8094-166-5	2015
6.	Service quality measures and indicators in Protect Area Management: a study on Eravikulam National Park in Kerala	Brand; Sculpting Corporate Identity	ISBN: 978-81-8094-166-5	2015
7..	Financing Protected Areas in Kerala	Southern Economists	ISSN- 0038-4046.	2015, July
8.	Human resource development and training in Indian fisheries industry	Strategic Human Resource Management- Riding the power and shaping the HR mission	ISBN: 978-81-925376-8-9	2013
9.	Human resource and skill development in the Indian tourism	Strategic Human Resource	ISBN: 978-81-	2013

	industry	Management- Riding the power and shaping the HR mission	925376-8-9	
10.	Web based tourism marketing; A study on the perceptions of tourism service providers in Kerala	Tourism Business : Emerging Trends and Evolving Practices	ISBN: 978-93- 5097-372-1	
11.	Rural Tourism and Biodiversity: A win-win relationship	Kurukshetra,	ISSN – 0021- 5660	Vol.63, No.08, June,2015
12.	ERP System Effectiveness on Performance Reporting System – A model	Management Researcher	ISSN: 2230- 8431	Vol. XXII, No.2, October – December, 2015
13.	Rural employment generation through tourism development	Kurukshetra	ISSN – 0021- 5660	October,2014
14.	Advertising media selection in the Tourism industry	Commerce Spectrum	ISSN: 2321- 371X	June,2014, Vol.2, No.1
15.	Fighting “Classroom Hunger”- Achievements of “Mid-Day Meal Scheme	Yojana (web exclusive)	ISSN- 0971- 8400	September,2013
16.	Economic contributions of International Tourism to developing countries	Management Researcher	ISSN: 2230- 8431	Vol.XIX,No.3, Jan-Mar, 2013
17.	A study on the promotion of ecopreneurship schemes in the tourism sector of Kerala	Emerging Trends in Entrepreneurship	ISBN: 978-93- 80837-51-2	2013
18.	Dream Season: The Monsoon Magic of Kerala	Yojana (English)	ISSN- 0971- 8400	July,2012 Vol.56
19.	Price, Discounting and Differentials in Tourism Industry; A Study on Kerala Tourism	Indian Journal of Finance	ISSN 0973-8711	June,2012, Vol,6, No.6
20.	Farm based rural tourism in Kerala	Kurukshetra	ISSN – 0021- 5660	May,2012, No.7, Vol.60
21.	Green Marketing for sustainable development: Benefits and Challenges	Yojana (Malayalam)	ISSN-0971- 8397	Feb., 2012, No.7, Vol.40
22.	Strategic Pricing for Tourism Products: Challenges and Techniques	Management Researcher	ISSN: 2230- 8431	Jan-March, 2012, Vol. XVIII, No.3
23.	Green Marketing of Tourism Products in Kerala: A case study on Thenmala Ecotourism	Ethics in Business and Corporate Governance	ISBN: 978-81- 7446-944-1	2011
24.	A critical analysis of the SWOT of the SHG women members in Thrissur District of Kerala	Embodiment of Empowerment – Self Help Group	ISBN 978-81- 8209-277-8	2011

25.	Product development methods: A study on tourism industry in Kerala	Tourism Entrepreneurship	ISBN 978-81-7446-945-8	2011
26.	A study on tourism marketing in kerala	KEGEES Journal of Social Science	ISSN 0975-3621	2011, Vol.3, No.2
27.	Role of micro finance in rural welfare	Yojana (Malayalam)	ISSN-0971-8397	2010, Vol.39, No.5
28.	Pricing methods of tourism products: A study on tourism industry in Kerala	Marketing Management Practices for Organisational Sustainability	ISBN 978-81-90967-17-4	2010
29.	E- Marketing of Tourism Products; the cost effective alternative	Tourism : Impact of Globalisation	ISBN : 8172734565	2008
30.	E- Marketing of Tourism Products	SAJOSPS- South Asian Journal of Socio-Political Studies	ISSN 0972-4613	2007, Vol.8, No.1
31.	Tourism Marketing in India under the GATS regime	Indian Commerce Bulletin	ISSN- 0972-6187	2007, Vol. X, XI, No.2 & No.1

14.3. Publication – Study Materials			
#	Title of the materials	Name of publisher/Agency	Date/Year
	Business Management	Daffodils Publications, Kollam, Kerala.	1998

14.4.	Details of papers published in peer reviewed journals:				
	Paper Title	Journal Details (Year, Volume, Page Nos.)	Citation index	Impact factor	h index

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15. **Details of Awards/Recognitions if any:**

Year	Awards/recognition
2012-14	Post-Doctoral Research Award 2010-12 , University Grants Commission, New Delhi

16. **Details of FIP if any:**

Year	Details of FIP

17. **Details of major/minor projects if any:**

Year	Project Title	Amount sanctioned
2012-14 (<i>Post-Doctoral Research Award</i>)	<i>The economics of biodiversity conservation: A study on the impacts of tourism sector in Kerala</i>	Rs.12,96,756/ -

18. **Details of training programmes attended- Orientation, Refresher and other short term:**

Year	Training programme attended	Period	Agency
2008	Special Summer School (equivalent to orientation programme)	from 23.07. 2008 to 12.08. 2008.	UGC Academic Staff College, University of Kerala, Thiruvananthapuram

19. **Details of PhDs produced, if any:**

Year	Title of PhD thesis	Name of Student

	2016	ERP system and Accounting Information – A case study of Indian Cement Industry. (Thesis submitted)	Mr. DavoodYousofvand (Iranian)
	2016	A study on Management Accounting Practices in Textile Industry of Kerala. (Thesis submitted)	Ms. Maryam KaramiPoshgalani (Iranian)

20. **Research collaborations, if any:**

	Period	Details of collaboration	Collaborating agency

21. **Extension activities, if any:**

	Period	Details of activity

22. **Details of memberships in various bodies like Board of Studies/AcademicCouncil/Senate/Syndicate/Editorial Boards etc.**

	Period	Membership details
	2010-2013	Member, Board of Studies (Eco tourism), University of Calicut

23. **Details of positions held outside the college:**

	Year	Position held
	2013-16	Member, Editorial Board, “Sangasabdam”, monthly published by Association of Kerala Government College Teachers

24. **Details of service as examiners in various examinations:**

	Year	Name of exam	Details

25. **Any other:**

	Year	