

## **CURRICULUM VITAE**

(As on 7 Oct 2022)



**Name** : Dr. Mavoothu, D.  
**Date of Birth & Age** : 05-03-1968, 54 Years  
**Sex** : Male  
**Designation** : Professor & Former Director  
**Academic Qualification** : B.Com. MBA.(Madurai), Ph.D.(Cochin)  
**Teaching Specialization** : HRM and Business Ethics for MBA Programme and PhD.  
**Address (Office)** : School of Management Studies, Cochin University of  
Sc. & Tech., Kochi-682022, Kerala. Mob: 9400076884.  
**Email.**: [mavoothu@gmail.com](mailto:mavoothu@gmail.com); [mavoothu@cusat.ac.in](mailto:mavoothu@cusat.ac.in)  
**Residential Address** : 'Vasantham',  
Anjilimootil Road,  
Nochima, NAD Post,  
Edathala, Aluva, PIN-683563  
**Teaching Experience** :

Sl. No.	Designation	From	To	No. of Years
1	Professor	26-3-2011	Continuing	11
2	Associate Professor	03-11-2007	25-3-2011	4
3	Selection Gr. Lecturer (At Reader's Scale)	03-11-2004	02-11-2007	3

4	Sr. Lecturer	03-11-1999	02-11-2004	5
5	Lecturer	03-11-1993	02-11-1999	6
<b>Total MBA Teaching Experience in CUSAT</b>				<b>29</b> Yrs

**Note:** Senior Professorship is due wef 26-03-2021

**Subjects Taught/Teaching** (For MBA Programmes) :

- HRM (Core)
- Indian Ethos & Business Ethics (Core)
- Training & Development (Elective)
- Global HRM (Elective)
- Participative Management(Elective)

**No. of MBA Students Taught:**

- Taught nearly **4000** MBA Students in School of Management Studies, CUSAT, during the last 29 years without any semester gap.
- More than **3500** teaching hours done for various MBA Programmes (MBA-General, MBA-International Business, MBA – Travel & Tourism, MBA-Part-time, etc.) in School of Management Studies, CUSAT, during the last 29 years without any semester gap.

**Nomination to Academic Bodies:**

- Ombudsman, SMS, CUSAT, 01/01/2022 to 31/12/2022.
- Member, Committee for Revamping the Information Bulletin, KMAT-2022, Govt. of Kerala.
- *Member*, PG Board of Studies in Commerce & International Business, Central University of Kerala, Kasargode (wef Sep 2019).
- *Member*, Board of Studies in Management, CUSAT.
- Member, Board of Studies in Management, S.B.College, Changanasery, Kerala.
- *Member*, Board of Studies in Management, University of Kerala (8-7-2016 to 7-7-2020)
- *Member*, Board of Studies in Management, Kannur University (December 2015 to 2017)
- *Member* (1998-1999), Regional Advisory Committee, Central Board for Workers Education, Union Ministry of Labour, Kochi Regional Centre.

**Additional Administrative Responsibilities Holding/Held:**

- Director, School of Management Studies, CUSAT [2017-21]
- Programme Officer, N.S.S. [2012-2013]
- Director of Youth Welfare, CUSAT [30-11-2007 To 08-07-2009]
- Head, Dept. of Physical Education, CUSAT [25-06-2008 To 17-09-2009]

### **Achievements as Director of SMS:**

- Doubled the No. of MBA applicants in SMS during the tenure.
- Initiated and implemented Rs.35 Lakh inter-active smart class rooms.
- More than 100% placement.
- MoU with Maribor University for Mobility Professorship Scheme in 2018-19.
- MoU with NUALS, Kochi, to Gamify their 5-year LLB curriculum.
- Set up “SPARSHAM” – a CSR club of SMS students to do charitable activities
- Brought more than 10 lakh worth sponsorship from Alumni in 2020.
  
- Best managed the online classes and online exams during Coivd-19
- Record numbers of FDPs and MDPs conducted during my tenure.
- Strengthened the SMS Alumni and Conducted the La Nostalgia 2019  
(*An SMS Alumni Conclave inaugurated by the VC*)
- Two Academic Audit Committees with external experts wrote a remark that SMS is the most transparent and democratically run Dept.

### **Editorial Board:**

- Member, Editorial Board, International Journal of Ethics in Engineering and Management Education (ISSN: 2348-4748), Vision-i-publishers, Hyderabad.
- Member, Editorial Review Board, International Journal of Engineering in Advanced Research & Technology (ISSN 2278-7763).
- Served as Member, Editorial Review Board, SKY Journal of Medicine and Medical Sciences (SJMMMS), Kenya.
- Served as Member, Editorial Board, *Progressive Outlook* (ISSN:2231-2358), Published by Ideal Foundation, Trichy.
- Served as Member, Editorial Board, *Primax International Journal of Commerce and Management Research* (ISSN No.2321-3604), Bengaluru.

### **Keynote Speaker/Resource Person/Chief Guest/Invited Talks:**

- Resource Person for a ICSSR-sponsored 10-day (10-20 Jan 2022) Online Research Methodology Course in Social Sciences organized by SMS,CUSAT and spoke on a session ‘Ethics in Social Sciences Research’ on 18-1-2022.
- Delivered an online talk on “Engineering Ethics” to B.Tech (Naval Architech&Ship Building) students, Dept. of Ship Technology, CUSAT, on 24 August 2021.
- Keynote Speaker, Two-day National Seminar on Islamic Finance and Entrepreneurial Venture Possibilities in India, Organised by Chair for Islamic Studies and Research, University of Calicut, Feb 29-March 1, 2016.
- Keynote Speaker & Inauguration of the “Economics Association”, Al-Ameen College, Edathala, Aluva, Ernakulam, 15 September 2015.
- Guest Speaker, Symposium on “Retail Revolution”, organized by *Flowborn* (A Mobile App Magazine), at Le Meridien, Kochi, Feb 14, 2015.
- Chief Guest, Valedictory Function for Productivity Week Celebration, HMT Ltd, Kalamaserry, on 18 February 2014.

### **Chairmanship for Technical Sessions of Seminars/Conferences**

1. Co-Chairman, Technical Session, One-day National Seminar on “Recent Trends in Commerce and Management Studies”, organized by Institute of Management Development and Research, Thiruvananthapuram, on 23 April 2016 at KITTS campus, Thiruvananthapuram.
2. Chairman, Technical Session, A two-day National Seminar on “Crisis Management and Business Continuity Planning”, conducted by School of Management Studies, Cochin University of Science and Technology, Feb 11-12, 2016.
3. Chairman, Technical Session, UGC-sponsored two-day National Seminar on “Rupee Depreciation: Risks and Challenges”, organized by Al-Ameen College, Edathala, Aluva, Ernakulam, 6-7 October 2015.
4. Chairman, Technical Session, A two-day National Seminar on “Innovation and Strategic Business Practices”, organized by Sree Narayana Guru Institute of Science and Technology(Affiliated to M.G. University), N.Paravur, Kochi, on 15 October 2014.
5. Chairman, Technical Session, National Seminar on “Excellence in Human Resource Practices”, organized by Bharata Mata Institute of Management (Affiliated to M.G. University), Kochi, on 26 August 2013.
6. Chairman, Technical Session for HRM, for the National Seminar on “Looming Opportunities & Threats – 2013”, organized by Dept. of Management Studies & Research, Karpagam University, Coimbatore, on 28 Sep 2012.

### **Papers Published in National Journals**

1. Ruksana,A. and Mavoothu,D.(2022), “Stories, Frames and Metaphors as Strategic Communication Tools for Leaders: Sense making in the Times of Covid-19”, *Organisational Management*, Published by Palghat Management Association affiliated to AIMA.Vol.XXXVIII, No.4, Jan-March 2022. **ISSN: 0975-699X.**
2. Ruksana,A and Mavoothu,D(2020), “India and Free Trade: An Analysis from the Stakeholders’ Perspective in the Wake of India Having Pulled Out of the RCEP”, *MANAGEMENT INNOVATOR* (ISSN:0974-6749), A Peer-reviewed Online Research Journal Published by Researchers’ Forum, Institute of Management in Kerala, Uty. of Kerala, Thiruvananthapuram. Vol.13, No.1, Jan-June 2020.
3. Mavoothu,D.(2016), “Internet of Things as a Digital Tool for Women Empowerment: Possibilities, Challenges and Strategies”, *Journal of Women Empowerment and Technology* (Published by UGC-sponsored Women’s Studies Centre,CUSAT), Vol.IV, Issue 2, July-Dec 2016. **ISSN: 2394-4420.**
4. Ranjana,M.V. & Mavoothu,D.(2016), “Role of Information and Communication Technology in Political Empowerment of Women in Kerala”, *Journal of Women Empowerment and Technology* (Published by UGC-sponsored Women’s Studies Centre,CUSAT), Vol.2, Issue 3, Jan-June 2016. **ISSN: 2394-4420.**
5. Mavoothu,D.(2016), “Internet of Things (IoT) and Future Possibilities in Industries”, *Management Researcher*, Vol.XXII, No.3, Jan-Mar 2016. **ISSN: 2230-8431.**
6. Sangeetha,K.L. and Mavoothu,D.(2016), “Social Networking Sites’ Usage Trends and Intensity of Usage Among Students: A Study on Facebook”, *Management Researcher*, Vol.XXII, No.3,Jan-Mar 2016. **ISSN: 2230-8431.**
7. Lal V. Jose and Mavoothu,D.(2015), “Motivational Strategies for Innovative Work Behaviour of Informal Workers”, *Primax International Journal of Human Resource*,Vol.II,Issue No.2,Jan-June 2015,pp.1-11. **ISSN: 2348-0483.**
8. Sangeetha,K.L., and Mavoothu,D.(2015), “Assessing the Mediating Role of Social Identity on the Relationship Between Social Networking Site Usage and Bridging Social Capital”, *International Journal of Research in Commerce,IT&Management*, Vol.5(2015),Issue No.7(July),pp.36-40[Online]. URL:<http://ijrcm.org.in/it/index.php>. **ISSN: 2231-5756.**
9. Shyni,V.K. and Mavoothu,D (2014), “Financial Inclusion – The Ways Towards Inclusive Growth”, *International Journal of Advanced Research*, Volume 2, Issue 2, pp.649-655 , ISSN 2320-5407(Online). URL: <http://journalijar.com/current-issue/?mn=02&yr=2014&Ln=upload>
10. Shyni,V.K. and Mavoothu,D.(2013), “A Study on the Financial Inclusion of Below Poverty Line Households of Kozhikode District”,*Trade Wind(Annual Journal of the P.G.Dept. of Commerce, Newman College)*,Vol.8.No.1,December 2013,pp.76-84. **ISSN: 2320-5393.**

11. Sangeetha,K.L., and Mavoothu,D.(2013), “The Effect of Facebook Intensity and Connection Strategies on Online Bridging Social Capital”, *Trade Wind(Annual Journal of the P.G.Dept. of Commerce,Newman College)*,Vol.8.No.1,December 2013,pp.39-47.**ISSN:2320-5393.**
12. Mavoothu, D. (2013), “New Trends in Information Technology Applications in Financial Inclusion”, *Erudition (The Albertian Journal of Management)*, Vol.7, Issue No.1, January 2013, pp.37-43, **ISSN: 0973 - 7839.**
13. Mavoothu, D. (2011),”Recession-induced Societal Changes, Challenges and Opportunities”, *Holy Grace Management Review*, Vol.3, No.1, December 2011, pp.61-67. **ISSN: 0975 – 3427.**
14. Mavoothu,D.(2010), “Social Media: A Relevant Tool for Tourism and Hospitality Marketing”, *Indian Journal of Tourism & Hospitality Management*, Vol.1, No.2, December 2010, pp.63-73. ISSN: 2229 – 404X
15. Mavoothu, D. and Arunachalam,P. (2010), “Foreign Direct Investment in Multi-brand Retailing: The Implications”, *MES Journal of Technology and Management*, Vol.1, No.1 June, 2010, pp.75-82. **ISSN: 0976-3724**
16. Mavoothu,D.(2010), “Global Trends in Human Capital Development: Implications for India”, *Erudition: The Albertian Journal of Management*, Vol.4, Issue 2, pp.41-47. **ISSN:0973-7839**
17. Mavoothu,D.(2010), ‘Implications of Right to Education Act 2009 on Future Technical Education’, *CAMS Journal of Business Studies and Research*, Vol.1,No.3, July-Sep.2010, **ISSN:0975-7959**
18. Mavoothu, D. (2008), “Business Opportunities from Adaptation and Mitigation of Climate Change”, “*Southern Economist*”, Vol.47, No.7, pp.34-36. **ISSN: 0038-4046**
19. Mavoothu, D., Poduval, P.R. and Arunachalam, P. (2007), ‘HR Initiatives For Differently Abled by Indian Corporates’, *Indian Journal of Human Rights and Justice*, Vol.3, Nos.1-2, 235-273. **ISSN: 0973-3418**
20. Arunachalam, P. and Mavoothu, D.(2007), ‘Economic Rights of Differently Abled People’, *Indian Journal of Human Rights and Justice*, Vol.3, Nos.1-2. **ISSN: 0973-3418**
21. Mavoothu, D.,(2000), “Corporate Governance: Changing Trends”, *Southern Economist*, May 1, 2000. **ISSN: 0038-4046**
22. Mavoothu, D., (1998), “HRD in Public Administration”, *Organisational Management*, Oct-Dec.1998, PP.29-31.
23. Mavoothu, D. & Manickam, C.,(1997), “Social Clause of WTO & India”, *Southern Economist*, June 1, 1997, PP.15-16. **ISSN: 0038-4046.**

#### **Papers Published in International Journals**

1. Saritha A K and Mavoothu,D.(2018), “Motivation and Barriers for Dalit Entrepreneurs in Kerala”, *Emperor International Journal of Finance and Management Research*. ISSN: 2395 5929, UGC Listed Journal No. 45308 with SJIF 2016-3.343/ SJIF 2017-4.253/ ISI-2017-2018-0.673/ IFS - 1.14, Volume – IV, Special Issue – IV, March 2018.
2. Saritha,P. and Mavoothu,D.(2016), “Promoting Dalit Entrepreneurship as a Tool of Affirmative Action”, *International Journal of Research in Management, Economics and Commerce*, Volume 6, Issue4, April 2016,pp.75-84. **ISSN: 2250-057X[Online]. Impact Factor: 6.384.**
3. Lal V. Jose and Mavoothu,D.(2015), “Motivational Strategies for Innovative Work Behaviour of Informal Workers” *Primax International Journal of Human Resource*,Vol.II,Issue No.2,Jan-June 2015,pp.1-11. **ISSN:2348-0483.**
4. Sangeetha,K.L., and Mavoothu,D.(2015), “Assessing the Mediating Role of Social Identity on the Relationship Between Social Networking Site Usage and Bridging Social Capital”, *International Journal of Research in Commerce,IT&Management*, Vol.5(2015),Issue No.7(July),pp.36-40[Online]. URL:<http://ijrcm.org.in/it/index.php>. **ISSN:2231-5756.**
5. Shyni,V.K. and Mavoothu,D (2014), “Financial Inclusion – The Ways Towards Inclusive Growth”, *International Journal of Advanced Research*, Volume 2, Issue 2, pp.649-655 , ISSN 2320-5407(Online). **ISSN:2320-5407.**
6. Ranjana, M.V. and Mavoothu, D. (2014), “Political Empowerment of Women in Kerala Through Kudumbashree”, *International Journal of Advanced Research*, Vol.2, Issue 5(May 2014 Issue), pp.468- 474. **ISSN:2320-5407(Online).**
7. Shyni,V.K. and Mavoothu,D.(2013), “A Comparative Analysis of Global Trends in Financial Inclusion”, *International Journal of Financial Economics and Econometrics*, Vol.5, No.2, July-December 2013, pp.81-95, ISSN:0975-2064.
8. Mavoothu,D.(2009), “Domestic Violence: An Assessment of Global Scenario”, *South Asian Journal of Human Rights*, Vol.5, No.1-2, January-December 2009, pp.15-51, **ISSN: 0973-2489**

9. Mavoothu, D. (2009), 'Recession and Trends in Marketing Strategies', *International Journal of Business Intelligence and Management*, Vol.1, No.1-2, Jan-Dec 2009, pp.95-108, **ISSN: 0975-8100**
10. Mavoothu,D.(2009), 'A Literature Review on the Benefits of Ethnic and Minority Entrepreneurship', *Journal of Asia Entrepreneurship and Sustainability*, Vol.5, Issue 2,October 2009 Issue, pp.46-53, Print ISSN:1177-4541, Online ISSN:1176-8592 [URLs for Online: [http://findarticles.com/p/articles/mi\\_qa5499/is\\_200910/](http://findarticles.com/p/articles/mi_qa5499/is_200910/) **OR** [http://www.asiaentrepreneurshipjournal.com/2009/AJES\\_se\\_V\\_\(2\)\\_2009.pdf](http://www.asiaentrepreneurshipjournal.com/2009/AJES_se_V_(2)_2009.pdf) ]
11. Mavoothu, D. and Arunachalam, P.,(2007), 'Minority Entrepreneurship: Problems and Prospects', *South Asian Journal of Human Rights* (Special Issue: Minority and Human Rights), Vol.3, Nos. 1 & 2, pp.151-183, **ISSN: 0973-2489**.

### Papers Presented in National Seminars/Conferences

1. Neenet, B.M and Mavoothu, D(2018),"Changing Trends in Inclusive Workplaces with Focus on Differently Abled Employees" National Conference "Sustainable HRM: Policies, Practices and Perspectives in South Asia" organised by University of Hyderabad during November 1-2, 2018.
2. Sangeetha,K.L and Mavoothu,D.(2016), "Social Media as a Tool for Crisis Management", A two-day National Seminar on "Crisis Management and Business Continuity Planning", conducted by School of Management Studies, Cochin University of Science and Technology, Feb 11-12, 2016.
3. Saleena,M. and Mavoothu,D.(2014), "Rights Issues in Career Re-entry of Women Professionals in Kerala", A 2-day UGC sponsored National Seminar on "*Women's Rights: Human Rights Perspective*", on 10-11 December 2014, organized by Dept. of Business Administration, M.E.S. College, Marampally, Ernakulam (*Affiliated to Mahatma Gandhi University, Kottayam, Kerala*).
4. Shyni, V.K. and Mavoothu,D.(2014), "Financial Inclusion in India: The Current Status and Recent Initiatives", on 19-21 November 2014 at Department of Commerce, M.E.S. College(M.G.University), Nedumkandam.
5. Ranjana, M.V. and Mavoothu, D. (2011), "Challenges and Constraints of Women Entrepreneurs –With Special reference to Kudumbasree Model", A One day National Conference on "*Contemporary HR Practices for People Management*", on 4 Novemeber 2011 at Department of Management Studies, Karpagam College of Engineering, Coimbatore.
6. Ranjana, M.V. and Mavoothu,D.(2011), "HRM Issues in Solid Waste Management Units of Kudumbashree", A 2-day National Conference on "*Human Resource Management Practices for 21<sup>st</sup> Century*", from 12-13 August 2011 at Department of Management Studies, Periyar Maniammai University, Vallam, Thanjavur.
7. Ranjana, M.V. and Mavoothu, D. (2011), "Challenges and Opportunities of Women Entrepreneurs", A 2-day National Seminar on "*Small and Medium Entrepreneurship- Challenges and Opportunities in the emerging knowledge economy*", held on 19-20 August 2011 at Marian College, Kuttikanam, Kerala.
8. Mavoothu, D. (2011), "New Trends in Managerial Ethics", A 3-day National Seminar on "*Maintenance of Professional Standards and Legal Control in India*" from 3-5 March 2011 at His Highness Maharaja's Govt. Law College, Ernakulam.
9. Ranjana, M.V. and Mavoothu, D. (2011), "Gender Issues as barriers to Environmental Empowerment of Kudumbasree Members", A 2-day UGC &NABARD Sponsored "*International Conference on Innovation &Inclusion in Banking- Issues, Strategies &Options*" from 3-4 February 2011, Kannur University, Kerala, India.
10. Preetha, V. and Mavoothu, D. (2011), "An analysis of Trends in Women Empowerment through Mahatma Gandhi National Rural employment Guarantee Act", A 2-day National Seminar on "*Changing Faces of Women Empowerment*", organized by P.G.Dept. of Economics, Vimala College, Thrissur, Kerala, 13-14 January 2011.
11. Mavoothu, D. (2010), "Inter-City Infrastructure Achievements: The Lessons for Intra-City Infrastructure Programmes", a 2-day National Seminar on "*Urban Infrastructure: Transport and Related Issues*", ICSSR & TNSCHE sponsored 2-day National Level Seminar organised by Department of Economics, Presidency College, Chennai, 29-30 March 2010
12. Mavoothu, D. (2010), 'Implications of Right To Education Act 2009 on Future Technical Education', 2-day UGC Sponsored National Seminar on "*Internationalisation of Technical Education: A Case of India*", organized by Department of Applied Economics, Cochin University of Science & Technology, Kochi, on 25-26 March 2010.

13. Jose, L.V. and Mavoothu, D. (2010), 'Demand Management: Raising Public Awareness on Use', UGC sponsored 2-day Multi-disciplinary National Level Seminar on "*India's Energy Mix: The Next Trajectory (Path) of Development*" on 12-13 March 2010, organized by Nagindas Khandwala College of Commerce, Arts & Management Studies (Affiliated to University of Mumbai), Mumbai.
14. Mavoothu, D. (2010), 'Foreign Direct Investment (FDI) in Multi-brand Retailing: The Implications', a 2-day National Seminar on "*Globalisation: Problems and Prospects*", organized by Political Science Wing (DDE), Annamalai University, 8-9 March 2010.
15. Kurian, S. and Mavoothu, D. (2010), 'Global Economic Slowdown: Impact and New Trends in HRM', One-day UGC Sponsored National Conference on '*Impact of Global Economic Recession on Indian Economy*', organized by Department of Applied Economics, Cochin University of Science & Technology, 7 January 2010.
16. Mavoothu, D. (2009), 'New Trends in Women Employment', ICCSR Sponsored National Seminar on "*Female Employment in India: Issues and Challenges*", Organised by Dept. of Applied Economics, Cochin University of Science & Technology, Kochi, 20-21 October 2009.
17. Mavoothu, D. and Arunachalam, P. (2008), 'Importance of Employing Differently Abled Persons in Indian Corporates as a Corporate Social Responsibility for a Sustainable Society', RBI & ICSSR Sponsored National Seminar on '*Ethical Empowerment of Poor Under Sustainable Environment*', Organised by Dept. of Economics, Sri Venkateswara University, Tirupati, on March 14-15, 2008.
18. Mavoothu, D. and Arunachalam, P. (2008), 'Global Warming and Sustainable Business Opportunities: A Critical Evaluation', National Seminar on "*Environmental Challenges of 21st Century*" Organised by Dept. of Economics, Periyar University, Salem, on 27-28 March 2008.
19. Mavoothu, D. (2007), 'SWOT analysis of Management education in India with special emphasis on Kerala situation', Two day AICTE sponsored national seminar on '*Emerging trends in technical education in Kerala*' organized by Department of Applied economics, Cochin University of Science & Technology, on January 20 & 21, 2007.
20. Mavoothu, D. (2000), 'Corporate Governance: Changing Trends', National seminar on '*Business Education for the New Millennium*', organized by School of Management Studies, CUSAT & ICAI at Cochin, on 14 January 2000.

#### **Papers Presented in International Seminars/Conferences**

1. Suneera, K.K., and Mavoothu, D., (2022), "Workplace Fun and Employee Engagement: Conceptual Model", *SCMS Human Resource Management International Conference*, SCMS, Kochi, 20-21 May 2022.
2. Ruksana, A., George, J., and Mavoothu, D., (2022), "Pre-empting Antitrust: Need for a Predictive Regulatory Mechanism for Multi-sided Platform Businesses", *International Virtual Conference on Business Ethics during Challenging Times*, Organised by Adi Shankara Business School, Kalady, 18-2-2022.
3. Priya, S., and Mavoothu, D., (2021), "Role of Supply Chain Integration on Relationship between Supply Chain Risk and Supply Chain Exposure" *International Conference on Operations and Supply Chain Management*, Organised by Symbiosis Institute of Operations Management, 17 January 2021.
4. Priya, S., and Mavoothu, D., (2021), "Risk Analysis in Electronics Supply Chain" *International Conference on Operations and Supply Chain Management*, Symbiosis Institute of Operations Management 17 January 2021.
5. Priya, S., and Mavoothu, D., (2021), "Impact of Supply Chain Risks on Supply Chain Integration: A Configuration Approach", *Global Conference on Innovations in Management and Business*, Organized by Chapman University of California, Howard University of Washington, D.C. and National Institute of Technology, Warangal, 27&28 July 2022.
6. Priya, S., and Mavoothu, D., (2021), "Risks in Oil and Gas Supply Chain", *Global Conference on Innovations in Management and Business* (Online), Organized by Chapman University of California, Howard University of Washington, D.C. and National Institute of Technology, Warangal, 27-28 July 2021.
7. Priya, S., and Mavoothu, D., (2020), "Supply Chain Risks -A Review of Literature" *Seventeenth AIMS International Conference on Management*, Organised by IIM Kozhikode, 2-4 January 2020.
8. Mavoothu, D. (2016), "Critical Evaluation of the New Trends in Unemployment, Unemployability and Talent Crunch with Special Emphasis on India", A Two Day International Conference on '*Human Capital and Competency Building*' organized by DDU Kaushal Kendra, Cochin University of Science and Technology, Sep 1 & 2, 2016.

9. Saleena.M. and Mavoothu,D. (2015), “ICT as a Tool for Career Advancement of Re-entry Women”, A Two-day International Seminar on “ICT and Women in the Globalised Era’ Organised by Women’s Studies Centre, Cochin University of Science & Technology, Kochi, 30-31 Oct 2015 to commemorate the 140<sup>th</sup> Birth Anniversary of Shri. Sardar Vallabhbhai Patel.
10. Saleena,M. and Mavoothu,D.(2014), “Rights Issues in Career Re-entry of Women Professionals in Kerala”, A 2-day UGCsponsored National Seminar on “*Women’s Rights: Human Rights Perspective*”, on 10-11 December 2014, organized by Dept. of Business Administration, M.E.S. College, Marampally, Ernakulam (Affiliated to Mahatma Gandhi University, Kottayam, Kerala).
11. Shyni,V.K. and Mavoothu,D.(2014), “Financial Inclusion in India: The Current Status and Recent Initiatives”, A 3-day UGC-sponsored National Seminar on “*Financial Inclusion: Issues & Challenges in the Emerging Economy*”, on 19-21 November 2014, organized by Department of Commerce, M.E.S.College, Nedumkandam(Affiliated to Mahatma Gandhi University, Kottayam, Kerala).
12. Mavoothu,D.(2012), “Global Trends in Retailing: A Critical Analysis”, A Two-Day International Conference on “*An Emerging Landscape of Retail and Impace on Economy*”, organized by Department of Commerce, University of Madras in Association with FICCI, Chennai, 6-7 Sep 2012.
13. Manju Das and Mavoothu,D.(2012), “A Review to Identify the Factors that Enrich the Efficacy of MBA Students”, An International Conference on “*Management Practices and Research in Emerging Markets*”, organized by Marthoma College of Management and Technology, Perumbavoor, Kochi, 23 July 2012.
14. Ranjana, M.V. and Mavoothu, D. (2011), “Gender Issues as Barriers to Environmental Empowerment of Kudumbashree *Members*”, A two-day NABARD and ICSSR Sponsored International Conference on “*Innovation and Inclusion in Banking: Issues, Strategies and Options*”, organized by Dept. of Applied Economics, Kannur University, February 3 and 4, 2011.
15. Preetha, V. and Mavoothu, D. (2010), ‘Home-Stay: Oppportunities and Challenges in Kerala’, a 2-day International Seminar on “*365-day Destination*”, organized by School of Management Studies, Cochin University of Science & Technology, Kochi, on 18-19 March 2010.
16. Mavoothu, D. (2010), ‘Global Trends in Human Capital Development: Implications for India’, a 2-day International Conference on “*Investment in Human Capital*” organized by Department of Economics, Loyola College, Chennai, 8-9 February 2010.
17. Mavoothu, D. (2010), ‘An Evaluation of Technological Initiatives and Desirable Management Strategies for Climate Change Challenges in Farm Sector’, One-day International Conferene on “*Internaional Business*”, Organized by Albertian Institute of Management (Affiliated to Mahatma Gandhi University) on 3 February 2010.
18. Mavoothu, D. (2010), ‘Role of Micro-financing in Climate Change Mitigation and Adaptation Efforts at the Household and Institutional Levels’, NABARD Sponsored 3-day International Conference on ‘*Micro-finance (ICOMFI-2010)*’, organized by Department of Commerce, Pondicherry University, 22-24 January 2010.
19. Mavoothu, D. (2009), ‘A Literature Review on the Benefits of Ethnic and Minority Entrepreneurship’, A 3-day International Conference on “*Indigenous Management Practices (ICIMP-2009)*”, Organised by Dept. of Business Administration, Annamalai University, on 16-18 July 2009.
20. Mavoothu, D. and Arunachalam, P. (2008), ‘HRM Practices in SEZs in China: The Implications for India’, A 2 day International Seminar on “*Globalisation and its Impact on Society*” organized by School of Social Sciences and International Studies, Pondicherry University, on March 30-31, 2008.
21. Arunachalam, P. and Mavoothu, D. (2008), ‘Special Economic Zones and Displacement of People in India’, A 2 day International Seminar on “*Globalisation and its Impact on Society*” organized by School of Social Sciences and International Studies, Pondicherry University, on March 30-31, 2008.
22. Mavoothu, D., Poduval, P.R. and Arunachalam, P. (2008), ‘Management Education in India: History, Problems and Prospects’, A 3 day ICSSR sponsored international conference on *Reforms in Higher Education in Asia (RHEA – 2008)*, organized by Cardamom Planters’ Association College, Bodinayakanur, Tamil Nadu, on March 3, 4, and 5, 2008.

**Book (Edited Volume)**

- Jayadev,S., Chandrasekar,K.S. and Mavoothu,D.(2022),“*Agile Marketing Practices: Innovations and Emerging Applications*. Infinity Indica Publishers, Thiruvananthapuram. **ISBN: 978-93-91700-01-0**.

**Books (Chapter Contributions to Edited Volume):**

1. Jayadev,S., Sumitha,R. and Mavoothu,D.(2022),“Mediating Effect of Service Quality on the Relation Between Digital Marketing and Customer Relationship Management: An Empirical Study”. In Jayadev,S., Sumitha,R. and Mavoothu,D.,



- Agile Marketing Practices: Innovations and Emerging Applications*. Infinity Indica Publishers, Thiruvananthapuram, pp.90-99. **ISBN: 978-93-91700-01-0**.
2. Mavoothu, D. (2017), “An Analysis of Gender Justice in Climate Change Adaptation and Mitigation Policies for Environmental Empowerment of Women”. In Edward,M. and Kumar,S.S, *Emerging Paradigms in Business: Marketing and HR Perspectives*. Directorate of Public Relations & Publications. pp. 147-160. **ISBN: 978-93-80095-99-8**.
  3. Mavoothu, D.(2016), “Critical Evaluation of the New Trends in Unemployment, Unemployability and Talent Crunch with Special Emphasis on India”. In Zakkariya, K.A. et. al. *Human Capital, Employability and Competency Building*. Excel Publishers, New Delhi. pp. 56-66. **ISBN: 978-93-85777-92-9**.
  4. Mavoothu,D.(2015), “Trends and Implications of Usage of Oxymora in HRM Practices”. In Matani,A.G., “*Industrial Engineering and Management*”, International Research Publications House, Delhi. **ISBN: 987-93-84443-52-8**.
  5. Shyni,V.K. and Mavoothu,D.(2014), “Financial Behaviour of Households and its Relevance on Financial Inclusion Policy: A Study with Special Reference to Kerala State”, In SMS,VEL’s University, Chennai ‘*Achieving Millennium Development Goals[MDG] – Challenges and Future* (Vol.II), Hikey Media, Chennai. **ISBN: 978-93-82570-26-4**.
  6. Mavoothu,D.(2011), ‘Links Between Micro Finance and Climate Change: A Win – Win Approach’, In Arunachalam,P. ‘*Micro Credit and Rural Poor Empowerment*’ Vol.2. Pp.982-1000, Global Research Publications, New Delhi, **ISBN: 978-81-89630-14-0**.
  7. Mavoothu,D.(2011), “New Trends in Women Employment”, In Arunachalam,P.(2011), “Economic Impact of Political Empowerment of Women in India,pp.402-413, Global Research Publications, New Delhi.**ISBN:978-81-89630-15-7**.
  8. Preetha,V. and Mavoothu,D.(2011), “Mahatma Gandhi Rural Employment Guarantee Scheme and Trends in Women Empowerment”, In Arunachalam,P.(2011), “Mahatma Gandhi National Rural Employment Guarantee Programme and Poverty in India” , pp.61- 80, Global Research Publications, New Delhi. **ISBN:978-81-8387-439-7**
  9. Mavoothu, D.(2010), ‘Foreign Direct Investment (FDI) in Multi-brand Retailing: The Implications’. In Devanathan, D. et. al. (2010), “Globalisation: Problems and Prospects”, pp.348-356, Scitech Publications (India) Pvt. Ltd., Chennai. **ISBN: 978-81-8371-275-0**.
  10. Mavoothu, D. (2010), ‘An Evaluation of Technological Initiatives and Desirable Management Strategies for Climate Change Challenges in Farm Sector’. In Cherunilam, F. (2010), “International Business: Socio-Economic, Ecological, Political and Technological Trends & Dimensions”, pp.563-578, Himalaya Publishing House. **ISBN: 978-81-8488-657-3**.
  11. Mavoothu, D. (2010), ‘Role of Micro-financing in Climate Change Mitigation and Adaptation Efforts at the Household and Institutional Levels’. In Lazar, D. et. al (2010), ‘Macro Dynamics of Micro Finance’, pp.538-549, Excel Books, New Delhi. **ISBN: 978-8-7446-807-9**.
  12. Mavoothu,D.(2009), “Domestic Violence: An Assessment of Global Scenario”, In Singh,S.C.(2009),*Family Violence in India*, pp.15-51, Serials Publications, New Delhi, 2009, **ISBN: 978-81-8387-394-9**.
  13. Mavoothu, D. and Shiny Kurian (2009), “Global Recession and New Trends in HR in IT Industry”, In Arunachalam, P. (2009), *Global Financial Crisis: Its Impact on Indian Economy*”, pp.250-257, Serials Publications, New Delhi, 2009, **ISBN: 978-81-8387-309-3**.
  14. Mavoothu, D. (2009), “SWOT analysis of Management education in India with special emphasis on Kerala situation”, In Meera Bai (2008), *Technical Education in Kerala: Emerging Trends*, pp.50-77, Serials Publications, New Delhi, 2009, **ISBN: 978-81-8387-242-3**.
  15. Mavoothu, D. and Arunachalam, P. (2008), “Minority entrepreneurship: problems and prospects”, In Anil Bhumali (2008), *Minorities in India*, pp.151-183, Serials Publications, New Delhi, 2008. **ISBN: 978-81-8387-207-2**
  16. Mavoothu, D. and Arunachalam, P. (2008), “HRM Practices in SEZs in China: The Implications for India”, In Arunachalam, P. (2008), *Social, Political, Economic and Environmental Concerns of SEZs in India: An International Experience*, pp.52-65, Serials Publications, New Delhi, 2008, **ISBN: 978-81-8387-223-2**.

#### **Training Programs Conducted**

- Course Co-Director, ICSSR-Sponsored 10-day Residential Course in Research Methodology for SC/ST PhD Scholars in Social Sciences organized by School of Management Studies, CUSAT, from January 16-25, 2013.
- Co-coordinator for an AICTE-ISTE sponsored short-term training programme (STTP) on “TQM for Technical Institutions” from Feb. 17 - March 1, 2003 at School of Management Studies, CUSAT.

#### **Research Study**

- Conducted a study on “Failure of SC/ST Students in B.Tech Course of the Cochin University of Science & Technology”, January 2008. [On a request from the University Syndicate Standing Committee on SC/ST Welfare]

### **National Seminars / Conferences / Workshops Attended**

1. One Day 'User Awareness Programme on Anti-plagiarism Software', organized by CUSAT Library in collaboration with UGC INFLIBNET on 9 Feb 2015.
2. A 2-day National Seminar on "Emerging International Business Order", organized by School of Management Studies, Cochin University of Science & Technology, Kochi, 30-31 March 2012.
3. An one day Workshop on "Profiling Research Publications for Quality Research", organized by University Library, Cochin University of Science & Technology, Kochi, 3 January 2012.
4. ICCSR Sponsored National Seminar on "Female Employment in India: Issues and Challenges", Organised by Dept. of Applied Economics, Cochin University of Science & Technology, Kochi, 20-21 October 2009.
5. A 2-day National Seminar on "Creating and Delivering Value for Customers", Organised by School of Management Studies, Cochin University of Science & Technology, Kochi, 27-28 March 2009
6. A 2-day National Seminar on "Strategic Marketing for Emerging Environment", Organised by School of Management Studies, Cochin University of Science & Technology, Kochi, 20-21 February 2009
7. A 2-day National Seminar on "*Decentralised Waste Management*" organized by Centre for Rural Development and Appropriated Technology (CDART), Cochin University of Science and Technology, on April 7-8, 2008.
8. A 2-day Seminar on "*Action Plan for the RAMSAR Sites of Kerala*" organized by Rajiv Gandhi Chair for Contemporary Studies, Cochin University of Science and Technology, on March 24-25, 2008.
9. RBI & ICSSR Sponsored National Seminar on *Ethical Empowerment of Poor Under Sustainable Environment*, Organised by Dept. of Economics, Sri Venkateswara University, Tirupati, on March 14-15, 2008.
10. A 3-day ICSSR sponsored international conference on *Reforms in Higher Education in Asia* (RHEA – 2008), organized by Cardamom Planters' Association College, Bodinayakanur, Tamil Nadu, on March 3, 4, and 5, 2008.
11. Attended one day workshop on "*Course Writers' workshop for Post Graduate Diploma in Teaching and Research in Management (PGDTRM)*", organized by IGNOU Regional Centre, Kochi, on 24 February 2008.
12. Seminar on "*Contribution of Science & Technology in the Development of Kerala*", organized by Cochin University of Science and Technology in connection with Kerala Piravi Golden Jubilee Celebration, at Kochi, 19<sup>th</sup> and 20<sup>th</sup> December 2006.
13. National Conference on "*Business Opportunities and Entrepreneurship in the Renewable Energy Sector*", organized by ISED, Kochi, jointly with MNES, IRDEA, and NSIC, New Delhi, at Kochi, on June 30, 2004.
14. National Workshop / Seminar on "*Data Mining*" held at Central Library, CUSAT, Kochi, on Dec.11-12, 2003.
15. One day Seminar on "*Corporate Excellence*", organized by Universal Empire Institute of Technology, Kochi, on March 21, 2003.
16. National Seminar on "*Business Education for the New Millennium*", organized by School of Management Studies, CUSAT & ICAI at Cochin on 14 January 2000
17. One day Seminar on "*Restructuring of PSUs' Disinvestments option*", organized by University Business School, Panjab University, Chandigarh, February 18, 1997.
18. One day Seminar on "*WTO-Emerging issues & implications*", organized by University Business School, Panjab University, Chandigarh, February 14, 1997.
19. Workshop on "*Social Science Research Methodology*", organized by Department of Economics, Pondicherry University, Mahe, on Sep. 23 & 24, 1996.
20. "*Management of Management Schools*", organized by School of Management Studies, IGNOU, New Delhi, April 13-14, 1996.
21. "*Management Education for the 21<sup>st</sup> century-New options and strategies*" organized by School of Management Studies, IGNOU, New Delhi, April 11-22, 1996.

### **International Seminars/Conferences Attended**

- Participated in the TED<sup>X</sup>CUSAT Event held on 28 September 2019.
- A 3-day International Conference on "Indigenous Management Practices (ICIMP-2009)", Organised by Dept. of Business Administration, Annamalai University, on 16-18 July 2009
- A 2-day International Seminar on "*Globalisation and its Impact on Society*" organized by School of Social Sciences and International Studies, Pondicherry University, March 30-31, 2008.
- A 3-day ICSSR sponsored international conference on *Reforms in Higher Education in Asia* (RHEA – 2008), organized by Cardamom Planters' Association College, Bodinayakanur, Tamil Nadu, on March 3, 4, and 5, 2008.

## **Training / Refresher Courses/Short-term courses Attended**

### **Refresher Courses**

- A 21 days “UGC-sponsored Refresher course in Commerce” organized by Dept. of Commerce, University of Calicut, from Nov.24-Dec.12, 2004.
- A 21 days “UGC-sponsored Refresher course in Commerce” organized by Dept. of Commerce, Gorakhpur University, from Aug. 21-Sep.10, 2004.
- “Refresher course in Economics for College Teachers”, organized by Dept. of Applied Economics, CUSAT and NUFFIC at Cochin from Aug.3-25, 1998.
- 21 days “AICTE-sponsored Induction Training Programme for Management Teachers”, organized by the University Business School, Panjab University, Chandigarh, from Feb.5-25, 1997.
- A 21 days “AICTE-sponsored Induction Training Course”, conducted by School of Management, Pondicherry University, Pondicherry, from May 29-June 21, 1996.
- A 21 days “UGC-sponsored Refresher course in Commerce & Management for College and University Teachers”, organized by School of Management Studies, CUSAT, Kochi, from March 2 -29, 1994.

### **Short-term Courses**

1. Orientation Course for the Programme Officers of the National Service Scheme organized by Empanelled Training Institution for NSS (Empanelled by the Ministry of Youth Affairs & Sports, Govt. of India) at Rajagiri College of Social Sciences), Kalamassery, Kochi, from 22 – 28 February 2013.
2. ISTE approved two-week STTP on “Emerging Trends in Information Technology and its Applications”, conducted by School of Engineering (IT Division), CUSAT, November 01- 14, 2010.
3. UGC-sponsored four-day short-term course on “Research Methodology in Social Sciences”, conducted by UGC-ASC, Kannur University, October 19-22, 2010.

### **Training**

1. A 5 day training programme on “Documentation and Written Presentation of Research Thesis”, organized by Thapasya Mind Care Management Systems, Kochi, from 13<sup>th</sup> to 17<sup>th</sup> February 2008.
2. Completed a concentrated course in “Management Teaching Techniques”, organized and presented by NITIE, Mumbai from June 21-25, 1999.
3. Participated in the “MHO-INFOCUS Computer Awareness Programme”, organized by Dept. of Computer Science, CUSAT, from Jan. 20-Feb.19, 1999.
4. “Workshop on Social Science Research Methodology”, organized by Department of Economics, Pondicherry University, Mahe, on Sep. 23 & 24, 1996.

## **Other Responsibilities Held**

1. Secretary, PTA, SMS,CUSAT, 2015-16 & 2016-17.
2. *Chairman*, Grievance Redressal Committee, CUSAT Students Union Election -2011-2012, 2012-2013, 2013-14, 2014-15, 2015-16 and 2016-17.
3. *Faculty Adviser*, TalenteTime2011, 2012 & 2015.
4. *Observer*, UGC-NET Examination – 2011(Kochi Kalamassery Centre).
5. *Member*, CUSAT CAT-2011 Evaluation Committee
6. *Observer*, CUSAT CAT - 2008(Ranchi), 2009(Jamshedpur), 2010(Calicut), 2011(Chennai)
7. *Member*, Executive Council, PTA, SMS, CUSAT, 2008-09, 2009-10.
8. *Faculty Co-ordinator*, MBA (FT) III Semester- July 2010-Nov.2010.
9. *Faculty Co-ordinator*, Summer Project 2009-10 for MBA (FT)
10. *Faculty Co-ordinator*, MBA (FT) III Semester July- 2009-Nov.2009.

11. *Co-ordinator*, (Nov.2007 – Dec. 2008), Part-time MBA Programme, SMS, CUSAT.
12. *Member* (1998-1999), Regional Advisory Committee, Central Board for Workers Education, Union Ministry of Labour, Kochi Regional Centre.
13. *Secretary* (1998-1999 & 2015-16), Departmental Council, SMS, CUSAT.
14. *Placement Officer* (1996-1997), SMS, CUSAT.

### Enquiry Committee

Functioned as *Convener* and *Member* in various Committees on Students' Matters in CUSAT campus.

### MBA Projects Guided

- More than 100 Projects in CUSAT
- Two in Madurai Kamaraj University
- Two in IGNOU

### Ph.D. Guidance

#### PhD Awarded:

Sl.No.	Name	Awarded	Title of the Thesis
1.	Mr.Lal V. Jose	January 2016	Strategic HR Factors Influencing Innovative Work Behaviour of Managers – A Study With Special Reference to the Spices Exporting Companies in Kerala, India.
2.	Ms.Saleena,M.	2017	A Study on Career Re-Entry Factors Impacting Career Success of Woman Professionals
3.	Ms.Sangeetha,K.L.	2017	A Study on the Role of Intensity of Social Networking Site Usage in Promoting Social Capital for Willingness to Collective Action
4.	Mrs.Ranjana Mary Varghese	Nov 2020	Role of Kudumbashree in the Political Empowerment of Women – A Study with Reference to Local Self-Government Institutions in Kerala.
5.	Ms.Shyni,V.K.	July 2021	Influence of Financial Inclusion Policy Awareness and Usage on the Financial Behaviour of Scheduled Caste and Scheduled Tribe Households: A Study with Special Reference to Selected Districts of Kerala
6.	Ms.Neenet Baby	June 2022 (Submitted)	A Study on the Role of Positive Psychological Capital on the Effect of Intrinsic Motivation and Positive Supportive Climate on the In-role Job Performance of Differently-Abled Employee

#### Details of PhD Scholars Currently Working:

Sl.No.	Name	Year of Regn.	Topic
1.	Priya,S	2017	Green Logistics
2.	Mrs.Ruksana Ashraf	2019	Strategic Communication in Innovation Ecosystem Emergence
3.	Mrs.Suneera Althaf	2018	Workplace Fun and Employee Engagement

4.	Mr.Alex Palayoor	2017	Workplace Surveillance and Privacy
5.	Mrs.Sarita Pramod	2015	Promoting Entrepreneurship as an Affirmative Action for Dalit Graduates in Kerala

**PDF Mentored:**

Sl.No.	Name	Year of Award	Topic
1.	Dr Hanieh Sabet (From Iran)	2020	Intellectual Capital in KPO Industry

**D.Litt Examinership Done**

- University of Madras

**PhD External Examinership Done**

1. Banaras Hindu University
2. Pondicherry Central University
3. University of Kerala
4. Madurai Kamaraj University
5. Bharathidasan University
6. Bharathiar University
7. Mother Theresa Women's University
8. Manonmaniam Sundaranar University.
9. Mahatma Gandhi University
10. Annamalai University
11. Kannur University
12. Kerala University of Fisheries and Ocean Studies
13. TN Physical Education and Sports University
14. Hindustan University
15. VEL's University
16. Karpagam University

**P.G. External Examinership Done:**

1. BITS, Ranchi
2. Pondicherry Central University.
3. Anna University
4. Manipal University
5. IGNOU
6. University of Kerala

7. Mahatma Gandhi University
8. University of Calicut
9. Kannur University
10. Calicut University

**Committee Assignments:**

1. Member, Committee for Revamping the Information Bulletin for KMAT-2022, Govt. of Kerala.
2. Trained Assessor for NAAC Assessment and Accreditation for Higher Educational Institutions.
3. Chancellor's Nominee, Selection Board for Professors in Commerce, University of Kerala, Thiruvananthapuram, on 17&18 March 2020.
4. Member, Lecturer Selection Committee, Women Studies Centre (UGC Scheme), CUSAT, 10-11 June 2015.
5. Member, Lecturer Selection Committee, Inter University Centre for IPR Studies, CUSAT, 4-5 June 2015.
6. Nominated by VC as CUSAT Lecturers' Representative to attend the UGC Pay Revision Committee's Regional Sitting at Thiruvananthapuram in 2008.
7. Subject Expert for Faculty Selection at Marthoma Institute of Management, Perumbavoor, Ernakulam, in 2006 and 2008.
8. Vice-Chairman, Organising Committee, The National Team Chess Championship 2011 jointly organized by Department of Physical Education CUSAT, Department of Students Welfare CUSAT and Chess Association Ernakulam during 22-28 February 2011
9. Chairman, Organising Committee, CUSAT International Rating Chess Tournament –2009.

**Academic Extension Works**

1. Member, Consultative Committee, Curriculum Designing for the new MBA programme for the proposed Department of Management Studies, Central University of Kerala, Kasargod, 2015.
2. Member, Curriculum/Course Development Committee for the Course Post Graduate Diploma in Teaching and Research in Management (PGDTRM), IGNOU (2008).

**Other Extension Works**

1. Vice-Chairman, Organising Committee, The National Team Chess Championship 2011 jointly organized by Department of Physical Education CUSAT, Department of Students Welfare CUSAT and Chess Association Ernakulam during 22-28 February 2011.
2. Chairman, Organising Committee, CUSAT International Rating Chess Tournament –2009.

**Membership in Professional Body**

- Life Member, National HRD Network.

**Award**

- Dewang Mehta Education Leadership Award 2019

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