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# RAJAGIRI BUSINESS SCHOOL

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Mandatory Disclosure

2026



## 1. Institutional Details

Sl. No.	Particulars	Details
1	Name of the Institution	Rajagiri Business School
2	Address for Communication	<p>Rajagiri Valley (PO) Kakkanad, Kochi, Ernakulam, Kerala – 682 039 ☎ +91484 2660601</p> <p>🌐 <a href="http://www.rajagiribusinessschool.edu.in/">www.rajagiribusinessschool.edu.in/</a></p> <p>✉ <a href="mailto:director.rbs@rajagiri.edu">director.rbs@rajagiri.edu</a></p>
3	Type of the Institution	Private Standalone Business School
4	Name of the Affiliating Body	All India Council for Technical Education
5	Deficiency in Physical and Digital Infrastructure	Nil Deficiency

## 2. Name and Address of the Society and Its Members

Sl. No.	Particulars	Details	
1	Name of the Society	Rajagiri College of Social Sciences Society	
2	Registration Details	ER 359/82	
3	Board of Management	Fr Benny Nalkara CMI	Manager
		Fr Mathew Koikara CMI	Member
		Fr Shinto Joseph CMI	Member
		Fr Ajeesh Puthussery CMI	Member
		Fr Poulose Kidangen CMI	Member
		Fr Mejo Gracevilla CMI	Member

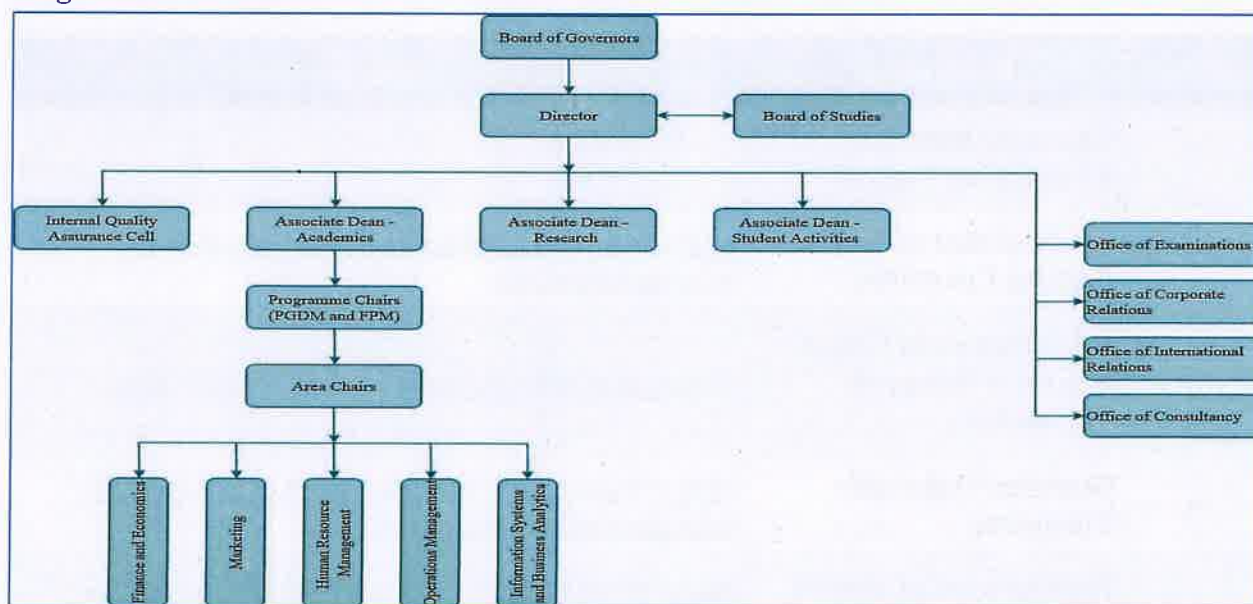


### 3. Name and Address of the Director

Sl. No.	Particulars	Details
1	Name of the Director	Prof. Kishore Gopalakrishna Pillai
2	Address	<p>Rajagiri Valley (PO) Kakkanad, Kochi, Ernakulam, Kerala – 682 039</p> <p>☎ +91484 2660602</p> <p>🌐 <a href="https://www.rajagiribusinessschool.edu.in/faculty-details/kishore-gopalakrishna-pillai">https://www.rajagiribusinessschool.edu.in/faculty-details/kishore-gopalakrishna-pillai</a></p> <p>✉ <a href="mailto:director.rbs@rajagiri.edu">director.rbs@rajagiri.edu</a></p>
3	Highest Qualification	PhD
4	Curriculum Vitae	Annexure I

### 4. Governance

#### Organisational Chart



Sl. No.	Particulars	Details
1	Grievance Redressal Mechanisms Available	1. Online 2. Offline
2	Establishment of Anti Ragging Committee	<a href="https://www.rajagiribusinessschool.edu.in/anti-ragging-committee">https://www.rajagiribusinessschool.edu.in/anti-ragging-committee</a>
3	Establishment of Online Grievance Redressal Mechanisms	<a href="https://rajagiribusinessschool.edugrievance.com/">https://rajagiribusinessschool.edugrievance.com/</a>
4	Grievance Redressal Committee	<a href="https://www.rajagiribusinessschool.edu.in/students-grievance-redressal-committee">https://www.rajagiribusinessschool.edu.in/students-grievance-redressal-committee</a>
5	Establishment of Internal Committee	<a href="https://www.rajagiribusinessschool.edu.in/internal-committee">https://www.rajagiribusinessschool.edu.in/internal-committee</a>
6	Establishment of Committee for SC/ST	<a href="https://www.rajagiribusinessschool.edu.in/sc-st-committee">https://www.rajagiribusinessschool.edu.in/sc-st-committee</a>
7	Internal Quality Assurance Cell	
8	Equal Opportunity Facilities Cell	

## 5. Committees

Sl. No.	Particulars	Details
1	Grievance Redressal Mechanisms Available	1. Online 2. Offline
2	Establishment of Anti Ragging Committee	<a href="https://www.rajagiribusinessschool.edu.in/anti-ragging-committee">https://www.rajagiribusinessschool.edu.in/anti-ragging-committee</a>
3	Establishment of Online Grievance Redressal Mechanisms	<a href="https://rajagiribusinessschool.edugrievance.com/">https://rajagiribusinessschool.edugrievance.com/</a>
4	Grievance Redressal Committee	<a href="https://www.rajagiribusinessschool.edu.in/students-grievance-redressal-committee">https://www.rajagiribusinessschool.edu.in/students-grievance-redressal-committee</a>
5	Establishment of Internal Committee	<a href="https://www.rajagiribusinessschool.edu.in/internal-committee">https://www.rajagiribusinessschool.edu.in/internal-committee</a>





Sl. No.	Particulars	Details
6	Establishment of Committee for SC/ST	<a href="https://www.rajagiribusinessschool.edu.in/sc-st-committee">https://www.rajagiribusinessschool.edu.in/sc-st-committee</a>
7	Internal Quality Assurance Cell	<a href="https://www.rajagiribusinessschool.edu.in/igac">https://www.rajagiribusinessschool.edu.in/igac</a>
8	Equal Opportunity Cell	<a href="https://www.rajagiribusinessschool.edu.in/eoc">https://www.rajagiribusinessschool.edu.in/eoc</a>

## 6. Programmes

Sl. No.	Particulars	Details	
1	Name of the Programmes Approved by AICTE	1. Post Graduate Diploma in Management (PGDM) 2. Fellow Programme in Management (FPM)	
2	Name of Programmes Accredited by NBA	PGDM (awaiting PRT visit)	
3	Total No. of Credits	115	
Programme Details		PGDM	FPM
4	No. of Seats	240	20
5	Duration (years)	2	5
6	Cut-off Marks for Admission	Based on a combination of marks in 10 <sup>th</sup> , 12 <sup>th</sup> , UG, and the entrance exam	Based on a combination of marks in 10 <sup>th</sup> , 12 <sup>th</sup> , UG, and the entrance exam
7	Fee	As per Justice Sri Krishna Committee Report	
Collaboration and Twinning Details			
8	Names of Foreign Universities	1. WFI Ingolstadt School of Management, Catholic University of Eichstätt Ingolstadt, Germany 2. Virginia Commonwealth University, USA	



Sl. No.	Particulars	Details	
		WFI	VCU
9	Address	Katholische Universität Eichstätt-Ingolstadt Postoffice: Hofgarten 1, 85072 Eichstätt <a href="https://www.ku.de/en/">https://www.ku.de/en/</a>	Virginia Commonwealth University Richmond, VA 23284 (804) 828-0100 <a href="https://www.vcu.edu/">https://www.vcu.edu/</a>
10	Nature of Collaborations	Dual	Twinning
11	Programme Focus	Management	Management
12	Number of Seats	60	
13	Admission Procedure	Same as for the PGDM admission	
14	AICTE Approved C&T	Yes	

## 7. Faculty

Sl. No.	Particulars	Details
1	Area-wise List of Faculty Members	Annexure II
2	Permanent Faculty	42
3	Adjunct Faculty	1
4	Permanent Faculty:Student Ratio	12:1



## 8. Profile of the Director

Sl. No.	Particulars	Details	
1	Name	Prof. Kishore Gopalakrishna Pillai	
2	Date of Birth	25/05/1971	
3	Education Qualifications	B.Tech, MBA, PhD	
4	Work Experience	Industry: 2	Academics: 23
5	Area of Specialisation	Marketing	
6	Courses Taught	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Innovation</li> <li>• Retailing</li> <li>• Pricing</li> <li>• B2B Relationships</li> <li>• AI and Marketing</li> <li>• Advanced Research Methodology</li> </ul>	
7	Research Guidance	6	
8	No. of Papers Published	National Journals: 16	International Journals: 20

## 9. Fee

Sl. No.	Particulars	Details
1	No. of Fee Waivers Granted	Not applied for TFW
2	No. of Scholarships Offered by the Institution	15

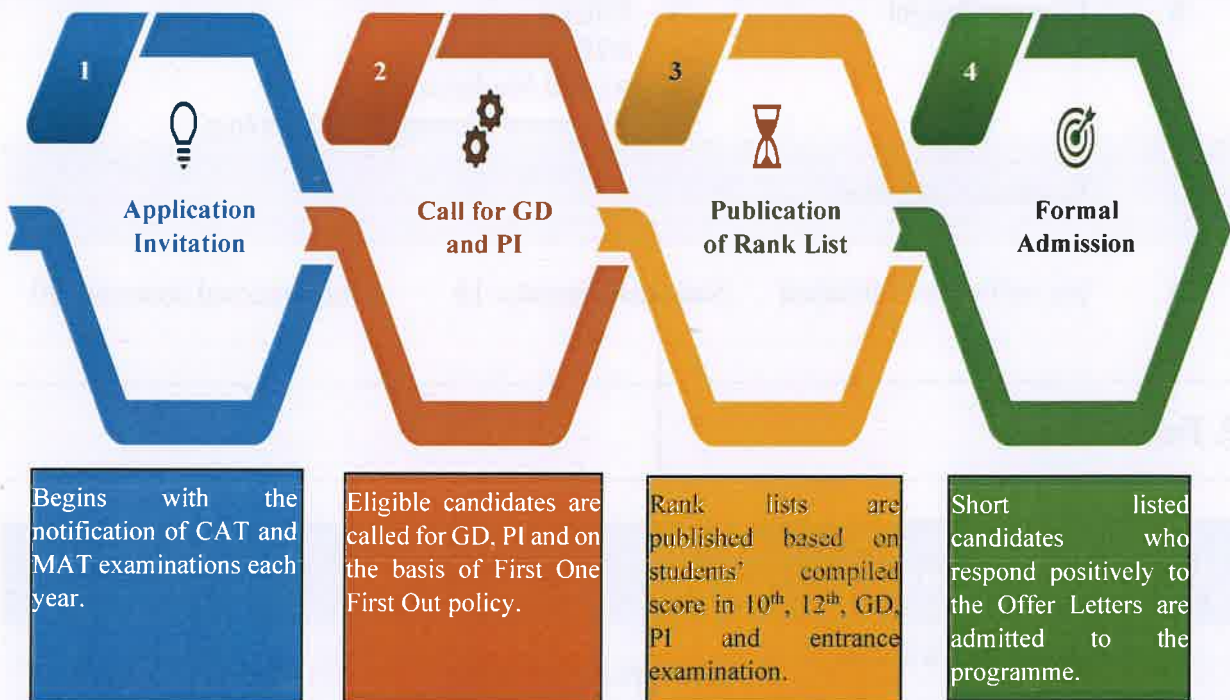


## 10. Admission

Sl. No.	Parameters	PGDM			FPM		
		2023-24	2024-25	2025-26	2023-24	2024-25	2025-26
1	No. of Seats Sanctioned	240	240 <sup>1</sup>	240 <sup>2</sup>	20	20	20
2	No. of Applications Received	1,266	1,555	1,202	19	28	41
3	No. of Students Admitted	252	257	252	3	5	2

## 11. Admission Procedure

### Admission Process



<sup>1</sup>Excluding an additional batch of C&T.

<sup>2</sup>Excluding an additional batch of C&T.





Sl. No.	Parameters	PGDM		FPM	
1	Admission Tests Followed and Cut-off Score	CAT	50 percentile	CGPA in PG	Min. 60%
		CMAT	30 percentile		
		MAT	500		
		KMAT	108	RRAT	Min. 50%
		XAT	15		
		GMAT	500		
2	Last Date of Submission of Application	06/12/2025		14/10/2025	
3	Dates for Group Discission and Personal Interview	22/01/2025 to 12/06/2025		6 <sup>th</sup> and 7 <sup>th</sup> November, 2025	
4	Date of Announcing Final Results	17/06/2025		19/11/2025	
5	Commencement of New Batch	01/07/2025		19/12/2025	

## 12. Placement Statistics

Sl. No.	Parameter	2022-23	2023-24	2024-25
1	No. of Students Graduated	150	215	232
2	No. of Students Placed	130	204	201



### 13. Infrastructure Details

Sl. No.	Parameters	Details
1	No. of Classrooms	10
2	No. of Computer Centres with the No. of Systems	2 & 130
3	Barrier-free Environment	Available
4	Hostel Facilities	Yes. Separate for girls and boys

  
Prof. Kishore Gopalakrishna Pillai  
Director



## Annexure I – CV of the Director

### **Kishore G. Pillai PhD**

Designation : Professor, Director & Dean, RBS

Qualification : PhD

Email-ID : [kishore@rajagiri.edu](mailto:kishore@rajagiri.edu)

Professor Kishore holds a Ph. D. from Florida State University and an MBA from IIM Calcutta. Previously, he held academic positions in several leading British universities, including full professorial appointments at the Bradford University School of Management and the Norwich Business School, University of East Anglia. He has also served as the Dean of the ASB. His research focus is on consumer knowledge, social networks and retailing. His papers have been published in leading journals such as the Journal of Retailing, Research Policy, International Journal of Research in Marketing, Journal of Product Innovation Management, British Journal of Management, Thinking and Reasoning, Journal of Business Research, etc. He is on the editorial boards of Journal of Business Research & Industrial Marketing Management. His research has attracted funding from the British Academy. He has edited special issues of journals, chaired several conference tracks and given keynote/plenary speeches at international conferences. Prior to his academic career, Kishore served in the industry and has been a senior project manager with TNS India and the Market Analyst at Arvind Brands Limited. In 2008, Professor Kishore was awarded the Brand Leadership Award at the Asia Brand Congress 2008, in recognition of contributions to the marketing profession. In 2019, Professor Kishore was awarded the Amity Global Academic Excellence Award, in recognition of contributions to academia.

Professor Kishore currently serves as a member of the ETS Business School Advisory Council (India), an Advisory Board Member of the Africa-Asia Centre for Sustainability, University of Aberdeen, UK and as an assessor of the Australian Research Council.

### **Education**

Ph.D. in Marketing, Florida State University, August 2005

M.B.A., Indian Institute of Management, Calcutta, 1994.

B.A. (Economics), University of Kerala, 1992.

### **Academic Experience**

Research Professor, ASB Kochi, June 2022-June 2022.

Dean, Amrita School of Business Coimbatore and Bengaluru, Amrita Vishwa Vidyapeetham, Coimbatore, September 2021-May 2022.

Associate Dean and Professor of Marketing, Amrita School of Business, Amrita Vishwa Vidyapeetham, Coimbatore, Sep 2019 to August 2021.



Professor of Retail and Marketing, Norwich Business School, University of East Anglia, August 2016 – July 2019.

Professor of Marketing, Bradford University School of Management, May 2014 – July 2016

Reader in Marketing, Aston Business School, September 2011-April 2014

Senior Lecturer in Marketing, Leeds University Business School, 2009-2011

Lecturer in Marketing, Leeds University Business School, 2005-2009

### **Managerial Experience**

Six years in the industry, mainly in market research. Positions held include Research Executive and Senior Research Executive in Indian Market Research Bureau, Project Manager and Senior Project Manager in MBL Research and Consulting Group (currently TNS India), and Market Analyst in Arvind Brands Limited (at the rank of National Manager).

### **Journal Articles**

- Silvio Cardinali, & Pillai, K. G. (2024). Buying centers and emerging developments: the SME perspective, *Journal of Business & Industrial Marketing*, January, 2024 (ABDC A).
- Smitha R Nair, Nadia Zahoor, Zaheer Khan and Kishore Gopalakrishna Pillai, "Driving Social Innovation in Bottom-of-the-Pyramid Markets through International Social Alliances: The Role of Legitimacy," in the *Journal of Management International Review*, 0938-8249 (ABDC A).
- Bozkurt, S., Welch, E., Gligor, D., Gligor, N., Garg, V., & Pillai, K. G. (2023). Unpacking the experience of individuals engaging in incentivized false (and genuine) positive reviews: The impact on brand satisfaction. *Journal of Business Research*, 165, 114077.
- Pillai, K. G., Sharma, P., Cornelissen, J., Zhang, Y., & Nair, S. R. (2023). Theorising the dark side of interorganizational relationships: an extension. *Journal of Business & Industrial Marketing*.
- Hadjichristidis, C., Geipel, J., & Gopalakrishna Pillai, K. (2021). Diversity effects in subjective probability judgment. *Thinking & Reasoning*, 1-30.
- Gligor, D. M., Pillai, K. G., & Golgeci, I. (2021). Theorizing the dark side of business-to-business relationships in the era of AI, big data, and blockchain. *Journal of Business Research*, 133, 79-88. ABS 3
- Pillai, K. G., & Nair, S. R. (2021). The effect of social comparison orientation on luxury purchase intentions. *Journal of Business Research*, 134, 89-100. ABS 3
- Nair, S. R., Pillai, K. G., & Demirbag, M. (2020). Reaping benefits from knowledge transfer—the role of confidence in knowledge. *Journal of Knowledge Management*, Vol. 25 No. 5, pp. 1059-1080.
- Ovuakporie, O. D., Pillai, K. G., Wang, C., & Wei, Y. (2021). Differential moderating effects of strategic and operational reconfiguration on the relationship between open innovation practices and innovation performance. *Research Policy*, 50(1), 104146. ABS 4\*





- Pillai, Kishore Gopalakrishna and Charles Hofacker (2020). Comparing the measures of consumer knowledge calibration. *European Journal of Marketing*, Vol. 54 No. 5, pp. 979-998. ABS 3
- Hofacker, Charles, Ismail Golgeci, Kishore Gopalakrishna Pillai, and David Gligor (2020). Digital Marketing and Business-to-Business Relationships: A Close Look at the Interface and a Roadmap for the Future. *European Journal of Marketing* Vol. 54 No. 6, pp. 1161-1179. ABS 3
- Golossenko, Artyom, Kishore Gopalakrishna Pillai and Lukman Aroean (2020). Seeing Brands as Humans: Development and Validation of Brand Anthropomorphism Scale. *International Journal of Research in Marketing*, 37(4), 737-755. ABS 4
- Pillai, K. G., Liang, Y. S., Thwaites, D., Sharma, P., & Goldsmith, R. (2019). Regulatory focus, nutrition involvement, and nutrition knowledge. *Appetite*, 137, 267-273.
- Pillai, K. G., Leonidou, C., & Bian, X. (2018). Let's Be Friends: National Homophily in Multicultural Newcomer Student Networks. *Social Networking*, 8(01), 16-38.
- Nair, S.R., M. Demirbag, K. Mellahi, and K. Gopalakrishna Pillai (2017) Do parent units benefit from reverse knowledge transfer? *British Journal of Management*, 29 (3), 428-444. ABS 4
- Sharma, Piyush, Nebojsa S. Dacic, and Kishore Gopalakrishna Pillai (2016), "Product innovation as a mediator in the impact of R&D expenditure and brand equity on marketing performance," *Journal of Business Research*, 69 (12), 5662-5669. ABS 3
- Pillai, K. G., G. P. Hodgkinson, G. Kalyanaram and S. R. Nair (2016), "The negative effects of social capital in organisations: a review and extension", *International Journal of Management Reviews*, 19 (1), 97-124. ABS 3
- Pillai, Kishore Gopalakrishna, Michael Brusco, Ronald Goldsmith, and Charles Hofacker (2015), "Consumer Knowledge Discrimination", *European Journal of Marketing*, 49 (1/2), 82-100. ABS 3
- Evanschitzky, H., Iyer, G. R., Pillai, K. G., Kenning, P. and Schütte, R. (2015), Consumer Trial, Continuous Use, and Economic Benefits of a Retail Service Innovation: The Case of the Personal Shopping Assistant. *Journal of Product Innovation Management*, 32: 459–475. doi: 10.1111/jpim. ABS 4
- Pillai, Kishore Gopalakrishna (2014), "Range of Confidence Scale and Consumer Knowledge Calibration," *Psychological Reports*, 109, 1, 127-136.
- Meng-Lewis, Yue, Des Thwaites and Kishore Gopalakrishna Pillai (2014), "Effectiveness of Olympic Sponsorship by Foreign and Domestic Companies" *International Journal of Sports Marketing & Sponsorship*, 15, 2, 107-123.
- Meng-Lewis, Yue, Des Thwaites, and Kishore Gopalakrishna Pillai (2013), "Consumers' Responses to Sponsorship by Foreign Companies", *European Journal of Marketing*, 47, 11/12, 1910-1930. ABS 3
- Pillai, Kishore Gopalakrishna and V. Kumar (2012), "The Differential Effects of Value Consciousness and Coupon Proneness on Consumers' Persuasion Knowledge of Pricing Tactics," *Journal of Retailing*, 88, 1, 20-33. ABS 4
- Pillai, Kishore Gopalakrishna, Constantine Katsikeas, and Caterina Presi (2012), "Print Advertising: Typesize Effects", *Journal of Business Research*, 65, 6, 865-868. ABS 3



- Pillai, Kishore Gopalakrishna, Ronald Goldsmith and Michael Giebelhausen (2011), "Negative Moderating Effect of General Self Efficacy on the Relationship between Need for Cognition and Cognitive Effort," *Psychological Reports*, 109, 1, 127-136.
- Pillai, Kishore Gopalakrishna and Soonhong Min (2010), "A Firm's Capability to Calibrate Supply Chain Knowledge". *Industrial Marketing Management*, 39, 8, 1365-1375. ABS 3
- Pillai, Kishore Gopalakrishna (2010), "Managers Perceptual Errors Revisited: The Role of Knowledge Calibration", *British Journal of Management*, 21, 2, 299-312. ABS 4
- Pillai, Kishore Gopalakrishna and Ronald Goldsmith (2008), "How Brand Attribute Typicality and Consumer Commitment Moderate the Influence of Comparative Advertising", *Journal of Business Research*, 61, 9, 933-941. ABS 3
- Pillai, Kishore Gopalakrishna and Charles Hofacker (2007), "Calibration of Consumer Knowledge of the Web", *International Journal of Research in Marketing*, 24, 254-267. ABS 4
- Pillai, Kishore Gopalakrishna and Ronald Goldsmith (2006), "Calibrating Managerial Knowledge of Customer Feedback Measures: A Conceptual Model", *Marketing Theory*, 6, 2, 223-243. ABS 3
- Pillai, Kishore Gopalakrishna (2006), "Networks and Competitive Advantage: A Synthesis and Extension", *Journal of Strategic Marketing*, 14, 2, 129-145.
- Giunipero, Larry, Kishore Gopalakrishna Pillai, Stephen Chapman, and Ronald Clarke (2005), "A Longitudinal Examination of JIT Purchasing Practices", *International Journal of Logistics Management*, 16, 1, 51-70.
- Pillai, Kishore Gopalakrishna and Arun Sharma (2003), "Mature Relationships: Why Does Relational Orientation Turn into Transactional Orientation?" *Industrial Marketing Management*, 32, 8, 643-651. ABS 3
- Sharma, Arun and Kishore Gopalakrishna Pillai (2003), "The Impact of Transactional and Relational Strategies in Business Markets: An Agenda for Inquiry", *Industrial Marketing Management*, 32, 8, 623-626. ABS 3
- Pillai, Kishore Gopalakrishna and Arun Sharma (2003), "The Survival of Internet Based B2B Exchanges: The Critical Role of Relationships", *Journal of Relationship Marketing*, 2, 3/4, 53-67.

### Book Chapters and Reports

- Nair, S. R., Budhwar, P. and Pillai, K. G. (2016), "Organisational Innovation in Indian Firms – Catalysts & Dampeners". Book Chapter in *Human Resource Management, Innovation and Performance: Looking across Levels*. Edited by Shipton, H., Budhwar, P., Sparrow, P and Bimrose, J. Palgrave Publishers Ltd.
- Goldsmith, Ronald E. and Kishore Gopalakrishna Pillai (2009), "Knowledge Calibration", in *Encyclopaedia of Knowledge Management*, Idea Group Inc.
- Goldsmith, Ronald E. and Kishore Gopalakrishna Pillai (2006), "Knowledge Calibration", in *Encyclopaedia of Knowledge Management*, Idea Group Inc, 311-316.
- Donovan, J.A, E.K. Pellegrini, K.G. Pillai, J. Rossomme, and C.S. Schriesheim (2004), *Methods in Leadership in The Nature of Leadership*, Ed. J. Antonakis, A. Cianciolo, and R. Sternberg. Thousand Oaks, CA:Sage.



- Pillai, Kishore Gopalakrishna and Arun Sharma (2003), "The Survival of Internet Based B2B Exchanges: The Critical Role of Relationships," In Customer Relationship Management in Electronic Markets, David Bejou and Gopalakrishnan R. Iyer (Eds.). Haworth Press.
- Pillai, Kishore Gopalakrishna, Melanie Provost and Pan Yue (2001), "Marketing to and Serving Customers Through the Internet" Conference Summary, George Zinkhan (editor), MSI Report No.01.12

### **Conferences Organised**

- Co-chair of Entrepreneurship and Small Business Track, World Marketing Congress 2009, Oslo.
- Co-chair of International Marketing Track, annual conference of the Academy of Marketing Science 2016, Orlando, FL.
- Co-chair of the Relationship Marketing Track, annual conference of the Academy of Marketing Science 2018, New Orleans.
- Co-chair of Retailing Track, World Marketing Congress 2019, Edinburgh.
- Co-chair of Retailing Track, World Marketing Congress 2020, Brisbane.

### **Awards and Achievements**

- AIM Scholar – 2006-2008
- College of Business graduate fellowship, Florida State University 2000-2001, 2003-2005.
- Nominated for university fellowship, FSU, 2001-2002, 2003-2004, 2004-2005.
- National Talent Search Scholarship, Government of India, 1986-1994 (< .2% acceptance)
- Upper secondary scholarship, Government of Kerala, India, 1983-1986.

### **Presentation in Conference Panels**

- Issues in pricing research (along with Russ Winer NYU, Gurumurthy Kalyanaram, TISS & IUJ, and Heiner Evanschitzky, Aston Business School. Presented at the World Marketing Congress, Bari, Italy, July 2015

### **Research Funding awarded**

- Discretionary funding from Coventry University 2017- £ 6300 -Managerial thinking styles and firm performance (PI)
- British Academy small grant- -Innovation in IT firms: (Principal investigator) 2015 - £9967
- KEEN Project –Replacement Services (Principal investigator) 2012 - £62134 (The project did not start due to company issues; funding lapsed)
- ABS visiting scholar grant (competitive) - £ 600
- LUBS seedcorn research grant 2008 (competitive) - £ 1700





- LUBS seedcorn research grant 2006 (competitive) - £ 1000

### **External Examining**

- External examiner for Masters Programme in Marketing, Warwick Business School, November 2012- October 2016
- External examiner for Masters Programme in Marketing, Brunel Business School, September 2014 – December 2018

### **Editing of special issues**

- Coeditor of a special issue of Industrial Marketing Management (2003) on Transactions versus Relationships.
- Coeditor of a special issue of Psychology and Marketing on Consumer Knowledge in a Knowledge Based World, 2014 (Issue cancelled; accepted papers published in general issues).
- Coeditor of a special issue of European Journal of Marketing (2019) on Digital Marketing and B2B Relationships.

### **Editorial Board**

- Editorial board member – Industrial Marketing Management (2008 onwards)
- Editorial board member – Journal of Business Research (2011 onwards)
- Editorial board member - Journal of Consumer Marketing (2015 onwards)

### **Academic Honors**

- University Second Rank, BA, 1992 (out of over 3000)

### **Invited Talks**

- Consumers' Confidence in their Knowledge: Implications for Brand Management. Invited talk delivered at the 17th Asia Brand Congress, Mumbai, Sep 25-26, 2008.
- Invited talk at the Sheffield University Management School delivered on Oct 10, 2012
- Invited talk at DCSMAT, a leading business school in Kerala, India, Jan 2013
- Plenary speaker at the International Conference on Technology Management organized by NMIMS University Mumbai, January 2013.
- Invited Keynote Speaker, Annual PhD conference, Hull University Business School, December 2013.
- Invited talk at Glasgow Caledonian University, London, October 2014
- Invited talk at TIM, a leading business school in Kerala, India, December 2014
- Invited talk at Henley Business School, April 2015
- Plenary speaker at the 10th International conference, IFIM business school, Bangalore, India, February 2016





- Plenary speaker at the Global Marketing Conference (April 2016), Academy of Marketing, UK.
- Invited talk at Durham University Business School, June 2016
- Invited talk at the Coventry University business School, May 2017.
- Keynote speech at CIBOC, a two-day international conference organised by BSSS, Bhopal, India, February 2018.
- Invited talk at the Kent business School, University of Kent, February 2018.
- Invited talk at the workshop on 'food and consumers' at the University of Kent, April 2018.
- Plenary speaker (Skype) at the 18th International Business Congress held at the Osmaniye Korkut Ata University (OKU), Osmaniye, Turkey, May 2019.
- Invites talk on Sustainability Marketing at the Sustainability & Beyond Colloquium series hosted by Amrita Vishwa Vidyapeetham's UNESCO Chair on Experiential Learning for Sustainable Innovation and Development and Amrita School for Sustainable Development, November 2021.
- Invited talk on AI in Marketing and Management at a webinar by Asianet (live in Facebook), February 2022 (Over 100000 views in Facebook).



Annexure II – List of Faculty Members

Sl. No.	Name	Designation	Qualification	DOJ
1	Dr. Abraham Babu	Associate Professor	PhD, M.Phil (Economics), MS, BA, FDP (IIM-A)	2-Aug-10
2	CA Abraham Joseph	Assistant Professor	FCA, CA, Exe PGDM, B.Com, Dip.IFR, Diploma in Computer Science	15-Apr-13
3	Dr. Ancy Sara Philip	Assistant Professor	PhD (Economics), MPhil , MA, BA	1-Feb-23
4	Dr. Angela Susan Mathew	Associate Professor	Ph.D (Systems),MBA, B.Tech, UGC NET	4-May-20
5	Dr. Anil Kumar T V	Assistant Professor	PhD, MBA, BSc, Post Doctoral Fellow	1-Jul-25
6	Dr. Ann Mary Jose	Assistant Professor	Ph.D, Integrated MA (BA+MA), UGC NET	11-Jul-22
7	Dr. Anu Ann Alexander	Assistant Professor	PhD, PGDPRM, BA	9-May-24
8	Dr. Bala Subramanian R	Associate Professor	Ph.D(FPM)(HR), MHRM, MMS, BPT, UGC NET	3-Jun-22
9	Dr. Brahmadev Panda	Assistant Professor	Ph.D (Finance), M.Phil, MBA, MCOM, B.Com	14-Sep-22
10	CA Dipti Lunawat	Assistant Professor	C A, B.com	1-Apr-19
11	Ebin Mathew	Assistant Professor	Ph.D (Pursuing), Mtech, Btech	22-Sep-25
12	Fr. Dr. Francis Sebastian CMI	Assistant Professor	Ph.D,MBA, B.Ph, B.Th, B.Tech, FDP (IIM-A)	7-Jul-14
13	Dr. Garima Sisodia	Assistant Professor	Phd (spl. Finance), M.Phil (Finance),MBA (Finance & Marketing), UGC NET	4-May-20
14	Dr. George Joseph	Assistant Professor	PhD in Operations, MBA, Btech, UGC NET	4-Jan-22



Sl. No.	Name	Designation	Qualification	DOJ
15	Dr. Gowri Vijayan	Assistant Professor	PhD (GM), Master in Business Law (Ongoing - September 2020), PGDM (Management), Bsc (Horticulture Science)	4-Mar-22
16	Dr. Harisankar S	Assistant Professor	PhD, Mphil, MSc, Bsc	4-Oct-25
17	Isaac Varghese	Associate Professor	LLB, MA ( PM & IR), UGC NET and JRF	1-Feb-16
18	Dr. Jaedong Kang	Assistant Professor	PhD, MA (Applied Economics), BA	1-Jun-14
19	Dr. Jains P. Chacko	Assistant Professor	PhD (Finance), M.Com, PGDBA, B.Com	2-May-23
20	Dr. Jegan Jayapal	Assistant Professor	PhD (Mark), MBA, BE	17-Jun-23
21	Dr. Jose K Puthur	Associate Professor	PhD, MBA, B.E (Electrical and Electronics), FDP (IIM-A)	8-Jan-09
22	Dr. Krishnan Chandramohan	Assistant Professor	PhD-SPP (Economics) National University of Singapore , CFA, MBA(Finance), BSc(Economics)	2-Jul-18
23	Dr. Kishore Gopalakrishna Pillai	Distinguished Professor	PhD (Marketing), MBA, BA	15-Jul-22
24	Mani P Sam	Professor	PGDM, FCMA, BE, DIISc,UGC-NET	21-Apr-16
25	Dr. Minnu F Pynadath	Assistant Professor	PhD, MBA, BSc Computer Science	1-Nov-21
26	Dr. Muhammed Niyas K. P	Assistant Professor	PhD, M.Sc, B.Sc	8-Jul-24
27	Dr. Rahul R Lexman	Assistant Professor	Ph.D. (OB& HRM), PGDM (HRM), MA (Sociology), PGDHRM, B. Tech (EIE)	1-Apr-24
28	Dr. Rintu Anthony	Assistant Professor	Ph.D., M.B.A (Finance), UGC - NET-JRF, B.Com	3-Jan-22
29	Dr. Rohini Pillai	Assistant Professor	PhD, MBA, Btech	29-May-23
30	Dr. Ronny Thomas	Assistant Professor	PhD (Economics), Mphil, MA, BA	8-Dec-16



Sl. No.	Name	Designation	Qualification	DOJ
31	Dr. Sandhya G	Associate Professor	PhD, PGDM, Bcom	9-Dec-24
32	Dr. Santosh Kumar Sharma	Assistant Professor	PhD (HR), M.Tech, BE	2-May-23
33	Dr. Sinimole K R	Professor	PhD, MSc, BSc	2-Feb-22
34	Dr. Smitha Nair	Associate Professor	PhD, PGDM, Bcom	16-Jun-25
35	Dr. Smitha Siji	Professor	PhD (Marketing), M.Phil, MBA, BSc, UGC-NET,	15-Jul-21
36	Dr. Somesh Kumar Sinha	Assistant Professor	PhD ,MBA, BSc, NET JRF 2013	31-Oct-20
37	Sreerekha Nair	Professor of Practice	Ph.D (Pursuing), MBA, BSc	25-Nov-24
38	Dr. Tharun Thomas	Assistant Professor	PhD, Mtech, Btech	4-Jan-24
39	Dr. Ugin Gomez Joseph	Professor of Practice	PhD, MA, BA, PGD in PM & IR	1-Jul-24
40	Dr. Vineetha Prakash	Assistant Professor	Ph.D, MHRM, Btech, UGC-Net, JRF	25-Apr-22
41	Matthew Pepper, PhD	Adjunct Faculty	Ph.D.	01-Nov-25

