

MAR GREGORIOS COLLEGE OF LAW

Mar Ivanios Vidyanagar

Trivandrum

PERSONAL PROFILE

Name : **Dr. Leeba Babu**
Designation : **Asst. Professor**

EDUCATIONAL QUALIFICATIONS

Whether NET qualified : Yes
If so, which year : 2000
Doctoral Degree : PhD in Management from University of Kerala
Master Degree : Master of Business Administration with marketing
Specialisation from M.G.University III Rank
: Post Graduate Program in Travel and Tourism
Management from University of Kerala II Rank
Bachelor Degree : Bachelor of Business Administration from University of
Kerala
Others (please specify) : Master's Degree in Tourism and Travel Management

PROFESSIONAL EXPERIENCE

Present : Assistant Professor (Management) at Mar Gregorios
College of Law (as Assistant Professor for BB.A LL.B.
from 2013 onwards and on regular basis from
2018onwards)
: Chief Examiner and Pre-evaluation Board and Pass
Board Member for the Five year Integrated BB.A.
LL.B. program at University of Kerala.
: Managing Committee Member of National level
Management Association, Indian Society for Training
and Development and Resource Person for 2020-2022
: Professional Member at All India Management
Association.
Previous : Professor at Cardinal Cleemis School of Management
For MBA and PGDM Program (2013-2018) and at DC
School of Management and Technology.
: Chief Superintendent of Examinations at Cardinal
Cleemis School of Management for MBA examinations
under CUSAT.Controller of Examinations at Cardinal
Cleemis School of Management for PGDM Program
under All India Council for Technical Education.
: Director at Allama Iqbal Institute of Management
(MBA) under University of Kerala and Associate
Professor in the same institution during 2003-2013.

- : Chief Superintendent of Examinations and Academic Coordinator at Allama Iqbal Institute of Management for MBA examinations.
- : Pass Board Member for MBA examinations and member of Board of Studies for Management, MBA program under University of Kerala.
- Positions held (if any)** : Assistant Professor/Lecturer for MBA at School of Management and Business Studies, M.G.University from 2001 onwards.
- : Assistant Professor/Lecturer at University Institute of Technology till 2003
- : Resource Person for the International PG diploma programmes on Education Planning and Management under University of Kerala in collaboration with Commonwealth of Learning, Vancouver, Canada.
- : State level resource person for Curriculum designing for management training programs at State Institute of Education Management and Training, Government of Kerala.
- : Academic coordinator and PGDM/MBA project coordinator at various b-schools.

PUBLICATIONS & PAPER PRESENTATIONS

- Journal Publications** : National publication 'Encash the Tourism potential Through Kerala Financial Corporation, Review of Social Sciences, June 2011.
- : National publication 'Social Marketing and its relevance in the Indian context': Employment News, 14th December 2002.
- : National Publication, 'Encash the Tourism potential of Kerala', Management Researcher, 2012.
- : National publication 'E-Commerce- a Legal Framework, Employment News 3rd April 2003.
- Book Publications (if any)** : Contributed the Chapter on E-commerce a legal Framework in the book 'Dynamics of E-commerce' by Deep and Deep publications in 2007.
- Paper Presentations** : Paper presented at the International workshop on Curriculum designing framework for PG diploma programme in education planning and management.
- : Paper presented at the State level program on Content Development for Management Training Program at SIEMAT.
- : Paper presented at UGC Refresher Program on Relevance of Social Marketing in India.
- Area of Interest (if any)** : Marketing Management, Business Strategies, Tourism

Management, Green Business.

WORKSHOPS, SEMINARS & CONFERENCES

National/ International Level

- Organized**
- : level seminar for Retired professionals, at Cardinal Cleemis School of Management in 2013.
 - : Faculty coordinator and initiator of the All India Management Association-TMA Students Chapter in various b-schools at Cardinal Cleemis School of Management, DC School of Management And Technology and Allama Iqbal Institute of Management which provided student membership in professional management association.
 - : Faculty resource person at Indian Society for Training and Development.
 - : Government funded National Level workshop on Intellectual Property Rights, jointly organised by Kerala State Council for Science Technology and Environment and Cardinal Cleemis School of Management on October 2015
 - : International programs at Cardinal Cleemis School of Management on 'Emerging Global Issues and Options' November 2016, by United Nations Under Secretary General for Climate and Energy, 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 by Cardinal Cleemis School of Management Studies in 2018.
 - : 'Innovations and Startups' State level seminar by Dr.Achuthsankar, organized at CCSMS under Distinguished lecture series.
 - : 'Life after retirement' organized a state level seminar for the retired professionals at Cardinal Cleemis School of Management in September 2013.
- Attended**
- : International workshop on Designing Curriculum Framework for International Diploma Program in Management, 2006
 - : National workshop on Intellectual Property Rights, 2015
 - : Legal framework for Business Entrepreneurs' 2017

- : UGC Refresher Program for one month, University of Kerala, 2006
- : Faculty Development Program on Management Games as a teaching Methodology, Centre for Management Education and Entrepreneurship Development, 2006
- : State level program on Youth Development, for College Principals, by CACEE, University of Kerala.
- : 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
- : All India Management Association -TMA Annual Conference every year during December.
- : National webinar on IPR by KSCSTE 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.
- : International webinar series - 'How households plugs financial losses during times of Covid 19'organized by Institute of Management in Kerala, 3rd October 2020.
- : Virtual Workshop and FDP (10 days) on Moodle organized by Mar Ivanios IQAC under UGC Paramarsh Scheme.
- : Attended all the webinars organized by the college.
- : Attended all the webinars organized by the UGC Paramarsh Scheme.
- : Attended several other professional programs too.
- : 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.

- : 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.

ACHIEVEMENTS

- : 3rd Rank holder for Master of Business Administration, M. G. University.
- : 2nd Rank holder for Post Graduate Program in Travel and Tourism Management.

