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Research Papers Published

1. Exploring the Trends in Indian Floriculture Exports: Review of the Volume and Value Dynamics of the Key International Importers in the Industry, Advanced International Journal for Research (AIJFR), 2025, DOI: [10.5281/ZENODO.17245361](https://doi.org/10.5281/ZENODO.17245361)
2. Analysis of the Connectivity Parameters of the Proposed Trilateral Highway (TH) between India, Myanmar and Thailand (IMT), The Industrial Corridor and its Impact on the Economic Development

- of Southeast Asia, *International Journal of Current Science Research and Review*, 2025, DOI: <https://doi.org/10.47191/IJCSRR/V8-I9-13>
3. India in Global Commerce and the Role of International Trade Routes: Comparative Analysis of the Past, Present, and Future Logistics Scenarios, *RESEARCH REVIEW International Journal of Multidisciplinary*, DOI: <https://doi.org/10.31305/RRIJM.2025.V10.N7.017>
 4. Evaluation of the financial prospects and roadblocks of the event management business in India, *Asian Journal of Management and Commerce*, 2025, DOI: <https://doi.org/10.22271/27084515.2025.V6.I2D.661>
 5. Evaluation of the D2D Logistics Network, the Backbone of the Indian Newspaper Industry and a SWOT Analysis of the Prevalent Distribution System, *International Journal of Innovative Research in Science Engineering and Technology*, 2025, DOI: <https://doi.org/10.15680/IJRSET.2025.1408025>
 6. ECONOMIC PERFORMANCE OF THE SCRAP INDUSTRY AND ITS ROLE IN WASTE MANAGEMENT AND POLLUTION CONTROL IN INDIA, *International Journal of Advanced Research (IJAR)*, 2025, DOI: <https://doi.org/10.21474/IJAR01/21466>
 7. Comprehensive evaluation of the volume of trade, regulations, and financial performance of the street vending market in India, *International Journal of Research in Marketing Management and Sales*, 2025, DOI: <https://doi.org/10.33545/26633329.2025.V7.I2B.278>
 8. "Vulnerability to Resilience: Climate Adaptation Strategies for Fisherfolk along the Kerala Coast", *IJNTI - INTERNATIONAL JOURNAL OF NOVEL TRENDS AND INNOVATION* (www.IJNTI.org), ISSN:2984-908X, Vol.3, Issue 6, page no.a40-a47, June-2025, DOI: <https://doi.org/10.5281/zenodo.17209951>, Available :<https://rjpn.org/IJNTI/papers/IJNTI2506006.pdf>
 9. Economic Empowerment of Marine Fisherfolk through Self-Help Groups. Benadict , T. G., Nair, S. P., & Varughese, A. (2025). *RESEARCH HUB International Multidisciplinary Research Journal*, 12(4), 77–85. <https://doi.org/10.53573/rhimrj.2025.v12n4.010>
 10. Assessment of the National Pension System in India and an Exploration of the Pivotal Role of the Pension Fund Regulatory and Development Authority (PFRDA) in Overseeing and Governing the Pension Market within the Nation, Dr. Crissy Nicholas & Dr.Sreedhar P.Nair, Vol.14, Issue 4, page no.566-570, November-2024, DOI: <https://doi.org/10.5281/zenodo.17240637>, Available :<https://rjpn.org/IJCSPUB/papers/IJCSP24D1060.pdf>
 11. Evaluation of the Logistics Post System Employed by the India Post and an Exploration of the Impact of the Digital Transformation on the Efficiency and Effectiveness of the Supply Chain Management, *International Journal of Creative Research Thoughts (IJCRT)*, Volume 12, Issue 11 November 2024, DOI: <https://doi.org/10.5281/ZENODO.17240543>
 12. Exploring the utilization of cryptocurrency within the realm of illegal trade and the consequent ramifications for regulatory systems, Jyothy Mary Mathew and Sreedhar P Nair, DOI: <https://doi.org/10.22271/allresearch.2024.v10.i11d.12167>
 13. Exploration of the Impact and Challenges Associated with the PMMY & MUDRA Loan Initiative in Facilitating Financial Assistance for the Development of the of Micro Enterprises within the Context of the Indian Economic Framework, *International Journal of All Research Education and Scientific Methods (IJARESM)*, ISSN: 2455-6211, Volume 12, Issue 11, November-2024.DOI: <https://doi.org/10.5281/zenodo.17240071>
 14. Evaluation of the Prospects and Challenges of Pradhan Mantri Fasal Bima Yojana (PMFBY) - Crop Insurance in Effectively Mitigating the Risks of the Farmers in India, *International Journal of Innovative Research in Science, Engineering and Technology (IJRSET)*, Vol.13 (12), 2024 DOI: <https://doi.org/10.5281/ZENODO.17237424>
 15. Successor's Intention on Internal Succession of Sustainable Family Business, *Commerce & Business Researcher*, Vol. 15, Issue – 2, 2024, <https://doi.org/10.59640/cbr.v15i2.1-16>
 16. Punargeham Project- Problems and Prospects in selected Villages of Alappuzha, Kerala. Nair, S., & Noronha, S. (2023). *RESEARCH REVIEW International Journal of Multidisciplinary*, 8(3), 179–184. <https://doi.org/10.31305/rrijm.2023.v08.n03.021>

17. A Study on Relationship between Service Quality and Customer Loyalty with Reference to Online Hotel Booking Apps, International Journal of Current Science Research and Review, ISSN: 2581-8341, Vol. 5 No 4 (2022): Volume 05 Issue 04 April 2022, Page No.: 1356-1362, DOI: <https://doi.org/10.47191/ijcsrr/V5-i4-60>
18. AIRAM Principle-The Dynamic Mantra for Strategic Management of Human Resources in Organisations", International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN:2349-5162, Vol.9, Issue 4, page no.b764-b769, April-2022, DOI: <https://doi.org/10.5281/zenodo.17237226>, <http://www.jetir.org/papers/JETIR2204194.pdf>
19. Tourism Industry-The Cash Cow Industry For Fostering The Economic Development of India, International Journal of Applied Research, P-ISSN: 2394-7500, E-ISSN: 2394-5869, Volume 8, Issue 4, April 2022, DOI: [10.22271/allresearch.2022.v8.i4c.9653](https://doi.org/10.22271/allresearch.2022.v8.i4c.9653)
20. Job Stress and Career Progression of Women, International Journal of Current Science (IJCS PUB), ISSN:2250-1770, Volume.12, Issue 1, pp.175-180, March 2022, DOI: <https://doi.org/10.5281/zenodo.17223440>, <http://www.ijcspub.org/papers/IJCSP22A1143.pdf>
21. Problems Faced by Women Entrepreneurs of MSME Units, International Journal of Science and Research (IJSR), ISSN (Online): 2319-7064, Volume 11, Issue 3, March 2022, 372 – 374, https://www.ijsr.net/get_abstract.php?paper_id=SR22303152607, DOI: <https://doi.org/10.21275/sr22303152607>
22. ‘Chatvaari Darshana’ or the Four Factor Approach of Managing the Human Resources, International Journal of Multidisciplinary Educational Research (IJMER), ISSN:2277-7881, Volume:11, Issue:3(3), March, 2022, [http://s3-ap-southeast-1.amazonaws.com/ijmer/pdf/volume11/volume11-issue3\(3\)/13.pdf](http://s3-ap-southeast-1.amazonaws.com/ijmer/pdf/volume11/volume11-issue3(3)/13.pdf), DOI: [10.5281/ZENODO.17236481](https://doi.org/10.5281/ZENODO.17236481)
23. Ethical Advertising is a Vital Responsibility of Business Towards the Society, IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.9, Issue 1, Page No pp.615-619, March 2022, DOI: <https://doi.org/10.5281/zenodo.17223689>, <https://www.ijrar.org/papers/IJRAR22A2147.pdf>
24. Restructuring Strategies to Awaken the Sick Public Sector Units in the State of Kerala, Journal of Emerging Technologies and Innovative Research, ISSN: 2349-5162, Vol.9, Issue,3, March,2022, DOI: <https://doi.org/10.5281/zenodo.17231262> , <http://www.jetir.org/papers/JETIR2203140.pdf>
25. Some Prominent Cases of Financial Scams and the Relevance of Meticulous Governance Systems for Economic Institutions, International Journal of Research, ISSN 2348-6848, Vol. 9 No. 3 (2022): Vol-9-Issue-3-March-2022, DOI: <https://doi.org/10.5281/zenodo.17231171>, <https://ijrjournal.com/index.php/ijr/article/view/387/327>
26. Advertising and Social Media Management and their Interrelationship in Video Monetization, KICMA Reach-Journal of Commerce & Management, ISSN: 2395-0293, December, 2021, DOI: <https://doi.org/10.5281/zenodo.17227519>, <https://kicma.ac.in/kicma-journal/>
27. A study on the Investment Behaviour of Salaried Class Belonging to Government Sector, Strad Research, ISSN 0039 – 2049, Vol-07-Issue-12, 2020, <https://doi.org/10.37896/sr7.12/048>
28. Determinants of Consumer Purchase Decisions of Medical Insurance During Covid-19: Role of Awareness and Anxiety, Baselius Researcher, ISSN: 0975-8658, Volume XXII, Issue 1, January-June, 2021, <https://doi.org/10.5281/zenodo.17224170>, <https://baselius.ac.in/wp-content/uploads/2021/01/Journal-January-June-2021-3.pdf>
29. HOMESTAYS AS A CATALYST FOR THE SOCIO-ECONOMIC UPLIFTMENT OF COASTAL AREAS IN KERALA STATE: PROBLEMS AND PROSPECTS, Studies in Indian Place Names (UGC Care Listed Journal), Vol 40 Issue 48 March 2020, DOI: <https://doi.org/10.5281/zenodo.17228250>
30. An Analysis on the Personnel Satisfaction with Reference to Selected Resorts of Alappuzha District, Kerala. Purakala, 31(04), 330–342. <https://doi.org/10.5281/zenodo.17233032>
31. Schematic Evaluation of Green Banking Practices of Public Sector and Private Sector Banks in Kerala- A Case Study of SBI and Federal Bank, GITAM Journal of Management, Volume 18, No.4, pp 64-70, Oct-Dec.2020, <https://gjom.gitam.edu/Browsejournal/show-article/153/Browsejournal>

32. Ardhanareswara Model: A Vedic Insight for Achieving Gender Equity at Workplace, Management & Change, ISSN 0972 – 2149, 2008, Volume 12, Number 1, DOI:
<https://doi.org/10.5281/zenodo.17227735>
33. The Duo-Dimensional Hypotheses of Stress, Effective Executive ISSN 0972 – 5172, August – 2007, Volume IX, No.8,
https://www.iupindia.in/807/EE_DuoDimensional_Hypotheses_of_Stress_44.html
34. The Impact of Ecopsychology on Stress Management, STARS International Journal (Humanities & Social Sciences), ISSN 0973 – 7812, January – 2007, Volume 1, No.1.
35. Management by Managemind, HRM Review, ISSN 0972 – 5148, October – 2006, Volume VI,
https://iupindia.in/1006/HRM_Management_Managemind_11.html
36. Knowing about Knowledge Management, STARS International Journal (Humanities & Social Sciences), ISSN 0973 – 7812, June – 2003, Volume 4, No.1.

Books Published

1. Strategic Management, ISBN No.978-93-81888-76-6, Prakash Publications, Changanacherry, Kerala, 2020.
2. Management of Co-operative Enterprises, ISBN No. 978-93-81888-78-0, Prakash Publications, Changanacherry, Kerala ,2019
3. Marketing Management, ISBN No.978-93-81888-84-1, Prakash Publications, Changanacherry, Kerala, 2019
4. Dimensions & Methodology of Business Studies, ISBN978-93-81888-95-7, Prakash Publications, Changanacherry, Kerala, 2018
5. Financial Service, ISBN No. 978-93-81888-70-4, Prakash Publications, Changanacherry, Kerala, 2018
6. Impact of Goods & Service Tax (GST) on Trade & Commerce in India, Proceedings of UGC National Seminar, ISBN No. 978-81-930603-5-3, 2016.
7. Corporate Governance Regulations & Practices in India, Proceedings of UGC National Seminar, ISBN No. 978-81-930603-0-8, 2014.
8. Organisational Behaviour, ISBN No. 978-93-81888-53-7, Prakash Publications, Changanacherry, Kerala, 2014
9. Corporate Governance, ISBN No. 978-93-81888-42-1, Prakash Publications, Changanacherry, Kerala, 2013.
10. Human Resource Management, ISBN 978-93-81888-37-7 Prakash Publications, Changanacherry, Kerala, 2013.
11. Advertising and Sales Promotion, ISBN 978-93-81888-15-15, Prakash Publications, Changanacherry, Kerala, 2012.

Seminars & Workshops Organized

1. Convener, UGC Sponsored National Seminar on Impact of Goods and Service Tax (GST) on Trade and Commerce in India, Organized by the Post Graduate Department of Commerce, St.Michael's College, Cherthala on 10th and 11th November, 2016.
2. Convener, UGC Sponsored National Seminar on Corporate Governance Regulations and Practices in India, Organized by the Post Graduate Department of Commerce, St.Michael's College, Cherthala on

6th and 7th November, 2014.

Participation in Seminars, Workshops & Conferences

1. Participated in the UGC Sponsored Online Short Term Course on Gender Sensitization, Organized by the UGC-Human Resource Development Centre, Maulana Azad National Urdu University, Hyderabad, Telangana during 28th February, to 5th March, 2022.
2. Participated in One Week UGC Sponsored Online Faculty Development Programme on Research Methodology (Social Science, Commerce and Management), Organized by the UGC-Human Resource Development Centre, Devi Ahilya Vishwavidyalaya, Indore, Madhya Pradesh during 12th July 2021 to 17th July, 2021
3. Participated in the UGC Sponsored Online Refresher Course on Disaster Management & Emergency Response Organized by the UGC-Human Resource Development Centre, Gauhati University from 7th October to 20th October, 2020.
4. Participated in the UGC Sponsored Online Refresher Course in Commerce & Management, Organized by the UGC-Human Resource Development Centre, Gujarat University from 7th September, 2020 to 20th September, 2020.
5. Participated in the UGC Sponsored Online Refresher Course on Research Methodology for Faculty of Social Sciences Organized by the UGC-Human Resource Development Centre, University of Hyderabad during 5th August, 2020 to 19th August, 2020.

Research Projects Undertaken

UGC Minor Research Project (No F-. MRP (H)-0516/12-13/KLKE046/UGC-SWRO, Dtd. 23/09/2013) on “Evaluation of Entrepreneurial Opportunities in the Coastal Areas of Kerala- A Project Undertaken to Enlighten the Youths in Fishing Community”. The project aimed at identifying, analyzing and building awareness among the youths of coastal areas in Kerala about the various entrepreneurial opportunities to effectively utilize the vast resources owned by them. The minor research project was successfully completed in 2016.