

CURRICULUM VITAE as on 10.10.22

18 years of corporate and academic experience

Dr. Fezeena Khadir

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Associate Professor, Cochin University of Science and Technology, Kochi since August 24, 2022

EDUCATIONAL OVERVIEW

- a) Ph.D. in **Management Sciences**, Anna University, Chennai (2015)
Title: *Inpatient Complaining Behaviour of Private and Cooperative Hospital Services in Kerala*
- b) Master of Business Administration with specialization in **Marketing Management** from Rajagiri College of Social Sciences (Mahatma Gandhi University) 1996-98 and acquired 67% aggregate marks.
- c) Bachelor of Science (**Physics**) from Union Christian College (Mahatma Gandhi University) 1993-1996 and acquired 80% aggregate marks.
- d) Pre Degree from Union Christian College (Mahatma Gandhi University) 1991-93 and acquired 77% aggregate marks (First group: Physics, Chemistry and Mathematics).

WORK EXPERIENCE

1. ASSISTANT PROFESSOR, School of Business and Management, Christ deemed to be University, Bengaluru (May 15, 2019 – August 20, 2022).

2. ASSOCIATE PROFESSOR, Dept. of Fashion Management Studies, Head- Literary Club, National Institute of Fashion Technology (www.nift.ac.in), Ministry of Textiles, NIFT Campus, Kannur (October 30, 2015 – May 10, 2019).

3. ASSISTANT PROFESSOR, Placement Officer and Soft Skills Trainer, MBA department, Institute of Technology, Mayyil, Kannur, (www.itmgroup.in) August 3, 2012- October 29, 2015

4. ASSISTANT PROFESSOR and SOFT SKILLS TRAINER at Ilahia School of Management Studies, ICET, Muvattupuzha, (www.icet.ac.in) from October 20, 2009 to July 16, 2012, a short stint as **HOD**, MBA department.

a. Involved in teaching and administrative works of the MBA department. Handling various management subjects for MBA and Engineering students. ICET is an engineering college with 6 various branches of engineering disciplines, M.Tech and MCA departments. MBA department started functioning in October 2009.

5. LECTURER at Albertian Institute of Management (www.aim.edu.in), Kochi, from January 8, 2007 to October 19, 2009. [**2 years 9 months**]

a. AIM is a unit of St. Albert's College, Kochi, owned and managed by the Archdiocese of Verapoly. AIM is approved by the AICTE and the MBA course offered is affiliated to Mahatma Gandhi University, Kottayam, Kerala.

6. **GUEST LECTURER and SOFT SKILLS TRAINER** for *Management Studies* (25th February 2003 - 22nd March 2006) [3 years 1 month]
7. **TRAINING and CODING COORDINATOR**, Geosoft Technologies Trivandrum Ltd (IRIDIUM Health Care Business Process Outsourcing Division), Technopark, Trivandrum (from 2nd March 2004- 7th January 2005). [10 months]
8. **MERCHANDISER**, Ambattur Clothing Ltd, Chennai (26th July 1999- 23rd Feb 2001). [1 year 7 months]

ADMINISTRATIVE RESPONSIBILITIES

At Christ University

1. Coordinator: Times University Ranking
2. **Squad member**- Controller of Exam

At National Institute of Fashion Technology

3. Head- Literary Club: organize literary events like, debates, essay competitions, spell bee contests, slogan and poster competitions based on themes like International Women's Day, Swachh Bharat etc.
4. Project Coordinator- Additional Skill Acquisition Programme (ASAP) Fashion Design project for external degree students from various colleges

At Institute of Technology Mayyil

5. **Faculty coordinator**, Marketing Game of '*Audacious*' during December 2013
6. **Program coordinator**, '*Launchpad*' 2013 & 2014, a finishing school program for final year degree students
7. **Interview Panel Member** for Faculty recruitment
8. **Group Discussion and Personal Interview Panel Member** for Admissions

At Ilahia School of Management Studies

9. **Head of the Department** of MBA- January 16 2012- February 1, 2012
10. **Coordinator**- Soft skills development of students
11. **Member**- Selection Committee Board of Faculty Recruitment & Student Admissions
12. **Editor** - Biannual newsletter '*Explore*'
13. **Chief Warden**- Women's hostel (16.3.2012–16.7.2012) with 350 inmates

At Albertian Institute of Management

14. **Chief Instructor**- "Research Methodology Bridge Course" for teachers
15. **Joint Coordinator** of SPSS Workshop
16. **Chief Coordinator** – NAAC Accreditation for 2003-2008 period, Department of Business Administration, St. Albert's College
 - *The college was one of the toppers and Graded A for the excellent documentation in November 2009.*

17. **Coordinator** – ISO documentation- year 2008, Department of Business Administration, and preparation of Compliance report and Mandatory disclosure to be submitted to the AICTE every year
18. **Coordinator** – 2009-11 MBA Admissions
19. **Chief Faculty Coordinator**- Academic club, HR club, English Club (handling Soft Skills and Personality Development activities), Students' Welfare
20. **Coordinator & Faculty Guide** - Organisation study and Summer Project
21. **Member** of the editorial board of the in-house journal named *Erudition*
22. **Course Coordinator** – coordination of the III and IV semester MBA, coordinating with guest faculties, arranging field visits, project works etc.
23. **Chief Examiner**, Centralized Evaluation Camp of the MBA course, Mahatma Gandhi University.

ACHIEVEMENTS

- 1) Best paper award in national and international conferences
- 2) Awarded the 4th best entry in the essay writing contest titled 'Be Skilled, Be Relevant' on the World Youth Skills Day 2017, a pan India contest by National Skills Network
- 3) Received **Letter of Appreciation** from the College Management for the successful Campus Placement activities- 2014 (Institute of Technology Mayyil)
- 4) Consistently **ranked the highest grade** in Faculty Evaluation during Performance Appraisal in 2009-'10, 2010- '11 and 2011- '12, across all semesters (Ilahia College of Engineering)
- 5) **Prepared the Code of Conduct** for students (Albertian Institute of Management)
- 6) **Prepared the Manuals for Organization Study and Project Dissertation** (Albertian Institute of Management)

STRENGTHS

- a) Good communication and presentation skills
- b) Capability to strive towards achieving common team goal
- c) Ability to learn quickly and transfer the same to work
- d) Proven track record in training, mentoring and motivating students

PROFESSIONAL INTERESTS

Building and branding of educational institutions, Student development activities, Soft skills training

PERSONAL DETAILS

Age:	46 years
Date of Birth:	27-02-1976
Sex:	Female
Marital Status:	Married, having two children

Nationality: Indian
 Passport No.: U5559955, Expiry date 26.12.2031
 Hobbies: Training, Reading, Writing
 Languages Known: English, Hindi, Tamil, Malayalam and Arabic

Sd/-

Dr. Fezeena Khadir

Annexure:

- i. Details of research publications**
- ii. Conferences**
- iii. Ph.D adjudications**
- iv. Invited talks**
- v. Seminars, Workshops and Conclaves *Organized***
- vi. Seminars, Workshops, FDPs, MDPs and Conferences *Attended***

i. DETAILS OF RESEARCH PUBLICATIONS

Name of the Books/ Papers published	Name of the journal wherein published	Year of Publication
Green Orientation and Customer-Based Brand Equity in FMCG Industry in India	ECS Transactions- Scopus indexed	2022
Inpatient Complaining Behavior: A Study on the Overt and Covert Behavior of Inpatients in Indian Hospitals'	Studies on Ethno-Medicine - Scopus indexed	2020
Service Quality of Healthcare Industry - a GAP Analysis of Private Hospitals	Journal of Advanced Research in Dynamical and Control Systems - Scopus indexed	2019
Service Quality of Retail cafes- a Gap Analysis of Coffee Hangouts	Journal of Advanced Research in Dynamical and Control Systems - Scopus indexed	2019
Service Quality of B-schools- a GAP Analysis of Post Graduate Management Institutes	Journal of Advanced Research in Dynamical and Control Systems - Scopus indexed	2019
Perceived Disempowerment as a Deterrent of Inpatient Complaining	Indian Journal of Marketing- Scopus indexed	2017
Antecedents of Inpatient Complaining Behaviour	Studies on Ethno-Medicine- Scopus indexed	2016

Deterrents of Complaining: An Empirical Study of Inpatients	Studies on Ethno-Medicine- Scopus indexed	2014
Customer perception towards online food delivery apps and its impacts on restaurant business	National Research Journal of Sales & Marketing Management	2021
Mapping the micro moments behavior of consumers to leverage a competitive marketing edge- book chapter	Industry 4.0: Innovation, Transformation & Business Strategies, The Native Tribe	2021
The spike in sales: a conceptual study on grey-market sales on e-commerce platforms	Industry 4.0: Innovation, Transformation & Business Strategies, The Native Tribe	2021
Impact of Mobile Applications in Online Bus Ticket Reservation: A Two-State Study in Karnataka and Kerala	National Research Journal of Information Technology & Information Science	2021
Influence of Automated Interaction on Consumer Service and Consumer Experience, Customer Engagement: Changing Landscape of Marketing – book chapter	Weser Books, Germany	2021
Factors that influence users in selecting mobile apps- a study on Facebook and Facebook Lite	<i>Journal of Public Value and Administrative Insight</i>	2021
Consumer Preference towards Choosing EBO vs. MBO with Special Reference to Apparel Retailing	International Journal of Current Science Research and Review	2021
Impact of Digital Marketing on Consumer Purchase Behaviour	Utkal Historical Research Journal, <i>UGC listed</i>	2021
Impact of Colours of FMCG Packaging on Consumer buying Behavior	Ushus-Journal of Business Management	2020
The Impact of Food Product Packaging on Consumer Buying Decision	Marketing Mastermind Magazine, IUP Publication	2020
Role of psychology in improving the longevity of user interaction with Interface design,	Research Review International Journal of Multidisciplinary	2020
Role of Fashion Blogging Behaviour in Cultivating Audience Loyalty	Fibre 2 Fashion	2020
Effects of Sexual Appeal in Advertising, Emerging Issues in Business Management- book chapter	Emerging Issues in Business Management, National Press Associates	2020
Influence of Social Media on Consumer Purchase Behaviour- book chapter	New Horizons in Commerce, IT & Social Sciences, National Press Associates	2020
Factors That Attract Consumers Towards Online Purchase And The New E-Commerce Policy: The Equation Of Impact	International Journal of Advanced Science and Technology	2020

Lack of visibility of eco-labels: a study on consumer deception	International Journal of Psychosocial Rehabilitation	2020
Challenges faced by established women fashion entrepreneurs in Kerala during initial business stage	Journal of Marketing Vistas, Institute of Public Enterprise	2019
Sustainable Fashion Consumption: A Consumer Study	Silk Mark Organisation of India, Central Silk Board, Ministry of Textiles- GOI magazine	2019
Counterfeits and their impact on brands: Consumers' Perspective	Marketing Mastermind, IUP Publications, ICFAI	2019
Consumer Perception towards Luxury Watch Brands	Cross Current International Journal of Economics, Management and Media Studies	2019
Consumer Perception of Counterfeit Fashion Products	The Albertian Journal of Management	2019
Lingerie as Fashion Wear and Utility Wear	Marketing Mastermind, IUP Publications	2018
Consumer Behaviour of Retail Therapy Shoppers	Silkmark	2018
Demographic Determinants of Inpatient Complaining Behaviour	Saudi Journal of Business and Management Studies	2017
Everyday Response to Eco-fashion	Fibre 2 Fashion	2017
Patient Credulousness as a Deterrent of Complaining Behaviour	International Journal of Scientific Research and Management	2016
Customer Expectations of Plus Size Clothing: An Empirical Study on Women	FORUM South Asian Perspectives on Management and Social Sciences	2016
Assessment of Performance of Teachers in Higher Educational Institutes	International Journal of Scientific Research	2013
A Study on Teaching effectiveness of self financing engineering college teachers in Kerala	International Journal of Asian Social Sciences	2013
Survey of Attributes to Measure Teaching Effectiveness: an Interdepartmental Analysis	Paripex Indian Journal of Research	2012
Dual failures: a study of double deviation scenarios in the service sector	International Journal of Consumerism	2012
Impact of Marketing on Children and Adolescents	Erudition- the Albertian Journal of Management	2007
Managers Not MBAs- book review	Erudition- the Albertian Journal of Management	2007

ii. CONFERENCE PAPER PRESENTATIONS

1. Fezeena Khadir & Japneet Kaur Purba, Green Orientation and Customer-Based Brand Equity in FMCG Industry in India, poster presentation, First International Conference on technologies for smart green connected society 2021, 29th-30th November 2021, SPAST foundation.
2. Fezeena Khadir & Pavithra Shetty, Mapping the micro moments behavior of consumers to leverage a competitive marketing edge, National Conference on Industry 4.0: Innovation, Transformation and Business Strategies, organized by School of Business and Management, Christ (Deemed to be) University, Bangalore, April 07-09, 2021.
3. Fezeena Khadir & Thejaswini MC, The spike in sales: a conceptual study on grey-market sales on e-commerce platforms, National Conference on Industry 4.0: Innovation, Transformation and Business Strategies, organized by School of Business and Management, Christ (Deemed to be) University, Bangalore, April 07-09, 2021.
4. Fezeena Khadir, Kaushik Bhide, Husna Taj, Sharanya, Impact of colours of product packaging on consumer buying behavior, Synthesize: An **International** Interdisciplinary Conference on Business Studies and Social Sciences, Christ (Deemed to be) University, Bangalore and Han University of Applied Sciences, Netherlands, December 11-14, 2019.
5. Fezeena Khadir, Amruta Dalvi, Anuradha Mukherjee, Indrani Chowdhury, Neera Thakur, User Perception and Attitude towards Online Dating Apps, 2nd **International** Conference On Global Business Strategies for Sustainability: Driving Business Excellence through Digital Transformation (GLOBUSS – 2019), Amity School of Business, Amity University, October 18, 2019. ISBN 978-81-942473-8-8, p. 1-11.
6. Fezeena Khadir, Ankita Singh, Jyoti Devi, Kanica Sharma, Consumer Deception: Lack of presence and visibility of eco-labels, **International** Conference on Transformational Strategies for Business Sustainability, Institute of Management & Office of International Relations, Christ Deemed to be University, Bengaluru, in association with Western Michigan University USA, Manchester Metropolitan University, UK and FH.W-S, Germany, October 4th- 5th, 2019.
7. Fezeena Khadir, M.S. Sujaya, Saikusum Guttina, Effect of Sexual Appeal in Advertising, 4th **International** Marketing Conference 2019: Re-imagining marketing- Confluence of Creativity & Technology, April 2019, IBS Mumbai. ISBN No. 978-81-933908-4-9, page 6-9
8. Elangovan N. & Fezeena Khadir, 'Factors that attract consumers towards online purchase and the new e-commerce policy: the equation of impact', One-day **National** Conference on Big Data & Business Analytics, March 29, 2019, M. Kumarasamy College of Engineering, Karur, Tamil Nadu, Won **Best paper** award.
9. Fezeena Khadir, Apoorva Bhardwaj, Anchita Potumanchi, Paromita Thakur, Priya Kaurav, 'Blogging Behaviours: An Analysis of Personal vs. Professional Content in Establishing Audience Loyalty', **International** Conference on Digital Transformation of Business: Models, Enablers and Roadmaps, March 21-22, 2019, DDU Kaushal Kendra, Cochin University of Science and Technology, Kerala in collaboration with Tata Consultancy Services & Penang Skill Development centre, Malaysia
10. Fezeena Khadir and Ms. Akanksha Dayma, 'Service Quality of B-schools- a conceptual study', **International** Conference on Transformation of Management Practices for the Digital Age,

- ICTM-2019, March 15, 2019, Sakthi Institute of Information and Management Studies, Pollachi, Tamil Nadu.
11. Fezeena Khadir and Ms. Naeema Neefa, 'Service Quality of Retail cafes- a conceptual study', **International** Conference on Transformation of Management Practices for the Digital Age, ICTM-2019, March 15, 2019, Sakthi Institute of Information and Management Studies, Pollachi, Tamil Nadu.
 12. Fezeena Khadir and Ms. Sujaya M. S, 'Service Quality of Healthcare Industry- a conceptual study', **International** Conference on Transformation of Management Practices for the Digital Age, ICTM-2019, March 15, 2019, Sakthi Institute of Information and Management Studies, Pollachi, Tamil Nadu.
 13. Fezeena Khadir, 2019, 'Women's expectation of Functional and Aesthetic Aspects of Lingerie', First **National** Conference on Indian Fashion Retail (NCIFR 2019)- Opportunities and Threats, Department of Apparel and Fashion Design, PSG College of Technology, Coimbatore, February 8 – 9, 2019.
 14. Fezeena Khadir, Akanksha Dayma, Sandhya, S; Jesna Johny, S.R. Sushmitha 2019, 'Consumer Perception of Counterfeit Fashion Products', Albertian Knowledge Summit (AKS dated 4th-23rd January 2019), An **International** Conference on Multidisciplinary Research, St. Albert's College, Ernakulam, January 18, 2019.
 - Won **first prize** in paper presentation competition of AKS
 15. Fezeena Khadir 2016, 'Overt and Covert Complaining Behaviours of Dissatisfied Inpatients', **International** Conference on Marketing, Technology and Society, Indian Institute of Management, Kozhikode (IIMK), September 29 - October 1, 2016.
 16. Fezeena Khadir 2011, 'Service Quality and Customer Satisfaction in the Indian Healthcare Sector', **International** Conference on *India Emerging: Opportunities and Challenges* organized by Indus Business Academy, Greater Noida, (Delhi NCR), February 25th and 26th, 2011; ISBN: 978-93-80397-24-5, Pragun Publication, pp. 158-166.
 17. Fezeena Khadir 2011, 'Consumer Education, Awareness and Protection in the Service Sector: Hospital Industry', **International** Conference on *Globalisation and Consumer Protection- Challenges and Strategies* by the Research Centre for Consumerism, Department of Business Administration, Kalasalingam University, Tamil Nadu on January 28th and 29th, ISBN: 978-81-905380-1-5, pp. 306-308.
 18. Fezeena Khadir 2010, 'Informed or Victimized: The Flawed Fortune of Targeting Children Through Advertisements' **National** Conference on Emerging Trends in Contemporary Management Research (ANCOR 2010) Anna University, Coimbatore September 18, 2010; Excel India Publishers, ISBN: 978-93-80697-12-3, pp. 170-178.
 19. Fezeena Khadir 2009, 'Consumer Impulse Buying Behaviour: How to set your cash registers ringing', **National** Seminar on Value Based Management Practices, Dept. of Management Studies, Mangalam College of Engineering Kottayam, 4th December.
 20. Fezeena Khadir 2007, 'Marketing and its impact on vulnerable consumer groups like children, adolescents etc.' **International** Marketing Conference on 'Marketing and Society', Indian Institute of Management, Kozhikode (IIMK), April 8-10, pp. 433-441.

iii. PHD ADJUDICATION

- a. A. Mansurali: A study on purchase intent drivers and empowerment of women by microfinance institutions, Anna University, Chennai, dated 23.2.2017
- b. R. Lakshmanan: A study on sustainable business practices in apparel industry and its impact on business performance, Anna University, Chennai, 16.6.2017
- c. S. Suja: Marketing orientation in emerging economies with special reference to experiential marketing in food retailing outlets, Anna University, Chennai, 14.10.2019

iv. INVITED TALKS

- a) External Mentor, Walk With a Scholar programme, a Government of Kerala initiative, organized by the Directorate of Collegiate Education, for meritorious UG students of Government and aided Arts and Science Colleges since the year 2016.
- b) Subject Matter Expert at the Interview Board of Keltron Ltd., for the recruitment of Marketing Executives, October 2015.
- c) University Question Paper setter for the MBA elective “Managing Interpersonal and Group Process”, Kerala University of Fisheries and Ocean Studies, 2014 onwards.
- d) University Question Paper setter for the MBA elective “Managing Interpersonal and Group Process”, Kerala University, 2017 onwards.
- e) Guest faculty and External Expert Jury Panel member for Master of Fashion Management (MFM) course at NIFT Kannur (2013-2014).
- f) Certified Skill Development Executive (SDE) for the Project ASAP (Additional Skill Acquisition Program) of the Government of Kerala- undertaken for Higher Secondary and UG students (2015 onwards).
- g) Resource Person to Prison Officers at State Institute of Correctional Administration (SICA), **Department of Prisons**, Government of Kerala, India.
- h) Resource person to **Kerala Management Association (KMA)**, ‘Research Methodology’ a PGDTRM (Post Graduate Diploma in Teaching and Research in Management) course run by **IGNOU** (Indira Gandhi National Open University).

v. SEMINARS, WORKSHOPS AND CONCLAVES ORGANISED

- a) **Moderator of National Seminar** on Craft Interventions, organized by Department of Design Space, NIFT Kannur on 24th Many 2018, a Cluster Initiative of 2017-19 batch, comprising best papers from NIFT campuses of Delhi, Mumbai and Bengaluru.
- b) **Coordinator** of *Launchpad Finishing School 2014* during May 2014, a 10-day finishing school program, organized by the Institute of Technology, Mayyil, Kannur, for final year degree students of affiliated colleges under Kannur University.
- c) **Coordinator** of *Launchpad 2013*, the 3-day **Leadership Camp** organized by the Institute of Technology, Mayyil, Kannur, a Career Development Initiative, for the final year degree students from various colleges in Kannur, March 14 – 16, 2013.
- d) **Coordinator** of the National Seminar on **Emerging Trends in Retail Marketing in India** organized by the Institute of Technology, Mayyil, Kannur, at North Malabar Chamber of Commerce Hall, Kannur, on December 20, 2012.

- e) **Coordinator** of the National Seminar on **India 2050 Vision and Strategy** organized by the Albertian Institute of Management, Kochi, on 29th and 30th October 2009.
 - Editor of the conference proceedings comprising *thirty* full papers.
- f) **Academic Coordinator** of the **National Seminar on Inclusive Growth: Role of Corporates, SMEs, Governments, NGOs and SHGs** organized by the Albertian Institute of Management, Kochi, on January 30th and 31st 2009.
 - Editor of the conference proceedings comprising *forty* full papers.
- g) **Joint Coordinator** of the **Albertian Workshop on Research Methodology and Application of SPSS for Data Analysis** organized by the Albertian Institute of Management, Kochi, on June 11, 12, 13 and 14, 2008.
- h) **Joint Coordinator** of the **Summer Workshop on Research Methodology and Application of SPSS for Data Analysis** organized by the Albertian Institute of Management, Kochi, on April 11, 12 and 13, 2008.

vi. **SEMINARS, WORKSHOPS, FDPs, MDPs and CONFERENCES ATTENDED**

- a. **Management Development Program** on Natural Language Processing, 14-15th December, 2019 organized by IIM Bangalore, Analytics Society of India and Christ University.
- b. Story telling workshop for educators “Storytelling in the classroom” on 13th October 2019 by Storywallahs.
- c. 5-day **orientation programme**, Academic Staff College, Christ University, 05/08/2019
- d. **Faculty Development Programme** on Enhancing Pedagogic Practices, Research & Consultancy, Academic Staff College, 20/05/2019
- e. **Faculty Development Programme** on **Motivating the Motivators** organised by Institute of Technology Mayyil on 20th July 2015
- f. **National Conference** on **Public Private Partnership** organized by FISAT Business School, Angamaly on 5th and 6th August 2011
- g. **Faculty Development Programme** on **Multivariate Analysis using PASW Statistics (SPSS)** organized by the Department of Management Studies, Sree Narayana Gurukulam College of Engineering, Kolenchery, 12th & 13th August 2010.
- h. **National Seminar** on **Value Based Management Practices** on 4th December, 2009, organized by the Dept. of Management Studies, Mangalam College of Engineering, Ettumanoor, Kottayam on 4th December 2009.
- i. **National Conference** on **Communication in Global Business... the changing spectrum** organized by Rajagiri School of Management on September 25, 2009
- j. The **Dhanam Business Summit** and Award Nite at Hotel Dream, Kochi on the topic **Managing Family Business Successfully** on June 6, 2009
- k. **National Seminar** on **Creating and Delivering Value for Customers**, March 27th & 28th, 2009, School of Management Studies, Cochin University of Science & Technology.
- l. **National Seminar** on **Meeting the Challenges of Corporate and Delivering Quality Professionals** organized by the Department of Management Studies, Sree Narayana Gurukulam College of Engineering, Kolenchery on November 29, 2008.
- m. **Faculty Development Programs (FDP)** at **IIM Kozhikode** on:
 - i. Data Analysis for Management Research (DAMR) in May 21-26, 2007.

- ii. Case Teaching and Case Writing in September 10-15, 2007.
- n. One-day HR **seminar** on **Managing and Retaining Talents** by Marian College, Kuttikkanam, at Hotel Le Meridien, Kochi in June 2007.
- o. Two-day **Workshop** on **Labour Legislations: Applications and Future Trends** at Rajagiri School of Management, Kochi on October 22nd and 23rd, 2007.