

BIO DATA

DR. DILEEP A.S

Name	Dr. A.S. DILEEP
Designation	Associate Professor Mahatma Gandhi College, Thiruvananthapuram University of Kerala, Kerala
Address for communication Alumthara (Dist)	Chekkalavilakathu Veedu, Mamoodu, and Venjaramoodu (PO) Thiruvananthapuram 695604
Date of Birth	31-05-1974
Sex	Male
Marital status	Married
e-mail	dr.dileepvjd@gmail.com
Mobile No	9447500734
Date of Retirement	31/05/2030

Academic Background

Sl.NO	Qualification	year	Board/ University	Percentage of marks
1	S.S.LC	1989	Board of public examination	56
2	Pre-Degree	1991	Kerala University	55
3	B.COM	1994	Kerala University	53
4	M.COM	1999	Kerala University	55
5	M.Phil	2002	Madurai Kamaraj University	83
6	BEd	2003	Kerala University	72
7	Ph.D	2009	Kerala University	

Teaching Experience

1. In higher secondary school 6 years
2. In college service 13 years

Research Guide : University of Kerala & Bharatiyar University

Ph.D Produced : 8

Ph.D Students :4

Completed Projects

Major Project – UGC– Co Investigator. No – F – 5 -87/ 2012 (Hrp) “ A Study on Consumer Behaviour in Relation to the Marketing of Consumer Durables in the Rural Economy of Kerala.”

Minor Project - - Kerala State Higher Education Council, No: 1292/Res. Proj/2013/ KSHEC
“Social Implications of Educational Loans in Kerala.”

Membership in Professional Body

Life Member in All India Accounting Association : Membership I D : TV-143

Vidhwan Id : 111811

Positions

1. Former Member Senate
2. Member IQAC
3. Member College Council
4. Member College Level Research Committee
5. Convener and Member Discipline Committee

Courses Attended (Faculty Development Programme)

1. UGC Sponsored Refresher Course in Commerce, Human Resource Development Centre, 01/08/2019 to 14/08/2019.
2. UGC Sponsored Short Term Course in Gender Sensitization, Human Resource Development Centre, 22/11/2019 to 28/11/2019.
3. UGC Sponsored Live Online Short Term Course in Gender Sensitization, Human Resource Development Centre, 23/06/2022 to 29/06/2022.
4. Specialised Training Programme on Goods and Services Tax (GST) for UG and PG Teachers, GULATI Institute of Finance and Taxation, 22/05/2019 to 27/05/2019.
5. Faculty Development Programme on Financial Modelling, School of Distance Education, University of Kerala, 16/12/2019 to 20/12/2019.

Publication Details

Research Books Published

1. Customer Service in Co-operative Banks: ISBN978-81-8411-249-8. Sonali Publications: New Delhi.
2. Khadi and Village Industries: Role of KVIB: ISBN978-81-8411-373-0. Sonali Publications: New Delhi.
3. Ayurvedic Tourism: ISBN978-81-8411-369-9. Sonali Publications: New Delhi.

Academic Books Published

1. Systematic Approach to Strategic Management. CHAND Books. Kerala University, III Year BCom (Sixth Semester).
2. Business Communication and Office Management. CHAND Books. Kerala University, I Year BCom (Second Semester).
3. Financial Management. CHAND Books. Kerala University, II Year (Third Semester)

4. Entrepreneurship Development. CHAND Books. Kerala University, II Year (Third Semester).
5. Capital Market. CHAND Books. Kerala University, II Year (Fourth Semester).
6. Principles of Management. CHAND Books. Kerala University, III Year (Fifth Semester).
7. Management Concepts and Thoughts. CHAND Books. Kerala University, I Year (First Semester).
8. Business Regulatory Framework. CHAND Books. Kerala University, II Year (Second Semester).
9. Corporate Regulations and Administration. CHAND Books. Mahatma Gandhi University, I Year (First Semester).

Chapters in Edited Books

1. Tourism Trends and Strategies: ISBN 978-81-8411-370-94. Sonali Publications: New Delhi.
- 2 Microfinance and Financial Inclusion: 978-81-8411-497-3. Sonali Publications: New Delhi.
3. Investment Biases and Measures to Overcome (Page No 61-70), Advances in Commerce and Management, Indus Scrolls Press, ISBN 978-93-90981-30-4.
4. Contrarian Investing : The Psychology of Going against the Crowd (Page No 196-206), ECOMAT, Namya Press, ISBN : 978-81-947715-7-9.
5. Ayurvedic Tourism Problems and Prospects – A Case Study of Thiruvananthapuram District (Page No 199-208) MONOGRAPH, Sree Anjaneya Publications, ISBN : 978-10-8738-269-2.
6. Performance Assessment of Kudumbasree Units in Nedumangad Taluk: An Empirical Study.Sonali Publications. New Delhi. ISBN 978-81-8411-497-3.
7. Financial Inclusion and Inclusive Growth - Financial Inclusion – Role of Primary Agriculture Credit Societies. Regal Publications, New Delhi. ISBN 978-81-8484-264-7.

8. Corporate Governance in State Co-operative Bank – A case study of Kerala State Co-operative Bank Limited. Corporate Governance Emerging Issues and Global Challenges. Sri Venkateswara University. Tirupati. ISBN-9789382062851.
9. Virtual Banking: Products and Customer Satisfaction. Changing Scenario of Business and e Commerce. Prashant Publications. ISBN 798-93-81546-92-5.
10. Absenteeism in Hotel Industry: a Summative Analysis. Human Resource: Core for Business Administration. Annamalai University. ISBN978-81-8371-387-0.
11. Customer's Perception on Marketing of Milma Products with Special Reference to Thiruvananthapuram Regional Co-operative Milk Producers Union. TeLeS. Muslim College of Education. ISSN 2348:8409. September 2014.
12. Quality of Work Life in Hotel Industry in Kerala. Lyceum of Management Issues. ISBN 93-83885-78-5. Melinda Books. Jan 2017.

Self Learning Materials Preparations

BCom : Business Communication and Office Administration, School of Distance Education, University of Kerala.

MCom : Income Tax Planning and Management, School of Distance Education, University of Kerala.

Articles Published

1. Trends in Agriculture Trade and the Influence of Global Crises on Export. The Management Accountant. UGC CARE List Journal, ISSN 0972-3528.
2. Agri Tourism: A Best Option to Accelerate Growth of Tourism in the Post – Pandemic Era. Management Researcher, A Peer Reviewed Journal. ISSN: 2230-8431.
3. Tourism: Strategies Needed for Growth Literary Findings, UGC Listed Journal NO 42329, ISSN 2278-2311.
4. The Changing Scenario of PDS- An Evaluation (Page No 86-89) International Journal of Advance and Innovative Research, UGC No 63571, ISSN 2394-7780.

5. Prospects of Start-ups in Kerala Management Researcher, Peer Reviewed, ISSN: 2230-8431.
6. Impact of Foreign Institutional Investors in Indian Stock Markets. LUX MOUNTS, Journal of Commerce, Management and English Literature, Peer Reviewed Bi-annual Research Journal, ISSN: 2321-8053.
7. A study on the Impact of Internet Banking Service Quality on Customer Satisfaction. LUX MOUNTS, Journal of Commerce, Management and English Literature, Peer Reviewed Bi-annual Research Journal, ISSN: 2321-8053.
8. Tax System Leakage in India (page No 385-388), Studies in Indian Place Names, UGC Care List Journal, ISSN : 2394-3114.
9. Customer Service in Commercial Banks in Kerala: An Analytical Study . Journal of The Maharaja Sayajirao University of Baroda, Care List Journal, ISSN : 0025-0422.
10. Awareness and usagr of Digital Banking Service among Elderly People during the Pandemic. Management Researcher, Peer Reviewed, ISSN: 2230-8431.
11. Weak Form Efficiency of Godrej Consumer Products Limited – A Study on Efficient Market Hypothesis . South India Journal of Social Sciences, Care List Journal, ISSN : 0972----8945.
12. Widening Horizons of IPRs through extended arms of Geographical Indication. NIU International Journal of Human Rights, Care List Journal, ISSN : 2394-0298.
13. Determinants of Work Life Balance –An Analysis among Employees in Print Media Industry. Management Researcher, Peer Reviewed, ISSN: 2230-8431.
14. Green Investment Initiatives in India. Journal of the Asiatic Society of Mumbai, Care List Journal, ISSN : 0972-0766.
15. Barriers Faced by the Beneficiaries of RSETIs : An Insights. Journal of Social Welfare and Management, UGC Refereed Journal, ISSN : 0975-0231.

16. Work Interference with Personal Life among Employees in Newspaper Industry. Journal of Management and Entrepreneurship, UGC CARE List Group I Journal, ISSN: 2229-5348.
17. Work Life Balances: A Comparative Study among Bank Employees in Public and Private Sector Banks Tathapi, UGC CARE List, ISSN: 2320-0693.
18. Gender Discrimination – A Study on the Issues Faced by Women Journalists, Mukta Shabd Journal, UGC Approved Journal, ISSN : 2347-3150.
19. Problems and Prospects of Rural Entrepreneurship, Mukta Shabd Journal, UGC Approved Journal, ISSN : 2347-3150.
20. KVIB Support to Village Industries: Various Aspects. Commerce & Business Researcher. Department of commerce and management, University of Kerala. ISSN No-0976-4097.
21. Performance of co-operative banks in Kerala. Management. DCMS Journal of Management. University of Calicut. ISSN 2231-3060.
22. KVIC Assistance Schemes: an EMPIRICAL Study. MIRROR- Peer Referred Bi – Annual Research Journal of Commerce and Management. ISSN 2249-8117.
23. Women Entrepreneurs in Rural Kerala: Problems and Prospects. CAMS Journal of Business Studies and Research. CONSPY Academy of Management Studies. ISSN 0975-7953.
24. Employees Satisfaction of Newspaper Industry in Kerala. International Journal of Business Administration and Research Review (IJBARR). Issn.no: 2348-0653.
25. Problems of Backwater Tourism in Alappay District in Kerala State – A Case Study. POSEIDON International Journal of Commerce, Management and Social Science. ISSN: NO.2319-6238.
26. Customer Retention Banking Industry. Management Researcher. Institute of Management Development and Researcher. ISSN 2230-8431.

27. Job Satisfaction in Hotel Industry in Kerala. NISMA. Nooral Islam University. Tamil Nadu. ISSN: 0973 – 3957.
28. Financial Viability of Co-operative Bank: A Case study of DCCBs. Teles. Muslim College of Education. Thiruvithancode. ISBN 978 93 8742 3004
29. An analysis of Tourist Satisfaction on E- Tourism. Global Research Review. Scholars Association of Kerala. ISSN 2250-254113.
30. Turnover Intention and Quality of Work Life in Hotel Industry in Kerala – MIRROR. Journal of Commerce and Management & Social Science . Scholars Association of Kerala. ISSN 2249 -8117.
31. Customer Service in the Co-operative Banks: Some Observation. Commerce Times. International Research Journal of Commerce. ISSN 2320 -9461.
32. Foreign Direct Investment in Agriculture : Indian Scenario. Research Scholar. Scholars Association of Kerala. ISSN 2249 – 66967.
33. Foreign Direct Investment in Automobile Industry. International Journal of Current Research and Academic Review. ISSN 2347-3215. Nov 2013.
34. On line purchasing: causes and Prospects. Management Researcher. Institute of Management Development and Researcher. ISSN: 2230-8431.
35. Present position of Co-operative Bank” an Enquiry. Yojana.
36. Customer Satisfaction on the services of HDFC Bank LTD. Management Researcher. Institute of Management Development and Researcher, ISSN: 2230-8431.
37. Why e PDS. Kerala Calling, Information Relation Department, Govt of Kerala.
38. Manpower Selection Strategies in Hotel Industry in Kerala: A critical Evaluation. DEECE School Journal. Peer Refereed Research Journal of Business. DCSMAT Group of Institutions. ISSN 972-9003.
39. Technology Excertion for Financial Inclusion. Research Scholar. Peer Referred Research Journal. Scholars Association of Kerala. ISSN 2229-6696.

40. Turnover Intention and Quality of Work Life in Hotel Industry in Kerala. MIRROR. Peer Referred International Research Journal of Commerce, Management and Social Science. ISSN.2249-8117.
41. Customer Service in Co-operative Banks. Steward Business Review. International Peer Referred Journal. Steward Knightly Publishing House. ISSN2320-9399.
42. Role of Banks in Sustainable Development through Green Banking. International Journal of Current Research and Academic Review. Peer Referred Research Journal. ISSN 2347-3215.
43. National Food Security Bill 2013: A Step Towards Hunger Free India through PDS. Global Research Review. Peer Referred Research Journal. Scholars Association of Kerala. ISSN 2250-2521.
44. Customer Satisfaction of ATM Users: An Empirical Analysis. Global Research Review. Peer Referred Research Journal. Scholars Association of Kerala. ISSN 2250-2521.
45. Innovative Banking- The Key to Excellence. Research Lines. Peer Referred Research Journal. Deva Martha College, Kuruvilangadu, Kottayam. ISSN 0975-8941.
46. CSR: Initiatives and Practices in Indian Bottle Water Industry. Management Researcher. Institute of Management Development and Research. ISSN: 2230-8431. March 2015.
47. Job Satisfaction among Bank Employees in Kerala. Management Researcher. Institute of Management Development and Research. ISSN: 2230-8431. June 2015.
48. Churn Management Through CRM. KICMA Reach Journal of Management. ISSN: 2395-0293. June 2015.
49. Banking in India- An Emerging Service Industry. Commerce and Business Researcher. ISSN No:0976-4097. Dec 2014.

50. Public Private Partnership as a Source of Infrastructure Financing in Kerala. Commerce & Business Resercher. Researchers' Forum. Dept of Commerce and Management. University of Kerala. ISSN No. 0976-4097. Jan-June 2016.
51. Retention of Customers in a Highly Competitive Telecom Market.- Need for Effective Customer Relationship Management Strategies. KICMA Research Journal of Management. KICMA – b- School. ISSN 2395-0293. July-December 2016.
52. Service Quality in Commercial Banks: An Analysis. Southern Economist. ISSN 0038-4046. September 2016.
53. Right Issue- An Analytical Study on How to make Smart Gains in the Ex-Right Period. Global Research Review. PEER Refereed Research Journal. Scholars Association of Kerala. ISSN 2250-2521. June 2015.
54. Micro Credit: Synergy in Operating Social Programmes with Economic Programmes for Women Empowerment. Research Scholar. PEER Refereed Research Journal. Scholars Association of Kerala. ISSN 2249-6696. June 2015.
55. Pricing and Qualify in Indian Banking Sector. KICMA Reach Journal of Management. Kerala Institute of Co-operative Management. ISSN 2395-0293.
56. Socio- Cultural Impact of Hill Tourism. CAMS Journal of Business Studies and Research. Conspi Academy of Management Studies. ISSN 0975-7953.
57. Customer Perception of Banking Services: An Assessment. MIRROR. Peer Referred International Research Journal of Commerce, Management & Social Science. ISSN 2249-8117.
58. Effectiveness of Performance Appraisal in Hotel Industry in Kerala. International Journal of Perspectives in Education. Muslim College of Education. Kanyakumari. ISSN 2456-3412.

Seminar Participation and Presentation

1. Chaired a Session on Cyber Securities, International Seminar on Cyber Security and Digital Marketing.
2. Scope of Digital Marketing of GI Products, International Seminar on Cyber Security and Digital Marketing.
3. Tax System Leakage in India, National Seminar on Budgetary Practices in India.
4. Chaired a Session on International Conference on Global Digital Finance.
5. International Seminar on How Do You Write A High Impact Factor Paper.
6. Online Learning: A Recent Trend in Indian Higher Education, International Multidisciplinary Webinar on Living with COVID -19: Impact on Higher Education in India and Bangladesh.
7. Methodology should be Methodological, National Workshop on Research Methodology in Social Sciences.
8. Awareness and Usage of Digital Banking Services among Elderly People during the Pandemic, International Seminar on Effect of Global COVID and Ecological Crisis in Business Sectors: Implications and Solutions.
9. COVID and ITS Impact in Banking Sector, International Seminar on Effect of Global COVID and Ecological Crisis in Business Sectors: Implications and Solutions.
10. Green Investment Initiatives in India. International Seminar on Effect of Global COVID and Ecological Crisis in Business Sectors: Implications and Solutions.
11. Resource person for Two Day Workshop on GST –ITS Impact on Accounting & Financial Reporting.
12. National Webinar on Intellectual Property Rights Organised by Intellectual Property Rights Information Centre- Kerala.

13. Chaired a Session on Two Day National Seminar on Environmental Accounting and Green Practices in Business.
14. Problems and Prospects of Rural Entrepreneurship, Two Day National Seminar on Environmental Accounting and Green Practices in Business.
15. Corporate Social Responsibility: An Evaluative Study of Federal Bank. Two Day National Seminar on Environmental Accounting and Green Practices in Business.
16. Gender Discrimination – A Study on the Issues Faced by Women Journalists. Two Day National Seminar on Environmental Accounting and Green Practices in Business.
17. Participated Three Day National Workshop on Applied Financial Econometrics.
18. Participated Two Day National Seminar on Leading Issues in Indian Public Finance.
19. Tourism , Strategies needed for Growth. International Seminar conducted by Swami Vivekananda Association of Science & Humanities.
20. The Changing Scenario of PDS – An Evaluation. International Multi-disciplinary Conference on Business, Commerce, Management, Economics, Law, Banking & Technology.
21. Impact of FIIs in Indian Stock Market. National Seminar on Cross – Border Trade and Investments among Emerging Economies.
22. Problems and Prospects of Rural Entrepreneurship. International Seminar on Role of Management Education in Promoting Entrepreneurship in the Globalized Business Environment