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Profile

1. Name : Purushothaman VM
2. Date of birth : 07/11/1970
3. Designation : Assistant Professor

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8. **Academic Profile** :

Qualification	Institution studied	Year	% of marks	Class	Rank if any
B.Com	Devamatha College, Kuravilangadu, Kottayam	1991	50	II nd	
M.Com	Devamatha College, Kuravilangadu, Kottayam	1993	53	II nd	
MBA	Rajagiri College of Social Sciences, Kalamassery, Kochi	1999	60	I st	
PhD	Title of the PhD Thesis:				

9. **Entry into Service**

9.1. Date of entry into Government Service :11/06/2008

9.2. Date of entry into Collegiate Education Service :06/01/2011

9.3. Date of entry into Govt. Collegiate Education Service :06/01/2011

10. Service Details:				
	Institution	Designation	From	To
1	Govt.Vocational Higher Secondary school for boys, Peruva	Vocational Teacher in Marketing&Salesmanship	11/06/2008	5/01/2011
2	Govt.College, Attingal, Thiruvananthapuram	Assistant Professor	06/01/2011	07/11/2014
3	Govt.Arts College, Thiruvananthapuram	Assistant Professor	07/11/2014	Till Date

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11. Area of Research Retail Marketing

12. Date of joining in this institution : 06/01/2012

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

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.	Institute of Management in Kerala, Thiruvananthapuram	Retail Marketing	FDI in Single Brand Retailing & Compulsory Outsourcing	25/02/2012
2.	University Institute of Technology, Thiruvananthapuram	Marketing Management	Issues in Brand Management	05/10/2007

3	University of Kerala	Business Management	The Role of Entrpreneurs in Indian Retail Trade	19/10/2011-25/10/2011
4.	Govt. Arts College, Thiruvananthapuram	Marketing	A study of E-Purchase Habit among Rural Consumers	15/03/2012-16/03/2012
5.	Govt.College, Nedumangadu,Thiruvananthapuram	Marketing	Gender and Ethics in Corporate Advertising	16/2/2012-17/2/2012
6.	Govt.College, Attingal, Thiruvananthapuram	Retail Marketing	Core encounting factors of E-retailing	08/03/2012-09/03/2012
7.	Kerala Academi of Social Sciences, Thiruvananthapuram	Finance	A Study On Financial Inclusion in Kerala	21/12/2012-22/12/2012
8.	Kerala Academi of Social Sciences, Thiruvananthapuram	Marketing	A study on Consumer Perception about Organised Retailing in Kerala	24/08/2013
9.	MSN Institute of Management ant Technology, Kollam	Marketing	Ethical Issues of Corporate Retailing in India	30/04/2013
10.	BJM Govt. College, Chavara, Kollam	Retailing	A study on Consumer Satisfaction about Organised Retailing in Kerala	22/11/2013
11.	Institute of Management in Kerala	Retailing	Impact of Organised Retailing on Unorganised Retailers in Kerala	29/11/2014

13.4. Participation in Seminar/Workshop as Participant			
#	Venue & Organised by	Title/Area	Year & Duration
1.	School of Management and Business Studies, Mahatma Gandhi, University,Kottayam	India Ink, Taking India to the World	18-03-2006-19-03-2006
2.	Institute of Management in Kerala,Thiruvananthapuram	Faculty Development Programme on Management Games	20-09-2007
3.	University of Kerala, Thiruvananthapuram	Excellence in HR	18-08-2007
4.	Govt. College, Attingal , Thiruvananthapuram	Responsible Tourism	28-11-2013-29-11-2013
5.	Govt.College, Attingal	Impact of Convergence with IFRS: An Indian Experience	29-01-2015-30-01-2015
6.	Anti Narcotic Council of India	Drug Abuse and Illicit Trafficking	26-06-2013
7.	Govt. College Attingal	Women Right and State Development	17-01-2014
8.	Govt. College, Attingal	Methodology of Research in Social Science	26-02-2016-27-02-2016

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
1.	Rural E-Commerce in India: Emerging Trends and Challenges	Department of Commerce, Govt. Arts College, Thiruvananthapuram	978-93-5104-594-6	2013

14.2. Publication – Articles				
#	Title of the paper	Name of Journal/Book	ISSN/ISSBN No.	Date/Year
1.	A study on financial inclusion in Kerala	Review of Social Sciences	0974-9004	2012
2.	Environmentalism in Retailing	Management Researcher	2230-8431	2013
3.	A study on E-Commerce habit among rural consumers in Kerala	Management Researcher	2230-8431	2014
4.	A study on Customer Perception about Organised Retailing in Kerala	Review of Social Sciences	0974-9004	2014

14.3. Publication – Study Materials			
#	Title of the materials	Name of publisher/Agency	Date/Year

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

15. Details of Awards/Recognitions if any:

	Year	Awards/recognition

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

	Year	Details of FIP

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

	Year	Project Title	Amount sanctioned

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

	Year	Training programme attended	Period	Agency
1	2012	UGC Sponsord Orientation (I T Oriented	31/10 /2012- 27/11 /2012	Academic Staff College, Kariavattom
2	2014	UGC Sponsered Refresher course	06/20 14- 25/06 2014	

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

	Year	Title of PhD thesis	Name of Student

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/Academic Council/Senate/Syndicate/Editorial Boards etc.**

	Period	Membership details

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

	Year	Position held

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

	Year	Name of exam	Details
1	2012	Kerala PSC	Examiner for valuation of answerscrits
2	2015	Kerala PSC	Expert
3	2016	Kerala PSC	Expert
4	2016	Kerala PSC	Exper

25. **Any other:**

	Year	