



PROF.DR. LEEBA BABU

**ANAGHA VILLA,
T.C.49/16(5), VALIAPALLY ROAD,
VRA HOUSE NO:44, MANACAUD P.O.,
THIRUVANANTHAPURAM, KERALA,
INDIA. Pin:695009
drleebaumesh@gmail.com
leebab@mgcl.ac.in
Phone: 9446476589**

BRIEF PROFILE:

Prof. Dr.Leeba Babu is a Business management academic with 24 years of academic and administrative experience. She holds Doctorate in Management from University of Kerala and is a rank holder for Master of Business Administration(Marketing) from School of Management and Business Studies and also for Post Graduate in Travel and Tourism Management from University of Kerala. She also holds UGC NET in Management.

She was the Director of G.Karunakaran Memorial College of Management & Technology (MBA program, University of Kerala) and Allama Iqbal Institute of Management(MBA program, University of Kerala) and also served as Professor in Management for MBA and PGDM programmes at various B-schools including Cardinal Cleemis School of Management Studies(CUSAT, Mar Ivanios Vidya Nagar), DC School of Management and Technology(KINFRA, University of Kerala), School of Management and Business Studies(M.G. University) under various Universities including University of Kerala, M. G. University and CUSAT. She is a resource person for various MBA colleges.

Dr.Leeba is the Treasurer, Managing Committee member and Life Member of Indian Society of Training and Development (Trivandrum) and member of All India Management Association(AIMA), Trivandrum Management Association(TMA) and Life member of National Institute of Personnel Management(NIPM). Her areas of interest include Marketing Management, Strategic Management and Leadership, Travel and Tourism Management, E-Commerce, Research Methods, Innovation & Entrepreneurship and has published several articles in these areas.

PROFILE IN DETAIL

PROFESSIONAL EXPERIENCE

- BUSINESS MANAGEMENT PROFESSIONAL WITH 24 YEARS OF ADMINISTRATIVE AND ACADEMIC EXPERIENCE UNDER 3 UNIVERSITIES IN KERALA - UNIVERSITY OF KERALA, COCHIN UNIVERSITY OF SCIENCE & TECHNOLOGY(CUSAT) AND MAHATHMA GANDHI UNIVERSITY FOR MBA & PGDM PROGRAMME AND FIVE YEAR INTEGRATED LLB PROGRAMME.
- HELD THE POST OF DIRECTOR FOR MBA PROGRAMME AT G. KARUNAKARAN MEMORIAL COOPERATIVE COLLEGE OF MANAGEMENT & TECHNOLOGY, THIRUVANANTHAPURAM UNDER UNIVERSITY OF KERALA AND APPROVED BY ALL INDIA COUNCIL FOR TECHNICAL EDUCATION, NEW DELHI DURING 2022-23.
- ASSOCIATE PROFESSOR AT MAR GREGORIOS COLLEGE OF LAW, MAR IVANIOS VIDYA NAGAR, TRIVANDRUM FROM OCTOBER 2018.
- PROFESSOR AND CHIEF SUPERINTENDENT OF EXAMINATIONS FOR MBA(CUSAT) & CONTROLLER OF EXAMINATIONS FOR PGDM PROGRAMMES(AICTE) AT CARDINAL CLEEMIS SCHOOL OF MANAGEMENT STUDIES, MAR IVANIOS VIDYA NAGAR, THIRUVANANTHAPURAM FOR FIVE YEARS FROM 2013 TO 2018.
- HELD THE POST OF DIRECTOR, PROFESSOR AND CHIEF SUPERINTENDENT OF EXAMINATIONS AT ALLAMA IQBAL INSTITUTE OF MANAGEMENT (AIIM) THIRUVANANTHAPURAM FROM 2003-2013 FOR MBA PROGRAMME UNDER UNIVERSITY OF KERALA AND APPROVED BY AICTE, NEW DELHI
- PROFESSOR FOR MBA AND PGDM PROGRAMMES AT DC SCHOOL OF MANAGEMENT & TECHNOLOGY, THIRUVANANTHAPURAM IN 2013 UNDER UNIVERSITY OF KERALA AND APPROVED BY AICTE, NEW DELHI.
- MBA LECTURER AT SCHOOL OF MANAGEMENT AND BUSINESS STUDIES, MAHATMA GANDHI UNIVERSITY AND MANAGEMENT LECTURER AT UNIVERSITY INSTITUTE OF TECHNOLOGY DURING 2001-2003
- CHAIRMAN AND CHIEF EXAMINER OF VARIOUS MBA PRE-VALUATION & PASS BOARD FOR THE MBA UNIVERSITY EXAMINATION OF UNIVERSITY OF KERALA & CUSAT
- PRESENTLY THE TREASURER AND MANAGING COMMITTEE MEMBER OF INDIAN SOCIETY FOR TRAINING & DEVELOPMENT, FOR TWO CONSECUTIVE TERMS 2020-22 & 2022-24
- RESOURCE PERSON IN MANAGEMENT AT INDIAN SOCIETY FOR TRAINING AND DEVELOPMENT TRIVANDRUM CHAPTER FOR TRAINING & DEVELOPMENT PROGRAMMES.
- EXTERNAL EXAMINER FOR MASTER OF TRAVEL AND TOURISM MANAGEMENT AT MAR IVANIOS AUTONOMOUS COLLEGE, THIRUVANANTHAPURAM.
- RESOURCE PERSON FOR CURRICULUM DESIGNING FOR POST GRADUATE COURSES IN EDUCATION PLANNING AND MANAGEMENT (UNIVERSITY OF KERALA & COMMON WEALTH OF LEARNING, VANCOUVER, CANADA).

- STATE LEVEL MEMBER AND RESOURCE PERSON FOR CURRICULUM DESIGNING FOR POST GRADUATE TRAINING COURSES IN MANAGEMENT FOR FACULTY AT STATE INSTITUTE OF EDUCATIONAL MANAGEMENT & TRAINING (SIEMAT), KERALA .
- WORKED AS MANAGEMENT LECTURER IN BUSINESS MANAGEMENT AT UNIVERSITY INSTITUTE OF TECHNOLOGY, UNIVERSITY OF KERALA.
- INDUSTRIAL EXPERIENCE AS MARKETING MANAGER IN INDUSTYM FOR AROUND 2 YEAR.

EDUCATIONAL QUALIFICATIONS

- **Ph.D in MANAGEMENT** WITH THE TITLE 'ROLE OF KERALA FINANCIAL CORPORATION IN THE DEVELOPMENT OF TOURISM SECTOR IN KERALA' FROM UNIVERSITY OF KERALA IN 2012.
- **MASTERS DEGREE IN BUSINESS ADMINISTRATION (MBA) - MARKETING MANAGEMENT** : SECURED FIRST CLASS, III RANK FROM SCHOOL OF MANAGEMENT AND BUSINESS STUDIES, MAHATMA GANDHI UNIVERSITY.
- **POST GRADUATE DIPLOMA IN TRAVEL & TOURISM**: SECURED FIRST CLASS, II RANK IN PGDTTM, UNIVERSITY OF KERALA.
- **UNIVERSITY GRANTS COMMISSION (UGC) NET** FOR MANAGEMENT IN 2000.
- **MASTER OF TRAVEL & TOURISM (MTTM)**- PURSUING MTTM UNDER INDIRA GANDHI NATIONAL OPEN UNIVERSITY(IGNOU).
- **BACHELORS DEGREE IN BUSINESS ADMINISTRATION**: RANK HOLDER, FIRST CLASS FROM UNIVERSITY INSTITUTE OF TECHNOLOGY TRIVANDRUM, UNIVERSITY OF KERALA

ACHIEVEMENTS

- PhD IN MANAGEMENT STUDIES FROM UNIVERSITY OF KERALA IN JUNE 2012.
- III RANK, MBA (MARKETING) FROM UNIVERSITY DEPARTMENT SCHOOL OF MANAGEMENT AND BUSINESS STUDIES , MAHATMA GANDHI UNIVERSITY, KOTTAYAM .
- II RANK, POST GRADUATE PROGRAMME IN TRAVEL & TOURISM, UNIVERSITY OF KERALA .
- SECURED UGC-NET CERTIFICATE IN MANAGEMENT IN THE FIRST ATTEMPT(DEC 2000 EXAM).
- RESOURCE PERSON FOR COMMONWEALTH OF LEARNING, VANCOUVER, CANADA IN DESIGNING CURRICULUM FRAMEWORK FOR PG COURSES IN EDUCATION PLANNING & MANAGEMENT.
- PRESENTED THE PAPER 'SUSTAINABLE MARKETING AS A COMPETITIVE ADVANTAGE FOR THE CORPORATES' IN THE INTERNATIONAL CONFERENCE ON ADVANCES IN INDUSTRIAL ENGINEERING AND MANAGEMENT ORGANISED BY CET TRIVANDRUM, IIST VALIAMALA AND IMK UNIVERSITY OF KERALA IN THE CET CONFERENCE ICIAEM 2022.
- PUBLISHED THE ARTICLE IN 2022 'SUSTAINABLE MARKETING AS A COMPETITIVE ADVANTAGE FOR THE CORPORATES' IN THE BOOK OF ABSTRACTS ON INTERNATIONAL CONFERENCE ON ADVANCES IN INDUSTRIAL ENGINEERING AND MANAGEMENT WITH ISBN:978-93-91355-49-4
- CONTRIBUTED THE CHAPTER IN THE MANAGEMENT BOOK *DYNAMICS OF E-COMMERCE*, DEEP & DEEP PUBLICATIONS (ISBN: 9788184500288) IN 2007.

- NATIONAL PUBLICATION: ARTICLE 'ENCASH THE TOURISM POTENTIAL OF KERALA THROUGH KERALA FINANCIAL CORPORATION' IN *REVIEW OF SOCIAL SCIENCES*, UNIVERSITY OF KERALA
- NATIONAL PUBLICATION : ARTICLE 'SOCIAL MARKETING AND ITS RELEVANCE IN THE INDIAN CONTEXT' IN EMPLOYMENT NEWS/ROZGAR YOJANA DATED DEC 14, 2002.
- NATIONAL PUBLICATION: ARTICLE 'ROLE OF KERALA FINANCIAL CORPORATION IN THE DEVELOPMENT OF TOURISM IN KERALA' IN *MANAGEMENT RESEARCHER*.
- NATIONAL PUBLICATION: 'E-COMMERCE – A LEGAL FRAMEWORK' IN THE EMPLOYMENT NEWS DATED APRIL, 2003.
- PAPER PRESENTATION ON 'THE RELEVANCE OF SOCIAL MARKETING IN THE INTERNATIONAL CONTEXT' AT THE UGC REFRESHER COURSE IN MANAGEMENT.
- COORDINATOR OF NATIONAL LEVEL WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS, AT CARDINAL CLEEMIS SCHOOL OF MANAGEMENT STUDIES IN COLLABORATION WITH KERALA STATE COUNCIL FOR SCIENCE AND TECHNOLOGY, STATE FUNDED PROGRAMME.
- COORDINATOR OF NATIONAL LEVEL WORKSHOP ON ENTREPRENEURSHIP DEVELOPMENT AT CARDINAL CLEEMIS SCHOOL OF MANAGEMENT STUDIES, IEDC, KERALA START UP MISSION.
- SUCCESSFULLY ORGANISED SEVERAL STATE GOVERNMENT FUNDED WORKSHOPS, SEMINARS, LECTURE SERIES AT VARIOUS B-SCHOOLS.
- 'CORPORATE CITIZENSHIP AS A STRATEGY FOR SUSTAINABLE DEVELOPMENT': EXPERT TALK RENDERED FOR THE WEBINAR AT INSTITUTE OF MANAGEMENT IN KERALA, UNIVERSITY OF KERALA DURING DECEMBER 2020

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

- TREASURER AND MANAGING COMMITTEE MEMBER OF INDIAN SOCIETY FOR TRAINING & DEVELOPMENT (ISTD), TRIVANDRUM CHAPTER FOR THE PAST FOUR YEARS AND LIFE MEMBER OF ISTD.
- MEMBER OF ALL INDIA MANAGEMENT ASSOCIATION (AIMA)
- MEMBER OF TRIVANDRUM MANAGEMENT ASSOCIATION (TMA)
- LIFE MEMBER OF NATIONAL INSTITUTE OF PERSONNEL MANAGEMENT.

TRAINING PROGRAMME

- ONE WEEK FDP ON BRIDGING PEDAGOGY & TECHNOLOGY:LMS COURSE DESIGN AND ESSENTIAL AI TOOLS APPLICATION ORGANISED FOR ONE WEEK BY KERALA STATE HIGHER EDUCATION COUNCIL AND CENTRE FOR E-LEARNING UNIVERSITY OF CALICUT DURING FEBRUARY 2024
- ONE WEEK FDP IN RESEARCH DATA ANALYSIS USING JAMOVI, FROM SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT(NAAC ACCREDITED A GRADE), RAJAGIRI, KOCHI DURING OCTOBER 2023
- ONE MONTH REFRESHER COURSE IN MANAGEMENT CONDUCTED BY UNIVERSITY GRANTS COMMISSION (UGC) & UNIVERSITY OF KERALA AND SECURED 'A' GRADE.
- FACULTY DEVELOPMENT PROGRAMME ON INTELLECTUAL PROPERTY RIGHTS MANAGEMENT FOR STARTUPS ORGANISED BY INDIAN SOCIETY FOR TRAINING & DEVELOPMENT.

- FACULTY DEVELOPMENT PROGRAMME ON MANAGEMENT GAMES CONDUCTED BY CENTRE FOR MANAGEMENT DEVELOPMENT, KERALA & UNIVERSITY OF KERALA.
- ORIENTATION TRAINING PROGRAM ORGANISED BY UNIVERSITY OF KERALA FOR PRINCIPALS OF COLLEGES UNDER UNIVERSITY OF KERALA.
- STATE INSTITUTE OF EDUCATIONAL MANAGEMENT AND TECHNOLOGY, (SIEMAT) KERALA : RESOURCE PERSON IN DESIGNING CURRICULUM FRAMEWORK FOR PG DIPLOMA PROGRAMMES IN MANAGEMENT.
- FACULTY DEVELOPMENT PROGRAMME IN SPSS & RESEARCH FRAMEWORK CONDUCTED BY CHRIST UNIVERSITY, BANGALORE.
- DISCUSSION MEET ON NATIONAL IPR POLICY AND NATIONAL WORKSHOP ON IPR AND ITS ENFORCEMENT ORGANIZED BY KSCSTE AND TIFAC, 2016.
- FDP ON SPSS AND ITS SCOPE IN SOCIAL SCIENCES RESEARCH BY CHRIST UNIVERSITY, TWICE IN 2015 AND IN 2016.
- ISTD NATIONAL LEVEL TRAINING PROGRAMS ATTENDED.
- NATIONAL WEBINAR ON INTELLECTUAL PROPERTY RIGHTS BY KERALA STATE COUNCIL FOR SCIENCE TECHNOLOGY AND ENVIRONMENT IN JULY 2020.
- INTERNATIONAL WEBINAR SERIES - ORGANIZED BY INSTITUTE OF MANAGEMENT IN KERALA JULY 2020
- NATIONAL WORKSHOP ON NAAC ACCREDITATION, SPONSORED BY IQAC CELL, UNIVERSITY OF KERALA, JULY 2020.
- INTERNATIONAL WEBINAR SERIES - 'MARKETING CHALLENGES AND OPPORTUNITIES AND EMPLOYEE ENGAGEMENTS DURING AND POST COVID 19' ORGANIZED BY INSTITUTE OF MANAGEMENT IN KERALA, AUGUST 2020.
- VIRTUAL WORKSHOP AND FDP (10 DAYS) ON MOODLE ORGANIZED BY MAR IVANIOS IQAC UNDER UGC PARAMARSH SCHEME.
- INTERNATIONAL WEBINAR ON 'IMPACT OF COVID 19 AND GLOBAL WORKPLACE SCENARIO-FOCUS ON HIGHER EDUCATION, ONLINE EDUCATION AND CREATIVE ECONOMY' ORGANIZED BY INSTITUTE OF MANAGEMENT IN KERALA, UNIVERSITY OF KERALA ON 29TH JUNE 2020.
- INTERNATIONAL WEBINAR ON 'MARKETING CHALLENGES AND EMPLOYEE ENGAGEMENT DURING AND POST COVID 19' ORGANIZED BY INSTITUTE OF MANAGEMENT IN KERALA, UNIVERSITY OF KERALA ON 30TH JULY 2020.
- NATIONAL WEBINAR ON 'SIGNIFICANCE OF TRADE MARKS IN STARTUPS & BUSINESS ENTERPRISES ORGANIZED BY INTELLECTUAL PROPERTY RIGHTS INFORMATION CENTRE-KERALA, KSCSTE, GOVERNMENT OF KERALA ON 21ST OCTOBER 2020. 5
- INTERNATIONAL WEBINAR ON 'AUTOMOBILE INDUSTRY CHALLENGES AND OPPORTUNITIES POST COVID 19' AND 'HOW HOUSE HOLDS CAN PLUG FINANCIAL LOSSES DURING TIMES OF COVID 19' ORGANIZED BY INSTITUTE OF MANAGEMENT IN KERALA, UNIVERSITY OF KERALA ON 3RD OCTOBER 2020.
- NATIONAL WEBINAR ON 'NATIONAL EDUCATION POLICY' BY NOORUL ISLAM DEEMED UNIVERSITY ON 28TH AUGUST 2020.

- NATIONAL WEBINAR ON 'PATENT SEARCH FOR RESEARCHERS AND SCIENTISTS' ORGANIZED BY IPRICK-KERALA , GOVT.OF KERALA, ON 6TH AUGUST 2020.
- 'NATIONAL WEBINAR ON MARKETING CHALLENGES AND OPPORTUNITIES IN THE POST COVID ERA' ORGANIZED BY INSTITUTE OF MANAGEMENT IN KERALA, UNIVERSITY OF KERALA.
- 'INTRODUCTION TO G-SUITE FOR EDUCATION' ORGANIZED BY UGC PARAMARSH, MAR IVANIOS COLLEGE, ON 16TH JULY 2020

PROGRAMMES ORGANISED:

- GOVERNMENT FUNDED NATIONAL LEVEL WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS,JOINTLY ORGANISED BY KERALA STATE COUNCIL FOR SCIENCE TECHNOLOGY AND ENVIRONMENTAND CARDINAL CLEEMIS SCHOOL OF MANAGEMENT
- ONE WEEK HOLISTIC DEVELOPMENT PROGRAMME FOR LAW STUDENTS AT MAR GREGORIOS COLLEGE OF LAW.
- INTERNATIONAL PROGRAMME AT CARDINAL CLEEMIS SCHOOL OF MANAGEMENT ON 'EMERGING GLOBAL ISSUES AND OPTIONS' NOVEMBER 2016, BY THE UNITED NATIONS UNDER SECRETARY GENERAL FOR CLIMATE AND ENERGY, MR. KANDEH UMKELLAH.
- 'LEGAL FRAME WORK FOR BUSINESS ENTREPRENEURS' STATE LEVEL WORKSHOP JOINTLY ORGANIZED BY IEDC, KERALA START UP MISSION AND CARDINAL CLEEMIS SCHOOL OF MANAGEMENT STUDIES, JULY 2017.
- STATE LEVEL SEMINAR AND DISCUSSION ON 'CHALLENGES AND OPPORTUNITIES OF GST' ORGANIZED AT CARDINAL CLEEMIS SCHOOL OF MANAGEMENT STUDIES IN 2018.
- 'INNOVATIONS AND STARTUPS IN KERALA' STATE LEVEL SEMINAR BY DR.ACHUTHSANKAR, ORGANIZED AT CCSMS UNDER DISTINGUISHED LECTURE SERIES.
- INITIATED AND WAS INSTRUMENTAL IN SIGNING MOU WITH GROUP OF TECHNOLOGIES LIMITED-GTECH, A CONSORTIUM OF 230 IT COMPANIES AT TECHNOPARK, FOR MAR GREGORIOS COLLEGE OF LAW FOR IMPARTING TRAINING & DEVELOPMENT PROGRAMMES AT MAR GREGORIOS COLLEGE OF LAW.
- INITIATED STUDENT CHAPTERS OF TRIVANDRUM MANAGEMENT ASSOCIATION,ISTD AND NIPM AT VARIOUS MBA COLLEGES.
- INITIATED AND WAS INSTRUMENTAL IN SIGNING MOU WITH ISTD SEVERAL B-SCHOOLS FOR IMPARTING TRAINING & DEVELOPMENT PROGRAMMES FOR MANAGEMENT STUDENTS.

PROFESSIONAL EXPERIENCE AND INVOLVEMENT AT MAR GREGORIOS COLLEGE OF LAW:

- PRESENTLY CO-COORDINATOR OF MGCL CENTRES OF EXCELLENCE FROM SEPTEMBER 2023 ONWARDS.
- COORDINATOR OF TWO CENTRES OF EXCELLENCE-(1) CENTRE FOR SKILL DEVELOPMENT AND ENTREPRENEURSHIP AND (2)CENTRE FOR INTERNSHIP AND PLACEMENT AT MAR GREGORIOS COLLEGE OF LAW 2019-2022
- INITIATED SEVERAL INTERNATIONAL AND NATIONAL SEMINARS, EXPERT TALKS INCLUDING CORPORATE TALKS 'RENDEZVOUS WITH THE LEADER', 'JUSTALK',etc. 'RENDEZVOUS WITH LEADERS -

AN INNOVATIVE PROGRAMME' WAS LAUNCHED(INITIATED IN THE CAMPUS) AT MAR GREGORIOS COLLEGE OF LAW FOR HAVING FREEWHEELING INTERACTIONS OF STUDENTS WITH CORPORATE LEADERS OF EXCELLENCE. 'JUSTALK' WAS INTENDED TO TRIGGER NEW INSIGHTS AND INFORMATION AMONG THE LAW STUDENTS ON THE LATEST CONCEPTS AND PRACTICES IN THE FIELD OF MANAGEMENT AND LAW.

- INSTRUMENTAL IN THE MoU SIGNING OF MGCL WITH INDIAN SOCIETY FOR TRAINING AND DEVELOPMENT(ISTD) IMPARTING TRAINING & DEVELOPMENT PROGRAMMES AT MAR GREGORIOS COLLEGE OF LAW(FACULTY CO-ORDINATOR).
 - INSTRUMENTAL IN THE MoU SIGNING OF MGCL WITH INDIAN SOCIETY FOR TRAINING AND DEVELOPMENT(ISTD) IMPARTING TRAINING & DEVELOPMENT PROGRAMMES AT MAR GREGORIOS COLLEGE OF LAW(FACULTY CO-ORDINATOR)
 - INSTRUMENTAL IN THE MoU SIGNING OF MGCL WITH GTECH, A CONSORTIUM OF 300 IT COMPANIES AT TECHNOPARK INCLUDING MNCs, GLOBAL CORPORATIONS AND ENTREPRENEURS FOR THE PLACEMENT AND ENTREPRENEURSHIP DEVELOPMENT OF LAW STUDENTS(FACULTY CO-ORDINATOR).
 - COORDINATOR OF THE 'OPEN FORUM' FOR MGCL LAW STUDENTS UNDER DR. N. R. MADHAVA MENON CHAIR PROFESSORSHIP CENTRE.
 - SECRETARY AND MEMBER OF THE COLLEGE COUNCIL AT MAR GREGORIOS COLLEGE OF LAW DURING 2021-22
 - MEMBER OF COLLEGE ACADEMIC COUNCIL MEMBER AT MAR GREGORIOS COLLEGE OF LAW
 - IQAC AND NAAC CORE COMMITTEE MEMBER AND COORDINATOR OF CRITERION 2 OF NAAC SSR REPORT AT MAR GREGORIOS COLLEGE OF LAW & COORDINATOR OF CULTURAL PROGRAMME COMMITTEE FOR THE NAAC VISIT.
 - PERFORMED AS COORDINATOR OF INTERNAL EXAMINATIONS AT MGCL DURING 2021-'22
 - CHIEF EXAMINER, PRE-EVALUATION AND PASS BOARD MEMBER FOR FIVE YEAR INTEGRATED BBA LLB EXAMINATIONS UNDER UNIVERSITY OF KERALA .
 - AREAS OF INTEREST : MARKETING MANAGEMENT, STRATEGIC MANAGEMENT, BUSINESS RESEARCH METHODOLOGY, HUMAN RESOURCES MANAGEMENT, TRAVEL & TOURISM MANAGEMENT, INNOVATION & ENTREPRENEURSHIP DEVELOPMENT, etc.
-