

Vidwan-ID : 115474 Download CV Reset Password Dr. MANOJ P K



- Profile
- Personal Information
- Expertise Information
- Experience
- Education Qualification
- Honours and Awards
- Doctoral Theses
- Professional Bodies
- Membership in Committee
- Research Project
- Patents
- Publications



Academic Identity

Profile Score **9.7/10**

133 ARTICLES 49 OTHERS 5 PROJECTS 1 AWARD

Dr MANOJ P K

Faculty Member
Cochin University of Science and Technology

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Expertise Edit Expertise

Business, Finance

Dr. Manoj P K is specialized in performance analysis and is focusing mainly on Housing Finance and Banking. In this area, he completed 3 centrally sponsored Major Projects (one by UGC and two by ICSSR), one National Fellowship, and one Associateship. He has guided over a dozen Doctoral/Post-Doctoral scholars, has published over 150 papers in Journals /Conference volumes. Obtained D.Litt. (2014), preceded by Ph.D. (Economics), Ph.D. (Management), and CAIIB. He has 8 years' industry experience as

Personal Information Edit Information

Dr MANOJ P K

1970-05-05 Male

Contact Information Edit Information

Faculty Member & Research Co-ordinator, Department Of Applied Economics, Cochin University Of Science And Technology (CUSAT), CUSAT P.O, Kochi - 682 022

ERNAKULAM ,Kerala,India - 682022

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<https://www.scopus.com/authid/detail.uri?authorId=36827726100>

Similar Experts (1577)

- Gautam G. Business, Finance
- Mohd Sadiq Business, Finance
- R.D. Chikhalkar Business, Finance
- M.P. Gupta Business, Finance
- N.S.S. Narayana Business, Finance

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Same Organisation (89)

- V P N Nampoori Cochin University of Science and Technology
- S Sugunan Cochin University of Science and Technology
- A Vijayakumar Cochin University of Science and Technology
- R. Sajeew Cochin University of Science and Technology
- Rani Joseph Cochin University of Science and Technology

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Expertise

Business, Finance

Dr. Manoj P K is specialized in performance analysis and is focusing mainly on Housing Finance and Banking. In this area, he completed 3 centrally sponsored Major Projects (one by UGC and two by ICSSR), one National Fellowship, and one Associateship. He has guided over a dozen Doctoral/Post-Doctoral scholars, has published over 150 papers in Journals /Conference volumes. Obtained D.Litt. (2014), preceded by Ph.D. (Economics), Ph.D. (Management), and CAIIB. He has 8 years' industry experience as

Work experience

1. Cochin University of Science and Technology 2004 — Present

Faculty Member
Ernakulam

Education

1. D.Litt. (Economics) - 2014

North Orissa University

2. Ph.D. (Economics) - 2010

Mahatma Gandhi University, Kottayam

3. **Ph.D. (Management) - 2007**

School of Commerce & Management, YCMOU, Nashik, Maharashtra

4. **CAIIB - 2006**

IIBF

5. **M.Tech. (Mechanical Engineering) (Production Engineering) - 2005**

School of Engineering (SOE) , CUSAT

6. **MA (Economics) - 2003**

Annamalai University

7. **M.Com - 1999**

Annamalai University

8. **MBA - 1994**

School of Management Studies (SMS), CUSAT

9. **B.Tech (Mechanical Engineering) - 1992**

Mar Athanasius College of Engineering, Kothamangalam (MG University, Kottayam)

Honours and Awards

1. **Distinguished Scholar, based on the research paper "Financial Inclusion for Inclusive Growth in India: A Macro Level Study of Commercial Banks" in European Journal of Scientific Research, Vol. 135, Issue 4 - 2020**

European journal of Scientific Research

2. **UGC-NET (Commerce) - 2018**

UGC (Roll No. 35018637) July 2018 National Validity, Valid for ever

3. **UGC-NET (Tourism Administration and Management) - 2018**

UGC (Roll No. KL0406504362) Dec. 2018 National Validity, Valid for ever

4. **Best Paper Award (Paer in IJBGM, Edition dt. 31.07.2014) - 2014**

International Academy of Science, Engineering and Technology (IASSET)

5. **K N Raj National Fellowship for Teachers - 2013**

Centre for Development Studies (CDS), Trivandrum (Research institute under ICSSR, New Delhi).

6. **UGC-NET (HRM) - 2012**

UGC (Roll No. 1655003) Dec. 2012 National Validity, Valid for ever

7. **UGC-NET (Economics) - 2009**

UGC (Roll No. 1600023) June 2009 National Validity, Valid for ever

8. **Micro Research Paper Competition of IIBF, Mumbai (2008) - Received Certification for the paper "Customer Centricity for Competitiveness of Banks: the Role of Data Warehousing and Data Mining" dt. 16 May 2008 - 2008**

Indian Institute of Banking & Finance (IIBF), Mumbai.

9. **GATE 2007 (Production & Industrial Engineering) All India Rank = 181, Score=335 - 2007**

IITs & IISc GATE 2007 was organised by IIT Kanpur

10. **CAIIB in First Class with Distinction - 2006**

Indian Institute of Banking & Finance (IIBF), Mumbai.

11. **AIMA Accredited Management Teacher (Finance Management) - 2005**

All India Management Association (AIMA), New Delhi.

12. **UGC-NET (Commerce) - 2005**

UGC (Roll No. M160747) Dec. 2005 National Validity, Valid for ever

13. **UGC-SLET (Commerce) - 2002**

Pune University, Pune (Seat No. 01642) Feb. 2002 National Validity, Valid for ever

14. **UGC-NET (Management) - 2000**

UGC (Roll No. H160856) June 2000 National Validity, Valid for ever

15. **UGC-SLET (Management) - 1999**

Bharathidasan University, Tiruchirappalli (Reg. No. 317102) Nov. 1999 National Validity, Valid for ever

Research Project

Social Security of the Informal Sector Migrant Workers in Housing Construction Industry in Kerala: An Alternative View

Role: Investigator

Year 2018, Amount Rs.24,000-00

Sustainable Business Model for Affordable Housing: A Study of the Cost Structure and Viability of the Projects of Major Real Estate Players in Kerala

Role: Project Director

Year 2012, Amount Rs.6,84,775-00

Risk Management in Banks (under K N Fellowship for Teaching Resource Grant)

Role: Fellow, under K N Raj Fellowship for Teaching Research Grant (Teachers) (2012-'13)

Year 2013, Amount Rs.11,445-00

Housing Microfinance for Alleviation of Housing Problem of the Poor: A Study of Its Effectiveness with Focus on 'Bhavanashree' Project of 'Kudumbashree' in Kerala

Role: Project Director

Year 2010, Amount Rs. 5,18,150-00

Development of an Inclusive and Sustainable Housing Finance System in India: Evidence from the State of Kerala

Role: Principal Investigator

Year 2009, Amount Rs.4,76,200-00

Publication

1. Empowering the Tribal Women in Kerala: Role of Community Based Eco-Tourism Initiatives through Kudumbashree Mission. (Book Chapter) (Chapter 18)

Manoj, P. K.

Women Empowerment, Volume First Edn., 2020. (ISBN:978-81-936264-1-2), Year 2020, Pages 122-132

2. Rebuilding Kerala: Need for Rejuvenating the Tourism Sector of the Flood-Hit Kerala Economy with a Focus on Healthcare Tourism

Rajagopal Nayar & Manoj, P. K.

International Journal of Advance and Innovative Research (IJAIR) (ISSN: 2394-7780) (IF = 7.36 SJIF), Volume 6, 2 (XVIII), Year 2019, Pages 58-66

3. Competitiveness of manufacturing industry in India: Need for flexible manufacturing systems

Manoj, P. K.

International Journal of Innovative Technology and Exploring Engineering (IJITEE), Volume 8(12), Year 2019, Pages 3041-3047

4. **Banking Technology and Service Quality: Evidence from Private Sector Banks in Kerala**

Joju, J. & Manoj, P. K.

International Journal of Recent Technology and Engineering (IJRTE), Volume 8(4), Year 2019, Pages 12098-12103

5. **Dynamics of human resource management in banks in the ICT era: A study with a focus on Kerala based old private sector banks**

Manoj, P. K.

Journal of Advanced Research in Dynamical and Control Systems, Volume 11 (7 Special), Year 2019, Pages 1667-1680

6. **Social banking in India in the reforms era and the case of financial inclusion: Relevance of ICT-based policy options**

Manoj, P. K.

Journal of Advanced Research in Dynamical and Control Systems, Volume 11 (7 Special), Year 2019, Pages 1154-1666

7. **Segmentation Strategy for Promotion of Ecotourism Products–Evidence from Thenmala Ecotourism Destination in Kollam District of Kerala. (Book Chapter) (Chapter 12)**

Manoj, P. K.

Indian Tourism – Policy Issues and Alternatives , Volume First Edn., 2019. (ISBN: 978-93- 86682-54-3), Year 2019, Pages 159-180

8. **Rebuilding the Flood-hit Kerala Economy: Imperatives for the Sustainable Growth of Kerala’s Tourism Sector**

Manoj, P. K.

Social Science in Perspective , Volume 11 (1), Year 2019, Pages 703-719

9. **Book Authored (Sole) First Edn. 2019 (ISBN:978-93-86611-76-5)**

Manoj, P. K.

Performance and Financial Communication: Major Housing Finance Companies in India, Volume First Edn., 2019 (ISBN:978-93-86611-76-5), Year 2019, Pages 393

10. **Book Authored (Sole) First Edn. 2019 (ISBN:978-93-86611-75-8)**

Manoj, P. K.

Housing Finance by Commercial Banks in Kerala: Prospects and Challenges, Volume First Edn., 2019 (ISBN:978-93-86611-75-8), Year 2019, Pages 146

11. **Book Authored (Sole) First Edn. 2019 (ISBN:978-93-86611-74-1)**

Manoj, P. K.

Residential Real Estate Industry in Kerala: The Way Ahead, Volume First Edn., 2019 (ISBN:978-93-86611-74-1), Year 2019, Pages 118

12. **Book Authored (Sole) First Edn. 2019 (ISBN:978-93-86611-73-4)**

Manoj, P. K.

Housing Microfinance in India: The Kerala Experience, Volume First Edn., 2019 (ISBN:978-93-86611-73-4), Year 2019, Pages 157

13. Book Authored (Sole) First Edn. 2019 (ISBN: 978-81-944069-3-8)

Manoj, P. K.

Tourism Marketing in Kerala in the Digital Era, Volume First Edn., 2019 (ISBN:978-81-944069-3-8), Year 2019, Pages 200

14. Book Authored (Sole) First Edn. 2019 (ISBN: 978-81-939107-2-6)

Manoj, P. K.

Cost Management and Competitiveness of Indian Industry: Evidence from Kerala, Volume First Edn., 2019 (ISBN: 978-81-939107-2-6), Year 2019, Pages 180

15. Banking in India in the Era of Digital Transformation and the Relevance of Data Mining Technology for Enhanced Competitiveness: An Analysis

Joju, J., & Manoj, P. K.

International Journal of Research in Management & Social Science (IJRMSS) (ISSN: 2322-0899) (UGC Approval: 48996), Volume 6, 1 (VIII), Year 2018, Pages 86-95

16. CRM in old private sector banks and new generation private sector banks in Kerala: A comparison

Manoj, P. K.

Journal of Advanced Research in Dynamical and Control Systems, Volume 10 (2 Special), Year 2018, Pages 846-853

17. A Review of Current Noticeable Trends in Institutional Credit to Agriculture in India

Ali, O. P., & Manoj, P. K.

ZENITH International Journal of Business Economics & Management Research (ZIJBEMR) (ISSN: 2249-8826) (UGC Approved), Volume 8 (6), Year 2018, Pages 13-27

18. Healthcare Tourism in Kerala in the Post-Flood Scenario: A Study of the Problems and Prospects with a Focus on Ernakulam District

Rajagopal Nayar & Manoj, P. K.

The Journal of Institute of Public Enterprise (ISSN: 0971-1864) (UGC Approval No. 41951), Volume 41, Special, Year 2018, Pages 172-187

19. Prospects of Responsible Tourism in Kerala and Strategies for Its Sustained Growth: Firm Level Evidence from Kumarakom in Kottayam

Manoj, P. K.

South Asian Journal of Socio-Political Studies (SAJOSPS) (ISSN:0972-4613), Volume XIX (1), Year 2018, Pages 132-136

20. Electronic CRM & ICT-based banking services: An empirical study of the attitude of customers in Kerala, India

Joju, J., Vasantha, S., & Manoj, P. K.

International Journal of Economic Research, Volume 14(9), Year 2017, Pages 412-423

21. Financial technology and service quality in banks: Some empirical

evidence from the old private sector banks based in Kerala, India

Joju, J., Vasantha, S., & Manoj, P. K.

International Journal of Applied Business and Economic Research, Volume 15(16), Year 2017, Pages 447-457

22. Construction costs in affordable housing in Kerala: Relative significance of the various elements of costs of affordable housing projects

Manoj, P. K.

International Journal of Civil Engineering and Technology, Volume 8(9), Year 2017, Pages 1176-1186

23. Cost management in the construction of affordable housing units in Kerala: A case study of the relevance of earned value analysis (EVA) approach

Manoj, P. K.

International Journal of Civil Engineering and Technology, Volume 8(10), Year 2017, Pages 111-129

24. Future of brick and mortar banking in Kerala: Relevance of branch banking in the digital era

Joju, J., Vasantha, S., & Manoj, P. K.

International Journal of Civil Engineering and Technology, Volume 8(8), Year 2017, Pages 780-789

25. Service quality in rural banking in North Kerala: A comparative study of Kannur District Co-operative Bank and Kerala Gramin Bank

Lakshmi, & Manoj, P. K.

International Journal of Applied Business and Economic Research, Volume 15 (18), Year 2017, Pages 209-220

26. Relevance of Bank Marketing: An Empirical Study with Reference to Old Private Sector Banks in Kerala.

Manoj, P. K.

Asian Academic Research Journal of Multidisciplinary (AARJMD) (ISSN: 2319-2801) , Volume 4 (8), Year 2017, Pages 128-139

27. Rural customers and ICT-based bank products: A study with a focus on Kannur District Co-operative Bank and Kerala Gramin Bank

Lakshmi, & Manoj, P. K.

International Journal of Economic Research, Volume 14(14), Year 2017, Pages 423-434

28. Impact of Ecotourism: Evidence from Thenmala Ecotourism Destination in Kollam District, Kerala

Manoj, P. K.

Asian Academic Research Journal of Multidisciplinary (AARJMD) (ISSN: 2319-2801) , Volume 4 (1), Year 2017, Pages 42-53

29. Relationship between Tour Motives and Nature of Tours: Evidence from Thenmala Ecotourism Destination in Kollam District, Kerala, India.

Manoj, P. K.

Asian Academic Research Journal of Multidisciplinary (AARJMD) (ISSN: 2319-2801) , Volume 4 (5), Year 2017, Pages 44-60

30. **Segmentation Strategy for Promotion of Ecotourism Products: Evidence from Thenmala Ecotourism**
Manoj, P. K.
South Asian Journal of Socio-Political Studies (SAJOSPS) (ISSN:0972-4613), Volume XVIII (1), Year 2017, Pages 112-119
31. **Determinants of Sustainability of Rural Tourism: A Study of Tourists at Kumbalangi in Kerala, India.**
Manoj, P. K.
International Journal of Advance Research in Computer Science and Management Studies (IJARCSMS) (ISSN: 2321-7782) (IF=6.047), Volume 4 (4), Year 2016, Pages 17-30
32. **Impact of Rural Tourism on the Environment and Society: Evidence from Kumbalangi in Kerala, India**
Manoj, P. K.
International Journal of Advance Research in Computer Science and Management Studies (IJARCSMS) (ISSN: 2321-7782) (IF = 5.47), Volume 4 (2), Year 2016, Pages 148-159
33. **Bank Marketing in India in the Current ICT Era: Strategies for Effective Promotion of Bank Products.**
Manoj, P. K.
International Journal of Advance Research in Computer Science and Management Studies (IJARCSMS) (ISSN: 2321-7782) (IF = 5.47), Volume 4(3), Year 2016, Pages 103-113
34. **Human Resource Productivity and Financial Performance of Old Private Sector Banks (OPBs) in India: A Study of Kerala based OPBs (KOPBs)**
Manoj, P. K.
International Journal of Advance Research in Computer Science and Management Studies (IJARCSMS) (ISSN: 2321-7782) (IF = 6.047), Volume 4 (5), Year 2016, Pages 142-154
35. **National Goal of 'Housing for All by 2022' and the Significance of Scaling up Priority Sector Housing Credit by Banks in India: Some Empirical Evidence**
Manoj, P. K.
International Journal of Advance Research in Computer Science and Management Studies (IJARCSMS) (ISSN: 2321-7782) (IF = 5.47), Volume 4 (1), Year 2016, Pages 180-196
36. **Potential of Responsible Tourism in Empowering the Marginalised: A Case Study. (Book Chapter) (Chapter 12)**
Ajay Singh, O. T., & Manoj, P. K.
Gendered Development and Marginalization of Women, Volume First Edn., 2016. (ISBN: 978-81-8387-737-4), Year 2016, Pages 141-151
37. **International Container Transshipment Terminal (ICTT), Kerala: A Comparative Study of Exports and Imports through ICTT with a Focus on Coffee**
Manoj, P. K., & Joseph P. S.
International Journal of Logistics and Supply Chain Management Perspectives (IJLSCMP) (ISSN: 2319-9040) IF = 6.478 (SJIF), Volume 5 (2), Year 2016, Pages 118-125

38. **Real Estate Investment Trusts (REITs) for Faster Housing Development in India: An Analysis in the Context of the New Regulatory Policies of SEBI**
Manoj, P. K.
International Journal of Advance Research in Computer Science and Management Studies (IJARCSMS) (ISSN: 2321-7782) (IF = 6.047), Volume 4 (6), Year 2016, Pages 152-167
39. **Foreign Remittances of the Non-Resident Keralites: A Study of Its Impact on Kerala Based Private Banks**
Manoj, P. K.
International Journal of Trade and Global Business Perspectives (IJTGBP) (ISSN: 2319-9067) IF = 6.533 (SJIF), Volume 5 (1), Year 2016, Pages 170-178
40. **National Goal of 'Housing for All by 2022' and the Housing Finance Companies in India: Strategies for the Sustained Growth of HFCs.**
Manoj, P. K.
Asian Academic Research Journal of Multidisciplinary (AARJMD) (ISSN: 2319-2801) , Volume 3 (1), Year 2016, Pages 102-114
41. **Customer Relationship Management (CRM) in Banks in the ICT Era: An Empirical Study of Customer Acceptance**
Manoj, P. K.
International Journal of Information Technology and Computer Sciences Perspectives (IJITP) (ISSN: 2319-9024) IF = 5.891 (SJIF), Volume 4 (3), Year 2015, Pages 1545-1550
42. **Microfinance for Inclusive Growth: An Analysis of the Exposure of Rural Banks and Co-operative Banks in India.**
Lakshmi, & Manoj, P. K.
International Journal of Applied Financial Management Perspectives (IJAFMP) (ISSN: 2279-090X) IF = 5.049 (SJIF), Volume 4 (1), Year 2015, Pages 1591-1599
43. **International Container Transshipment Terminal (ICTT): A Closer Study of the Commodity-wise Exports (2011-2014)**
Joseph, P. S., & Manoj, P. K.
International Journal of Advance Research in Computer Science and Management Studies (IJARCSMS) (ISSN: 2321-7782) (IF = 5.47), Volume 3 (11), Year 2015, Pages 265-271
44. **Cattle Feed Industry in India: A Macro Perspective**
Manoj, P. K.
International Journal of Business, Management & Social Sciences (IJBMSS) (ISSN: 2249-7463), Volume IV, 10 (I), Year 2015, Pages 96--101
45. **International Container Transshipment Terminal (ICTT), Vallarpadam, Kerala: A SWOT Analysis**
Joseph, P. S., & Manoj, P. K.
International Journal of Logistics and Supply Chain Management Perspectives (IJLSCMP) (ISSN: 2319-9040) IF = 5.857 (SJIF), Volume 4 (4), Year 2015, Pages 1943-1947
46. **Co-operative Banks and Rural Credit for Inclusive Growth: A Study of Kannur District Co-operative Bank in Kerala**

Lakshmi, & Manoj, P. K.

International Journal of Retailing and Rural Business Perspectives (IJRRBP) (ISSN: 2279-0942) IF = 5.020 (SJIF), Volume 4 (1), Year 2015, Pages 1442-1450

47. **Social Security Issues of Unorganised Construction Labourers: An Empirical Investigation at Ernakulam**

Vidya Viswanath, & Manoj, P. K.

International Journal of Retailing and Rural Business Perspectives (IJRRBP) (ISSN: 2279-0942) IF = 5.996 (SJIF), Volume 4 (3), Year 2015, Pages 1723-1731

48. **MGNREGS in Kerala: An Empirical Study of the Problems and Prospects with a Focus on Female Beneficiaries**

Keethan Rose Alexon Puthukkeril & Manoj, P. K.

Indian Journal of Applied Research (IJAR) (ISSN: 2249-555X) (IF=3.6241), Volume 5 (10), Year 2015, Pages 63-67

49. **Readiness for CRM Use: A Comparative Study of Urban and Rural Customers of Banks in Ernakulam District in Kerala**

Manoj, P. K.

Indian Journal of Applied Research (IJAR) (ISSN: 2249-555X) (IF=3.6241), Volume 5 (10), Year 2015, Pages 6-9

50. **International Container Transshipment Terminal (ICTT) and Its Impact on Coffee Exports from India: An Analysis.**

Manoj, P. K.

International Journal of Trade and Global Business Perspectives (IJTGBP) (ISSN: 2319-9067) IF = 5.912 (SJIF), Volume 4 (3), Year 2015, Pages 1883-1886

51. **Globalisation and Its Impact on Retail Industry in India: A Macro Level Study in the New F.D.I Regime**

Manoj, P. K.

International Journal of Trade and Global Business Perspectives (IJTGBP) (ISSN: 2319-9067) IF = 5.912 (SJIF), Volume 4 (4), Year 2015, Pages 1996-2002

52. **Green Housing: Trend of Its Adoption in Kerala as a Cost Effective and Eco-Friendly Housing Option**

Manoj, P. K.

Asian Academic Research Journal of Multidisciplinary (AARJMD) (ISSN: 2319-2801) , Volume 2 (6), Year 2015, Pages 363-369

53. **Deterrents to the Housing Microfinance: Evidence from a Study of the Bankers to 'Bhavanashree' in Kerala, India**

Manoj, P. K.

International Research Journal of Finance and Economics, Volume 138, Year 2015, Pages 43-55

54. **Financial Inclusion for Inclusive Growth in India: A Macro Level of the Commercial Banks**

Manoj, P. K.

European Journal of Scientific Research (EJSR) (ISSN: 1450-216X), Volume 135 (4), Year 2015, Pages 364-372

55. **Cost Effective and Eco-Friendly Housing in Kerala: Need and Relevance of Green Houses**
Manoj, P. K.
Indian Journal of Applied Research (IJAR) (ISSN: 2249-555X) (IF=3.6241), Volume 5 (11), Year 2015, Pages 50-53
56. **Socio-Economic Conditions of Migrant Labourers – An Empirical Study in Kerala**
Manoj, P. K., & Vidya Viswanath
Indian Journal of Applied Research (IJAR) (ISSN: 2249-555X) (IF=3.6241), Volume 5 (11), Year 2015, Pages 15-20
57. **Corporate Social Responsibility in Central Public Sector Enterprises in India in the Reforms Era**
Manoj, P. K.
International Journal of Management and Social Science Research Review (IJMSRR) (ISSN: 2349-6746), Volume 1 (7), Year 2015, Pages 151-156
58. **Financial Inclusion in India: A Study of the Linkage between Economic Growth and Finance**
Manoj, P. K.
International Journal of Applied Financial Management Perspectives (IJAFMP) (ISSN: 2279-0896) IF = 5.81 (SJIF), Volume 4 (3), Year 2015, Pages 1880-1885
59. **Employment Generation from Rural Tourism: A Field Study of the Local Community at Kumbalangi in Kerala**
Manoj, P. K.
International Journal of Applied Services Marketing Perspectives (IJASMP) (ISSN: 2279-0985) IF = 5.871 (SJIF), Volume 4 (4), Year 2015, Pages 1880-1888
60. **Financial Inclusion through Microfinance: A Study with a Focus on the Exposure of Commercial Banks in Kerala**
Manoj, P. K.
International Journal of Entrepreneurship and Business Environment Perspectives (IJEPEP) (ISSN: 2279-0926) IF = 5.842 (SJIF), Volume 4 (1), Year 2015, Pages 1505-1516
61. **Socio-Economic Impact of Housing Microfinance: Findings of a Field based Study in Kerala, India**
Manoj, P. K.
International Research Journal of Finance and Economics, Volume 137, Year 2015, Pages 32-43
62. **Gramin Banks for Financial Inclusion: A Study of the Performance of Kerala Gramin Bank in Malappuarm District with a Focus on Agricultural Credit**
Manoj, P. K.
International Journal of Entrepreneurship and Business Environment Perspectives (IJEPEP) (ISSN: 2279-0926) IF = 5.842 (SJIF), Volume 4 (3), Year 2015, Pages 1827-1835
63. **Housing Microfinance: A Study on Quality, Cost and Default Rate with Respect to 'Bhavanashree' in Kerala**

Manoj, P. K.

International Research Journal of Finance and Economics, Volume 139, Year 2015, Pages 7-20

64. **MGNREGS and Economic Empowerment of Women: Evidence from Kerala, India**

Keethan Rose Alexon Puthukkeril & Manoj, P. K.

International Research Journal of Finance and Economics, Volume 140, Year 2015, Pages 7-18

65. **Prospects of Responsible Tourism in Kerala: Evidence from Kumarakom in Kottayam District**

Manoj, P. K.

International Journal of Research in Management & Social Science (ISSN:2322-0899), Volume 3, 1(II), Year 2015, Pages 54-59

66. **Microfinance for Inclusive Growth: A Study of Southern India with a Focus on the Women SHGs in Kerala State**

Lakshmi, & Manoj, P. K.

International Journal of Research in Management & Social Science (ISSN:2322-0899), Volume 3, 2 (I), Year 2015, Pages 12-25

67. **Unorganized Labour and Challenges to Industrial Relations: Empirical Evidence from North Kerala**

Rajesh, S. & Manoj, P. K.

International Journal of Research in Management & Social Science (ISSN: 2322-0899), Volume 3, 1 (VII), Year 2015, Pages 109-116

68. **Women Employee Work-life and Challenges to Industrial Relations: Evidence from North Kerala**

Rajesh, S. & Manoj, P. K.

IPASJ Journal of Management (IJM) (ISSN: 2321-645X), Volume 3 (4), Year 2015, Pages 1-8

69. **Innovations in Housing Finance in India: An Analysis of their Significance and Socio-Economic Impact**

Manoj, P. K.

International Journal of Multidisciplinary Research (IJMR) (ISSN: 2277-9302), Volume II (12) (I), Year 2014, Pages 30-32

70. **Customer Relationship Management - The New Marketing Mantra in Banks: A Comparative Study of New Generation Private Sector Banks and Old Private Sector Banks in Kerala**

Joju, J. & Manoj, P. K.

Bharata Mata Journal of Multidisciplinary Studies (ISSN: 2248-3571), Volume 1(1), Year 2014, Pages 01-18

71. **Marketing of Bank Products in the Emerging Scenario in the Kerala Context. (Book Chapter) (Vol. I, pp.262-267)**

Manoj. P. K., Joju, J., & Vasantha, S.

Achieving "Millennium Development Goals" (MDG) - Challenges and Future, Volume First Edn., 2013. (ISBN: 978-93-82570-25-7), Year 2014, Pages 262-267

72. **Impact of E-CRM on Commercial Banking: An Empirical Investigation with Reference to Private Sector Banks in Kerala.**
Manoj, P. K., Joju, J., & Vasantha, S.
International Journal of Applied Services Marketing Perspectives (IJASMP) (ISSN: 2279-0985) IF = 5.871 (SJIF), Volume 3 (3), Year 2014, Pages 1120-1124
73. **Real Estate Investment Trusts (REITs) in India: Relevance and Significance in Emerging Scenario**
Manoj, P. K.
International Journal of Trade and Global Business Perspectives (IJTGBP) (ISSN: 2319-9067) IF = 5.017 (SJIF), Volume 3 (2), Year 2014, Pages 945-954
74. **Unorganized Labour in Housing Construction Sector in Kerala: An Empirical Investigation of the Human Rights Issues and Other Problems**
Neeraja James & Manoj, P. K.
International Journal of Scientific Research (IJSR) (ISSN: 2277-8179) (IF = 3371), Volume 3 (1), Year 2014, Pages 93-97
75. **Factors Influencing the Purchase of Apartments: Some Empirical Evidence**
Nasar, K. K., & Manoj, P. K.
CLEAR International Journal of Research in Management, Science and Technology (CLEAR IJRMST) (E-ISSN:2249-3506 P-ISSN:2249-3492), Volume 4 (8), Year 2014, Pages 12-19
76. **Econometrics as an Academic Discipline in Higher Education: An Exploratory Study of the Need, Relevance and Significance**
Manoj, P. K.
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Details of Ph.D.s Produced
Dr. Manoj P K, Department of Applied Economics, CUSAT

No.	Name of the Scholar	Batch (Year) – Ph.D.Award	Title of the Ph.D. Thesis
1.	Varghese K X	Regn: July 2009 Batch (Awarded:08.08.2014)	Efficacy of Educational Loans: An Empirical Study of the Borrowers of Ernakulam District in Kerala
2.	John M P	Regn: Dec. 2009 (Awarded:20.08.2015)	Effect of Buyer Behavior on the Growth of Cattle Feed Industry in Central Kerala
3.	Rajesh S	Regn: June 2011 (Awarded:15/11/2016)	Challenges to the Indian Industrial Relations System: A study with special reference to textile workers in Kannur District in Kerala
4.	Nasar K K	Regn: July 2011 (Awarded:25/01/2017)	Real Estate Apartment-Purchase Decision and Residents' Satisfaction – A Study at Ernakulam City, Kerala, India.
5.	Lakshmi	Regn: Dec. 2011 (Awarded:05/12/2017)	A Comparative Study of Service Quality of Kerala Gramin Bank and Kannur District Co-operative Bank in Kannur District
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