



George A.P., PhD

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Administration Teaching Research Guidance Marketing & Branding

Result-driven professional with a fire in the belly to transform institutions and people to actualize their potential

PROFILE SUMMARY

- 26 years of continuous experience in nationally and internationally accredited B schools
- 12 years as Director of B Schools with commendable performance
- Trained at premier institutions like IIM Ahmedabad, IIT Kharagpur, IIT Roorkee & IIT Madras
- 20 years of experience in Research and guidance. Empanelled Research Guide of Christ University, Bangalore & Bharathiar University, Coimbatore for more than 10 years.
- Produced 5 PhDs in Management and 1 is nearing completion of study
- Published 28 research papers in National and International Journals
- Proficient in NAAC/NBA accreditation and outcome-based education
- Permanent member of the Jury for National Institute of Fashion Technology Kannur
- Excellent in people management skills and change management

INSTITUTIONAL EXPERIENCE:

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Sahridaya Institute of Management Studies (SIMS), Kodakara, Thrissur

Position : **Founder Director & Professor**

Period of service : **May 2016 to 27-7-2023**

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Highlights:

- Played a key role in signing an MOI with Karunya University Coimbatore for academic and research collaboration

- Play a key role in the revision and implementation of the Institute's vision, mission, PEO and POs to initiate NAAC & NBA accreditation process
- Set up Internal Quality Assurance Cell at the institute to facilitate excellence
- Set up IIC & NISP Cells to promote innovation, entrepreneurship, startups, and skill development
- Set up MGNCRE-REDC cells to improve campus and community life
- Achieved an enviable position for SIMS as a reputed brand in Central Kerala
- Achieved 100% placement record for the passed-out batches
- Established professional tie ups with AIMA, Delhi; TMA, Thrissur & CII, Kochi
- Conduct regular industry interfaces and guest talks
- Conducted 3 very successful webinar series of 1 week duration with resource persons from IIM Ahmedabad; IIM Kozhikode, Ericsson, TCS, etc. including Ambassador T.P. Srinivasan, Dr. Jayasankaran, etc.
- Conducted Management Olympiad in association with AIMA, Delhi at the institute
- Conducted 6 very successful editions of Meraki – Management Fest of SIMS – with national and international student participation
- Rated as the best faculty for exemplary teaching and project guidance
- Produced 100% results in the subjects taught

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Royal Group of Institutions (RGI), Guwahati

Position : **Dean, Royal School of Business & Principal In Charge, Royal School of Commerce**

Period of service : **September 2015 to April 2016**

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Highlights:

- Initiated discussions at the top level to transform RGI into a university by conducting periodic review sessions
- Advocated interdisciplinary approach across schools and verticals especially in Royal School of Management & Royal School of Commerce
- Activated professional networks and interventions

Vimal Jyothi Institute of Management & Research, Chemperi, Kannur

Position : Founder Director & Professor

Period of service : September 2010 to August 2015

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Highlights:

- Made VJIM the best institute for MBA under Kannur University
- Achieved 100% placement record for all the passed out batches
- Achieved 100% result with top ranks from 1st to 10th during my tenure
- Fastest ISO certification in its first year of inception itself
- Built excellent professional relationships with NMCC, Kannur
- Conducted 5 editions of Karmantha – National Level Management Fest of VJIM – with roaring success
- Produced 100% results in the subjects taught
- Rated as the best faculty for exemplary teaching and guidance
- Guided and co-authored research papers with students
- Organized outbound industrial tours to various parts of the country
- Acted as Consultant for Indian Institute of Handloom Technology for accreditation by AICTE
- Conducted various workshops including Neuro Linguistic Programming (NLP) for the students with excellent feedback

Rajagiri Institute of Management & Rajagiri Business School, Kochi

Position : **Professor of Marketing**

Period of service : **May 2006 to August 2010**

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Highlights:

- Produced 100% result in the subjects taught
- Consistent high rating for exemplary teaching
- Very successfully conducted Induction Programme for the freshers throughout my tenure of service as Induction Incharge
- Batch Coordinator for MBA throughout the tenure of my service
- Achieved 100% placement for the MBA and MHRM students in a span of 3 months with the maximum number of companies participating in the campus drive during my tenure as Faculty Coordinator of Placement Cell
- Experiential learning introduced for MBA students for the first time in Rajagiri
- Achieved the largest number of Professional Certifications for the students in Supply Chain Management by Sify Forum
- Played a key role in organizing and conducting the Triennial Conference of Xavier Board at Rajagiri
- Made Business Update sessions, based on business dailies, mandatory for students
- Played an important role in rebranding Rajagiri as Rajagiri Centre for Business Studies
- Resource person for the Management Development Programmes conducted by Rajagiri
- Resource person for the corporate training programmes conducted for the employees of Dubai Port World, South Indian Bank, India Tech Ltd, Muthoot Finance Ltd, Indian Oil Corporation, State Institute of Rural Development Kottarakkara, etc.
- Developed Performance Tracking & Monitoring Schedule for AOFG India as a resource person of Rajagiri Research Centre
- Played a key role in successfully conducting Vanavasam – Personality Assessment based on MBTI – for the MBA and MHRM students
- Played a key role in conducting Rural Camps as part of Rajagiri Outreach Programme
- Designed curriculum on marketing papers for MG University
- Acted as Chief Examiner for the marketing papers of MG University throughout the tenure of my service

Christ College Bangalore (Now Christ University)

Position : **Professor of Marketing & Tourism administration**

Period of service : **May 2004 to April 2006**

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Highlights:

- Produced 100% result in the subjects taught
 - Consistent high rating for exemplary teaching
 - Advocated interdisciplinary teaching (Taught students of Hotel Management, Tourism Management, B.Com., BBA, MTA department)
 - Played a key role in setting up Entrepreneurship Development Cell in the Tourism Department
 - Acted as Editor, Atna, Journal of Tourism Studies
 - Designed curriculum for Tourism Studies, Business Management, Economics, etc
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Patna Women's College, Patna

Position : **HOD, Department of Management Studies & Administrative Incharge (Vocational Courses)**

Period of service : **March 1994 to April 2004**

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Highlights:

- Closely worked with 5 Vice Chancellors of Patna University to commence UGC sponsored Vocationalization of First Degree Education Programmes in the colleges of Patna University with Patna Women's College as the Controlling Centre
- Played a key role in formulating the policies, regulations and curriculum for the vocational courses proposed by the Department of Technical Education, Government of Bihar
- Acted as Controller of Examinations for Vocational courses of Patna University for 7 years
- Organized central valuation camps and achieved fastest track record of result publication
- Conducted Admission tests and facilitated admissions
- Coordinated all the Vocational departments of Patna Women's College

- Played a key role in getting the college accredited at A+ level in its first NAAC accreditation visit
- Achieved high brand recognition for the Department of Management Studies under my tenure as HOD
- Achieved 100% placement for the students of the department
- Organized mega Sales Carnivals for the students to learn selling and salesmanship
- Conducted market campaigns for Vanitha Magazine of Malayala Manorama in the sub-urban areas of Patna for market penetration
- Produced 100% result in the subjects taught
- Consistent high rating for exemplary teaching
- Made 2 months internships mandatory for the students resulting in good quality placements
- Guided and mentored students
- Organized outbound factory visits to companies like Maruti Suzuki, GE Electricals, Whirlpool India, Doordarshan, Ogilvy & Mather, Hamdard, Amul India, Galpha Laboratory, Rai University, etc.

PUBLICATIONS:

1. Babu D., & George, A.P. (2022). Impact of brand parity on brand-related factors-customer satisfaction-repurchase intention continuum: an empirical study on deodorant brands. *Academy of Marketing Studies Journal*, 26(S1), 1-19.
2. George A P and Deepak Babu (2021) Moderating Effect of Brand Parity on Brand-related Factors and Repurchase Intention: An investigation in the context of Deodorant brands. *Linguistica Antverpiensia*, Issue 2, pg 3082-3103
3. George A P, Puthur, J.K., and Mahadevan, L. (2020) ‘Understanding citizen’s continuance intention to use e-government services: the case of the Indian railway e-ticket booking site’, *Int. J. Business Information Systems (Inderscience Enterprises Ltd)*, Vol. 34, No. 2, pp.183–203.
4. George A.P. and Maya Madhavan (2019), “*Service Quality, Travel Motivation & Destination Loyalty: Panacea For Destination Competitiveness And Sustainable Tourism Development In Oman*”, Diversification of Oman Economy for Sustainable Development: Strategic issues and imperatives, College of Banking and Financial Studies, Sultanate of Oman, www.cbfs.edu.om, Edited Book, Chapter 9, ISBN: 978-99969-824-1-5, pg 123-151

5. George A.P. and Maya Madhavan, “*Service Quality, Travel Motivation & Destination Loyalty: Panacea For Destination Competitiveness And Sustainable Tourism Development In Oman*”, ICBFB 2019-Conference Proceedings, International Conference on Banking, Finance and Business, April 24-25, 2019, CBFS, Muscat, Sultanate of Oman, ISBN: 978-99969-824-2-2, pg76
6. George A.P. & Maya Madhavan (2018), ‘Examining the effect of tourist satisfaction and nationality on the relationship between service quality and destination loyalty: Evidences from Sultanate of Oman’, *International Journal of Applied Business and Economic Research*, Vol 16, No. 4, ISSN: 0972-7302, pg 1043-1053.
7. Dr. George A P & Deepak Babu (2017), ‘A Study On The Influence Of Brand Parity Perception On Switching Intention Among The Customers In Banking Sector’, *International Journal of Research in Commerce, IT and Management*, Vol.7, Issue 11, ISSN 2231-5756, pg 74-79
8. Dr. George A P & Maya Madhavan (2017), ‘Service Quality Of Hotel Flats – Experience Of Philipino Tourists’, *International Journal of Research in Commerce and Management*, Vol.8, Issue 7, ISSN 0976-2183, pg 01-05.
9. Dr. George A P & Jose K Puthur (2016), ‘The Tax Payer satisfaction and intention to re-use government site for e-filing’, *IIM Indore Management Journal*, Vol.8, Issue 1, ISSN 0975-1653, pg 46-59
10. George A.P. & S. Govinda Bhat (2016), A study on the impact of marketing mix elements on loyalty of supermarket customers in Greater Kochi area, Kerala state, *Indo Global Journal of Applied Management Science*, Vol. 4, Issue 2, ISSN No. 2320-7892, pg 209-214
11. George A.P. & Mr. Shiju Sebastian (2015), Organisational commitment in relation to Psychological Contract, Prerana, *Journal of Management Thought and Practice*, Vol.7, Issue 2, 2015, ISSN # 0974-908X.
12. George A.P. & Mr. Shiju Sebastian (2015), Psychological Contract & Organisational commitment in the Indian Aviation Sector, Pariprashna, Jain University, Vol II, ISSN # 0976-7150.
13. George A.P. and Yamuna Govindan (2015), Antecedents of Repurchase Intention: the case of Private Label brands in Kerala, *Indian Journal of Marketing*, Vol.45, Issue 4, ISSN 0973-8703.
14. George A.P. & Mr. Shiju Sebastian (2015), Psychological Contract in the Indian Aviation Sector, Paripex- *Indian Journal of Research*, Volume 4, Issue 3, pp 11-15, ISSN: 2250-1991.
15. George A.P. and Yamuna Govindan (2014), Antecedents of store loyalty: the case of government-owned supermarkets in Kerala, *International Journal of Business and Administration Research Review*, Online (www.ijbarr.com) ISSN -2347-856X & Print Vol.1, Issue 7, ISSN 2348 – 0653

16. George A.P. and Joji Alex (2014), *The effects of workplace dimensions on job satisfaction and organizational commitment*, Journal of Organisation and Human Behaviour, Volume 3, Issue 2 & 3, pg 63-72, ISSN: 2277-3274
17. George A.P. and Joji Alex N (2013), *Impact of Workplace Spirituality on Corporate Financial Performance*, Prabandhan: Indian Journal of Management, Vol 6, No. 9, 2013, ISSN: 0975-2854.
18. Kallarakal, Tomy & A. P., George & Thomas, Kennedy. (2012). Motivational Behaviour of Tourism Employees in Relation to Career Orientations. SSRN Electronic Journal. 10.2139/ssrn.2199722.
19. George A.P. (2011), "*The A's and R's of Academic Excellence – a Derived Perspective*", Ushus Journal of Business Management, Vol 10, No. 1, Issue No. 18, ISSN: 0975-3311
20. Tomy K. Kallarakal, Jain Mathew, George A.P and Kennedy Andrew Thomas (2011), *Organisational Culture in Tourism Industry in India*, World Journal of Social Sciences, Volume 1 Number 3, pp116–131, ISSN: 1838-3785
21. George A.P. and Joji Alex N (2011), *Turnover Intentions: Perspectives of IT Professionals in Kerala*, Journal of Organizational Behaviour, Vol X, No. 1, ISSN: 0972-687X
22. George A.P. and Joji Alex N (2010), *Enhancing student learning in B-Schools: an enquiry*, The FebUni Journal of Higher Education, Vol. V, Nos. 1&2, ISSN0973-3744
23. George A.P. and Joji Alex N (2009), *Perceived Effectiveness of Instructional Methods and Instructor Characteristics on Student Learning: with specific reference to Kerala*, Proceedings of 9th International Conference on Operations and Quantitative Management, Loyola Marymount University, Los Angeles, USA.
24. George, A.P. and Cyriac, K (2008), '*Employee Turnover in IT sector: Value Considerations and Organizational Preparedness*', Proceedings of the Sixth AIMS International Conference on Modern and Ancient Management: Directions for Future of Management Thought, AIMS International, Houston, USA.
25. George, A.P., Jacob C, Simon & Mashru, Bhavna (2008), Case study on Mash Contact Lens Manufacturing Company: *Mission to Vision*, SiMERPragati, Shivalik Institute of Management Education and Research, Chattisgarh, Issue III, Vol 1, ISSN-0974-2018
26. George A P (2011). B Schools should be given autonomy: Business Economics, 55, May 16-31
27. George A P (2013) Facilities available for the Bright: Business Economics, 46, May 01-15

WORKSHOPS, SEMINARS & CONFERENCES PARTICIPATED AND ATTENDED

1. Conducted sessions on 'General Management Principles' for the CMC sisters of Thrissur province on 30th April at the Pastoral Leadership Development programme conducted at SIMS from 24th April to 1st May 2019.
2. Attended and Presented a paper entitled "*Service Quality, Travel Motivation & Destination Loyalty: Panacea For Destination Competitiveness And Sustainable Tourism Development In Oman*" at the International Conference on Banking, Finance and Business – ICBFB 2019 held on April 24-25, 2019 at Muscat, Sultanate of Oman.
3. Conducted sessions on 'General Management Principles' for the CMC sisters of Irinjalakuda province on 12th April at the Pastoral Leadership Development programme conducted at SIMS from 9th to 17th April 2019.
4. Conducted classes on 'Human Resource Management for Startups' at the DST, GOI sponsored Technical Entrepreneurship Development Programme in Blockchain Technology conducted at Sahrdaya College of Engineering and Technology by Entrepreneurship Development Institute of India, Ahmedabad on 7-2-2019.
5. Attended and presented a paper on 'New Paradigms of Managerial Excellence' at the International seminar organized by the Department of Business Administration, S. Vellaichamy Nadar College, Madurai, on 23rd Feb 2018.
6. Participated in the International Conference on Potential of Service Sector: Advantage North East India organized by International Chamber for Service Industry on 25th& 26th February 2016 at Radisson Blu, Guwahati.
7. Speaker at the North East Skill Conclave on Formal Vs Skill Education organized by Federation of Industry and Commerce of North Eastern Region (FINER) in association with Ministry of Skill Development & Entrepreneurship, Govt. of India and NSDC on 3rd and 4th February 2016 at NEDFi House, Guwahati.
8. Participated in the National Research Conference on 'Globalizing India: Role of Indian B-Schools' at AIMA, New Delhi on 12th and 13th January 2011.
9. Attended and presented a paper at the International Conference on Human Resource Management in the 21st Century: the strategic focus, at Rajagiri Centre for Business Studies on 22nd January 2010.
10. Attended National seminar "Competing through services" organized by Kochi International Business School in collaboration with TiE Kerala and the Indo-American Chamber of Commerce on 16 December, 2009 at Casino Hotel, Willington Island, Kochi.
11. Attended a National Workshop on 'Research Proposal and Report Writing' at IIM, Ahmedabad on 12th Sept 2008.

12. Attended a National Seminar on 'Logistics Management' at Cochin University of Science and Technology (CUSAT) on 28th and 29th March 2008.
13. Presented paper at the National Conference on 'Winning strategies for sustained competitive advantage in the service sector' at Christ College, Bangalore on 4th and 5th March 2008. Won best paper award.
14. Attended a National Seminar on 'Managing Creativity and Innovation in Business and Education' at Christ College, Bangalore on 2nd and 3rd March 2007.
15. Attended a National Seminar on Information Security in Banking at the Rajagiri School of Management on 9th December 2006
16. Attended FDP in Entrepreneurship Development Programme organized by EDI, Ahmedabad at KIED, Kerala from 26th December 2005 to 7th January 2006.
17. Attended a National Workshop on 'Effective Classroom Communication Skills' organized by CEDBEC, Christ College, Bangalore on 12th and 13th March, 2005.

CONSULTANCY WORK & TRAINING SESSIONS CONDUCTED

- 1. Developed DPR for the Indian Institute of Handloom Technology (IIHT), Kannur for accreditation**
- 2. Management Training for the marketing executives of India Tech Limited, on 'How to Manage Customer Satisfaction, Value and Retention'**
- 3. Management Training to the marketing executives of South Indian Bank Ltd, Thrissur on 'New Business Development Strategies'.**
- 4. Conducted trainings for the SHGs under State Institute of Rural Development, Kottarakkara on 'Distribution Channel for Rural Marketing'.**
- 5. Trained the executives of Indian Oil Corporation, Kochi, on 'Outlet Management and Customer Relationship Management'**
- 6. Conducted training for the employees of Dubai Port World, Kochi, for developing managerial skills among supervisors and managers**
- 7. Provided Consultancy services to Rajagiri Outreach, Kochi, for conducting market surveys, proposal development and project planning**
- 8. Conducted sessions for the employees of Muthoot Finance Ltd, Kochi, on 'STP strategies through RFM analysis'**
- 9. Developed Performance Tracker and Monitoring Schedule for AOFG India, Kochi**

CERTIFICATIONS & FDPs

1. PG Certificate in Accreditation & Outcome based Learning, IIT Khargpur, 77% with Elite + Silver medal, October 2019
2. PG Certificate in Marketing Research & Analysis, IIT Roorkee, 77% with Elite + Silver medal, October 2019
3. PG Certificate in Sales & Distribution, IIT Khargpur, 91% with Elite + Gold medal, April 2019 (Topper)
4. PG Certificate in Soft Skills, Negotiations & Marketing Strategies, IIT Khargpur, 93% with Elite + Gold medal, April 2019 (Topper)
5. Professional Certificate in Supply Chain Management by Sify Forum, Chennai
6. FDP in Marketing Research Analysis, IIT Roorkee, 12 weeks programme through NPTEL/SWAYAM, Aug-Oct 2019
7. FDP in Research Methodology & Data Analysis, IIT Kharagpur (2 weeks residential programme)
8. FDP in Entrepreneurship, IED, Ahmedabad
9. QIP in Services Management, IIT Chennai

ACADEMIC DETATAILS:

- PhD in Management from Patna University in May 2005
- FDPM from IIM Ahmedabad with A Grade in 2008
- PGDM Equivalent to MBA from IIBM Patna, with distinction in 1997
- MTM from IGNOU, Delhi with first class in 2003
- B Ed from Annamalai University, Tamil Nadu, with first class in 2001
- MA in History from Calicut University, Kerala in 1989
- BA in Economics from Calicut University, Kerala in 1985

PERSONAL DETAILS:

Date of birth : 5th August 1965

Father's name : A. V. Paulose

Address : Athickal House, P.O. Nedumpoil, Kallumuthira, Kannur Dt.,
Kerala, PIN-670650

Languages known : English, Hindi, Malayalam

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