**Faculty profile**



PASSPORT SIZE PHOTO

Faculty Name :Dr Lakshmanan M P

Designation : Associate Professor

PEN :596049

Department :Commerce

Is HOD :Yes

Permanent Address :Sujay Nivas, Ambattupalayam, Chittur

Contact Number :9249214643

Email :mpl77ap@gmail.com

Experience Details : Collegiate Education 14 years

**Educational qualifications**

|  |  |  |
| --- | --- | --- |
| **Course** | **University/ Institution** | **Year of Pass** |
| UG | Calicut | 1998 |
| PG | Calicut | 2000 |
| Ph D | Mahatma Gandhi University | 2015 |
| BEd | Calicut | 2001 |

**Broad Area of Research : Marketing Management : Service Marketing**

**Publications** (Newest first)

1.Commerce and management Explorer: Service Marketing Mix Strategies and Performance of LIC ISSN 2230-9187 Pages 48-64 (2018)

2.Misselling Practices in marketing Life insurance products and services, International Journal of Multidisciplinary Research & Development, Peer reviewed –Referred Journal, ISSN 2349-5979, Impact factor 5.72 (2016)

3. A study on the preference of policyholders towards LIC policies in Kerala-an application of Kendal Wallis test of Concordance ISSN 2250-057X Page 69-74 Impact factor 6.384 (2016)

4. Customer evaluation of the Advertisements of LIC in Kerala-An application of Kolmogorov Smirnov Test- man~age ,referred research Journal of DCMS Calicut University (ISSN 2231-3060) Pages 71-78 (2015)

5. Service marketing elements and performance indicators of the LIC : an application of Canonical Correlation, Commerce Spectrum-Double Blind peer Reviewed Journal- ISSN 2321-371X, Pages 26-34 (2014)

6. Problems in marketing Life insurance products and services- Southern Economist (ISSN 0038-4046) Pages 5-10 (2014)

**Books/ Chapters Published**

1 Marketing Strategies of LIC, Abhijeet publications-New Delhi, (ISBN978-93-5074-215-0)

**Paper Presentations**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl No** | **Title of paper** | **Name of Conference** | **Date** |
| 1 | The Journey of Sensex | Securities market- Govt College Chittur, | February  21-22 2008 |
| 2 | Sustainable Development A conceptual Analysis | CSR:Issues & challenges, Deva Matha College,Kuruvilangad, | December 11-12,2008 |
| 3 | Language of Advertising | Language & representation: the mystique of interpretation, Baselius College, Kottayam, | January  14-15,2011 |
| 4 | Indian Life insurance industry: A pre post Reform Analysis | Recent trends in commerce, trade and industry, Government College Chittur, | March  7-8,2011 |
| 5 | FDI in Indian Economy An Evaluation | FDI in India: Policy, Issues and implications | December  16,2011 |
| 6 | FDI in Indian Life Insurance Sector | Research article writing in commerce and management, Govt Victoria College, Palakkad, | November  22-23,2012 |
| 7 | Entrepreneurship Quotient: a study among Students of Kerala | Entrepreneurship development-recent trends, Govt college Tripunithura, | February  14-16,2013 |
| 8 | Life insurance sector in India: an introspection | An assessment of the Indian economy in the current scenario: hopes and challenges, Govt college Chittur | October  10-11,2013 |
| 9 | An analysis on contributions of Life Insurance Industry to Indian Economy | Service sector in india: trends,prospects and challenges, Maharajas college, | November 26-27,2013 |
| 10 | An evaluation of Marketing channel innovation in LIC India | Change and transformation strategies in corporate management: making the wave, Govt college Chittur, | November  19-202014 |
| **11** | Perception of agents on the preference of policyholders in different categories of occupation on LIC policies-an application of Kendal Wallis test | Statistical analysis and interpretation of data using SPSS and AMOS in social science research, Govt College Kottayam, | March  9-10,2015 |
| 12 | Statistical Analysis: applications in Commerce and Management | Fundamentals of Statistical Analysis in Social Science research Govt College Chittur | February  3-4,2015 |
| 13 | Misselling Practices in Marketing Life insurance products and services | Research methodology and data analysis in social science, Catholicate College Pathanamthitta | November 20-21,2015 |
| 14 | Data Entry in SPSS | Statistical tools in Social Science research, Govt Arts and Science College, Kozhinjanpara | December  7-9,2015 |
| 15 | Attitude and approaches of individual agents towards Profession: a case of LIC India | Statistical tools in Social Science research, Govt Arts and Science College, Kozhinjanpara | December  7-9,2015 |
| 16 | Marketing research applications of Statistical tools | Re engineering gateways for a new marketing Era, RGM Govt Ats and science College,Attapady | December  10-11,2015 |
| 17 | Agents Perception on the promotional strategies of LIC India | Recent trends in commerce and management studies, IMDR,Trivandrum | April  23,2016 |
| 18 | 25 years of Liberalization :implications for Indian financial System | Emerging trends in Indian Financial System RGM Govt Arts & Science college Attapady | November  2-3,2016 |
| 19 | Customer Evaluation on Relative Importance of features and benefits of Life Insurance policies of LIC India | Changing Global strategies for Business sustainability-Baselius College, Kottayam, | November  18-19,2016 |
| 20 | Quantitative Characterististics of Financial statements | IFRS Convergence and applicability in India | November  21-22,2016 |
| 21 | Service marketing mix strategies and performance of LIC India : an evaluation | Corporate Social responsibility and Service Sector, Catholicate College, Patahanamthitta | December  15-16,2017 |
| 22 | Sample Size Estimation: Basics | Research methodology and Data Analysis in Social sciences ,Govt College Chittur | November  17-18,2017 |
| 23 | Evolution of accounting In India: kautilya to Ind As | Recent trends in Accounting and taxation, RGM Govt Arts & Science college Attapady | December  13-14,2017 |
| 24 | Modern management Mantras :Things and People | Driving and dynamic Innovations in commerce, RGM Govt Arts & Science college Attapady | November  14-16,2018 |
| 25 | Misselling Practices in Life insurance industry in India | Financial Derivatives, Sreekrishnapuram VTB College,Mannampatta | February  22-23,2019 |
| 26 | Data collection and data Analysis: An Overview | New Perspectives in social Science Research:, RGM Govt Ats and science College,Attapady | November 19-20,2019 |
| 27 | ARIMA Model in Predicting NSE Nifty 50 Index | Financial Econometrics,Govt College Attingal | October  15-19,2019 |
| 28 | Customer Evaluation on selected e services of LIC India among teachers in Govt College Chittur | Contemporary issues in Commerce and management, Dr G Shankar Govt women’s first grade College and P G study center,Udupi, Karnataka | January  31,2020 |
| 29 | A structural evaluation of Life insurance industry in India | Contemporary issues in Commerce and management, Dr GSshankar Govt women’s first grade College and P G study center,Udupi, Karnataka | January 31,2020 |
| 30 | Interest rate mechanism in Housing Loans | National Webinar Housing Loan and tax implications ,Financial Literacy Club ,Govt College Chittur | March  29,2021 |
| 31 | Evaluation on E Filing among Commerce & Management Faculties | National Webinar Decoding E filing 2.0 ,Financial Literacy Club Govt College Chittur | July  18,2021 |

**Areas of Interest:**

* Quantitative Techniques, Data Analysis using SPSS, Research Methodology, Financial Management

**Field of Research:**

* **Marketing Management, Service marketing , Life Insurance**

**Research Projects and Grants**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl No** | **Title** | **Funding Agency** | **Amount Sanctioned** | **Year** |
| **1** | Misselling Practices in Life Insurance Industry in Kerala | **UGC** | **80000** | **2016** |

**Research Guideship Details**

Number of students registered for Ph D :Nil

Number of students awarded :Nil

**Seminars / Workshops Organized**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl No** | **Name of the Programme** | **Venue** | **Date** |
| **1** | National Workshop on Research Methodology and Data Analysis in social Sciences dated | Govt College Chittur | November 16-18, 2017. |
| **2** | National Level Seminar on Fundamentals of Statistical analysis in Social Science Research | Govt College Chittur | February 3-4,2015 |
| **3** | FDP on Research Methodology ( SPSS Analysis) | Nehru College of Engineering and Research center | September 26,2019 |
| 4 | Webinar series on Research Methodology | Govt arts and Science College, Kozhinjanpara | December 22- 27,2020 |

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**Professional Appointments** (Such as Chairman, Director etc)

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| **Sl No** | **Position** | **Name of Institution/Body** | **Date/Year** |
| **1** | **Nil** |  |  |
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**Recognition and Awards**

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| **Sl No** | **Name of Award** | **Agency** | **Year** |
| **1** | **Nil** |  |  |
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**Academic & Administrative Responsibilities**

1. **Coordinator , School of Distance Education, University of Calicut [2015-2019,2020 onwards]**
2. **Chief Superintendent [ 1.10.2020-31.12-2021]**
3. **Member [ Website Committee, Purchase Committee, Accommodation]**
4. **NAAC Coordinator 2021**
5. **Head of the Department [ 6.6.2016 onwards]**
6. **Member Board of Studies, Calicut University [ B.Com]**
7. **Chairman CVC/CMV [ 2017 & 2021]**
8. **Department Library in Charge [2007-2011,2014 onwards]**