

CURRICULUM VITAE

Name : FAISAL.T

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Date of Entry in to Service : 19/08/2016

Research Area : PERCEPTION OF HIGHER EDUCATION
TEACHERS TOWARDS E –LEARNING
PLATFORM

ACADEMIC QUALIFICATIONS:

EXAMINATION PASSED	YEAR OF PASSING	INSTITUTION
B COM	2005	CALICUT UNIVERSITY
M Com	2009	Majlis Arts and Science college ,Puramannur,Valanchery
PGDMM	2017	ANNAMALAI UNIVERSITY.
B.Ed	2010	KPPM College of Teacher Education,Anakkayam
NET	2010	UGC
Msc(Psychology)	2018	ALAGAPPA UNIVERSITY
PhD	Doing	Karpakam Academy of Higher Education,Coimbatore

PUBLICATIONS:

INTERNATIONAL PUBLICATIONS:

- 1.The Role Of Mutual Fund In Indian Financial Market.
(International Journal Of World Research-Vol:I Issue XI,November 2014)
- 2.A Study On Customer Perception Towards Royal Enfield In Malappuram District.
(Asia Pacific Journal Of Research-Vol:I Issue XVI, August 2014)
- 3.Study Brand Loyalty Of Maruti Suzuki With Special Reference To A M Motors Valanchery.
(Intercontinental Journal Of Marketing Research Review Vol-2, Issue 4 October-December2014)
- 4.Why Hedging ?The Role Of Derivative Market.
(Asia Pacific Journal Of Research-Vol:I Issue XVIII, October 2014)
- 5.The Retailer's Perception Towards Grand Kerala Shopping Festival With Special Reference To Kerala Vyapari Vyavasayi Ekopana Samithi Perinthalmanna Unit.
(Intercontinental Journal Of Marketing Research Review Vol-2, Issue 3 July-September 2014)

NATIONAL PUBLICATIONS:

- 1.A Study On Effectiveness Of Brand Positioning Strategy Of Maruti Swift Desire With Special Reference To Am Motors Malappuram.
(**Research Lines** peer reviewed inter disciplinary journal Vol VII No.2 December 2014)
- 2.An Evaluation Of The Marketing Strategies Adopted By Super Markets For Competitive Edge.
(EXPLORATIONS.NSOSMP-2015 Deva Matha College Kuruvilngad)
- 3.A Study On Financial Performance Analysis Of Coirfed.
(**Research Scholar** VOL- IV No.4 December 2014)
- 4.A Study On Effectiveness Customer Relationship Management With Special Referece To Am Motors Pattambi.
(**Global research review** VOL.4 No.3 September 2014)
- 5.NAAC REVIEW MEETING,Malabar college of advanced studies ,Vengara n
23/10/2021@college seminar hall
- 6.Book Chapter published :Book name .Consumer behaviour,Edition.1-Volume:1-September - 2021,Published by Wizcraft Publications 129/498,Vasant Vihar,Solapur-413001-Mharashtra – India.
Chapter:Brand Preference towards sanitary wares Among individual households in Malappuram Dist,Kerala
7. Book Chapter published :Book name.Emerging Trends in Higher Education –Articulations Across Disciplines-published by Grace educational Association

SEMINAR PRESENTATION

- 1.An Evaluation Of The Marketing Strategies Adopted By Super Markets For Competitive Edge With Special Reference To Calicut Town.
UGC Sponsored National Seminar On Strategic Management Practices In The Globalised Scenario
Deva Matha College,Kuravilangad Kottayam.
- 2.A Study To Identify Problems And Prospectus Of Entrepreneurship Development And Socio-

Economic Factors Influencing Among Tribes In Malabar .

UGC Sponsored National Seminar On Entrepreneurship Culture In The Micro, Small And Medium Enterprises (MSME)Sector Of Kerala –Challenges And Opportunities .

M E S Keveeyam College Valanchery.

3.Engineering For Inclusion ,The Role Of Commercial Banks In India

UGC Sponsored National Seminar On Financial Engineering –Its Impact On Indian Financial System

PSMO College Tirurangadi .

4.Why Hedging ?The Role Of Derivative Market.

Department Of Collegiate Education (Govt Of Kerala)

Tunchan Memorial Govt College, Tirur.

INTERNATIONAL PRESENTATION

1.A Study On Customer Perception Towards Royal Enfield With Special Reference To Malappuram District.

2.Two Day International Symposium On`` Research Innovations For Quality Improvement In Higher Educations``.

3.Research And Development Centre Bharathiyar University.

WORK EXPERIENCE:

1. Working as Assistant Professor of Commerce at Malabar College of AdvancedStudies, Vengara (06/08/2014- to date).
2. Worked as Assistant Professor of Commerce at Majlis College of Arts and Science ,Puramannur,Valanchery During Nov 2011 to March 2014 .

Organized:

1. Two day national webinar on``t of Writing and Publishing Research Paper`` organised by Dept of Commerce,MCAS ,Vengara on 14th,15th July 2020.
2. Organised a one day seminar on “innovative banking products” in association with MDC Bank Malappuram

Place:Vengara

FAISAL.T

Date:06/06/2022

