

Faculty profile



**Faculty Name** : ANOOP P  
**Designation** : ASSISTANT PROFESSOR  
**PEN** : 752200  
**Department** : COMMERCE  
**Is HOD** : NO  
**Permanent Address** : ANOOP NIVAS KOOTUPATHA THIRUVILWAMALA, THRISSUR 680588  
**Contact Number** : 9495552560  
**Email** : anoopcommerce@gmail.com  
**Experience Details** : 6 yrs

**Educational qualifications**

Course	University/ Institution	Year of Pass
UG	UNIVERSITY OF CALICUT	2005
PG	UNIVERSITY OF CALICUT	2007
B.Ed	UNIVERSITY OF CALICUT	2009

**Broad Area of Research** : E-COMMERCE

**Publications(Newest first)**

1. "Influence of E-retailing on Purchase Intention of the Consumers with Special Reference to Selected Cities in Kerala" published Volume XXXI No.2 (B) July –December 2023, Journal of Foundational Research with ISSN 2395-5635, UGC Care Indexed, Peer Reviewed and Referred Journal.
2. "Virtual Tour Platforms act as a Paid Promotion tool to Tourism Industry during Covid-19 – An overview – Journal of Multidisciplinary Studies and Research ISSN: 2249-7862

## Paper Presentations

SI No	Title of paper	Name of Conference	Date
1	“Virtual Tour Platforms acts as Support System to Tourism Industry During Covid-19 – An overview”	National Conference organized by St.Stephen College, Uzhavoor in association with MG University, Kottayam	11 <sup>th</sup> Mar, 2022
2	Role of Artificial Intelligence in Retail Industry	National Seminar Cum Workshop on AI tools and Statistical Package for Social Science, Research	13 <sup>th</sup> Oct, 2023
3	GST and E-Retailing	National Seminar on “ GST – Implementation & Implications”	29 <sup>th</sup> Nov, 2023

### Areas Of Interest :

- Marketing
- Taxation

### Field of Research :

- Marketing and E-commerce

### Research Projects and Grants

SI No	Title	Funding Agency	Amount Sanctioned	Year
1				
2				

### Research Guideship Details

Number of students registered for Ph D:

Number of students awarded :

### Seminars / Workshops Organized

Sl No	Name of the Programme	Venue	Date
1			
2			

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

Sl No	Position	Name of Institution/Body	Date/Year
1			
2			

### Recognition and Awards

Sl No	Name of Award	Agency	Year
1			
2			

### Academic &Administrative Responsibilities

1. Nodal officer –Admission (2019-2022)
2. RUSA Coordinator (2023-2024)
3. Chief Superintendent of Examinations (2023-2024)
4. Warden (Hostel) (2023-2024)
5. Head of the Department (2018-2019)(2023-2024)
6. Tourism Club Convenor (2019-2021)

### Any Other Details to Specify:

- 1.
- 2.
- 3.