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## **PROF.DR. LEEBA BABU**

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### **BRIEF PROFILE:**

Prof. Dr. Leeba Babu is a Management Professor with 24 years of academic and administrative experience. She holds Doctorate in Management (2012) from University of Kerala and is a rank holder for Master of Business Administration (Marketing) from School of Management and Business Studies and for Post Graduate Programme in Travel and Tourism Management from University of Kerala. She is also a rank holder for Bachelor of Business Administration from University of Kerala. She passed the UGC National Eligibility Test and secured Junior Research Fellowship in Management in 2000.

She has 24 years of academic experience in various Universities including University of Kerala, M. G. University and CUSAT for MBA and PGDM programmes and for the LLM and five year integrated LLB programmes. She has served as the Director of two MBA colleges under the University of Kerala, 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(MBA programme, M.G. University). Dr.Leeba is the Pass Board Member under University of Kerala for MBA and Integrated LLB programmes. She is a resource person for various MBA colleges. She has authored the book 'Management Information Systems - A Comprehensive Guide'(ISBN No: NO:978-81-968114-5-7) in 2024 and has contributed Chapters in the book 'Dynamics of E-Commerce' (ISBN: 9788184500288).

Dr.Leeba is the Secretary and 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, Retail Management, Services Marketing, Travel and Tourism Management, E-Commerce, Research Methodology, 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 Mahatma Gandhi University For MBA & PGDM Programmes and Five year Integrated LLB Programme and LLM under University of Kerala.

- Director and Professor 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, under University of Kerala approved by UGC and BAR Council of India from October 2018.
- Coordinator of nine Centres of Excellence at Mar Gregorios College of Law, Mar Ivanios Vidya Nagar, under University of Kerala approved by UGC and BAR Council of India from August 2023.
- 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.
- 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.
- Lecturer for MBA programme 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 MBA Pre-Valuation & Pass Board for the MBA University Examination of University of Kerala & CUSAT
- Presently The Secretary And Managing Committee Member of Indian Society For Training & Development for the year 2024-26 and former Treasurer for two consecutive terms 2020-22 & 2022-24, Also the resource person in Management at Indian Society For Training And Development Trivandrum Chapter for Training & Development Programmes.
- External Examiner for Master of Tourism and Travel 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 and Professionals at State Institute Of Educational Management & Training (SIEMAT), Kerala.
- Lecturer for Business Management at University Institute of Technology, University of Kerala.
- Industrial experience as Marketing Manager at INDUSTYM for around 2 Years.

## EDUCATIONAL QUALIFICATIONS

- **Ph.D in Management** from University Of Kerala In 2012 and the title of the study is 'Role of Kerala Financial Corporation in the Development of Tourism Sector In Kerala'.
- **University rank holder for Masters Degree In Business Administration (MBA) with Marketing Management** as the area of specialization. Secured First Class, **II rank** from School of Management and Business Studies, Mahatma Gandhi University In 2000.
- **University Rank Holder For Post Graduate Diploma In Travel & Tourism:** Secured First Class, **II rank** from University Of Kerala in 2010.
- **Secured University Grants Commission (UGC) NET/ J R F** for Management in 2000.
- **Master of Tourism & Travel Management(MTTM)-** Secured First Class for MTTM under Indira Gandhi National Open University(IGNOU) in 2024.
- **University Rank Holder for Bachelors Degree In Business Administration:** First Class from University Institute of Technology Trivandrum, University of Kerala

## ACHIEVEMENTS

- **Ph.D in Management** from University Of Kerala In 2012 and the title of the study is 'Role of Kerala Financial Corporation in the Development of Tourism Sector In Kerala'.
- **University Rank Holder for Master of Business Administration** with First Class from School of Management and Business Studies, Mahatma Gandhi University In 2000.
- **University Rank Holder for Post Graduate Diploma In Travel & Tourism** with First Class, from University Of Kerala in 2010.
- **Secured University Grants Commission (UGC) NET/Junior Research Fellowship** for Management in 2000.
- **Master of Tourism & Travel Management (MTTM)-** Secured First Class for MTTM under Indira Gandhi National Open University (IGNOU) in 2024.
- **University Rank Holder for Bachelors Degree In Business Administration:** First Class from University Institute of Technology Trivandrum, University of Kerala
- Authored the book 'Management Information System – A Comprehensive Guide', Isbn No:978-81-968114-5-7 In 2024.
- International publication: 'The 'Impact of Inventory Management Techniques on Service Quality Measures with reference to Service Sector' in Vol 18-issue 5-May 2024 in the Journal of Xidian University (UGC Care Listed Journal).

- 'Corporate Citizenship As A Strategy For Sustainable Development': Expert talk for the management professionals rendered at Institute Of Management In Kerala, University of Kerala During December 2020
- 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 jointly organised by CET Trivandrum, IIST Valiamala and School of Management & Legal Studies Kerala University Of Kerala In the International 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 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/rozzgar yojana* dated December 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*, in April, 2003.
- Paper Presentation on 'The Relevance Of Social Marketing In The International Context' at the National Level UGC Programme 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.

#### **PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS**

- Secretary and Managing Committee Member Of Indian Society For Training & Development (ISTD), Trivandrum Chapter for the term 2024-26
- Treasurer And Managing Committee Member Of Indian Society For Training & Development (ISTD), Trivandrum Chapter for the consecutive terms 2020-22, 2022-24 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 (NIPM).

#### **FACULTY DEVELOPMENT PROGRAMMES ATTENDED IN 2023-2024**

- **National Level FDP on Publish and Promote Your Research: Tools & Techniques** - 8 days FDP organized from 5<sup>th</sup> to 14<sup>th</sup> August 2024 by **University of Mumbai** and **Lore & ED Research Associates**.
- **FDP on Bridging Pedagogy & Technology: LMS MOODLE Course Design and Essential AI Insights:** 5 days FDP from 14<sup>th</sup> to 20<sup>th</sup> February 2024, organized by **Kerala State Higher Education Council** and **Centre for E-Learning, University of Calicut**
- **FDP on Data Analysis and Jamovi** 5 days FDP organized by **SCMS School of Technology & Management** from 3<sup>rd</sup> to 7<sup>th</sup> October 2023
- **National FDP on Bridging Gen Z to Careers: Faculty toolkit for Placement Performance & Accreditation** organized by **SCMS Cochin School of Business** from 23<sup>rd</sup> October 2024 to 26<sup>th</sup> October 2024
- **Workshop on Digital Defenders-Strengthening Security Awareness** on 18<sup>th</sup> March 2024 organised by **Digital University of Kerala** and **Kerala Security Audit & Assurance Cell(KSAAC)**
- **FDP on Understanding the Research Process:Hypothesis Formulation & Testing** - 3 days FDP from 4<sup>th</sup> to 6<sup>th</sup> April 2024 organised by **St.Peters College Kolencherry, Sree Sankara College, Kalady, St.Xavier's College Vaikom & MES Asmabi College Kodungalloor** in association with **Lore & Ed Associates**
- **FDP on Quantitative Research Mastery:Research Design, sampling, Questionnaire and Multivariate Analysis** from 7<sup>th</sup> to 9<sup>th</sup> May 2024 organised by **NSS college Mnajeri, St,Xaviers College, Mar Athanasius College for Advanced Studies**.
- **FDP on Elevating Publication Potential : Academic Writing in Economics, Commerce & Management – 3 days programme** from 29<sup>th</sup> October 2024 to 2<sup>nd</sup> November 2024 organised by **M.G.college Trivandrum**
- **14 days National level Capacity Building Programme & FDP on Indian Knowledge Systems in the Light of NEP 2020**

#### **TRAINING PROGRAMMES**

- **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 Kerala State Council for Science Technology & Environment (KSCSTE) and TIFAC, 2016.
- FDP on SPSS for Research 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.
- Workshop and FDP (10 DAYS) on MOODLE organized by Mar Ivanios IQAC under UGC PARAMARSH SCHEME.
- International Seminar 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 Seminar 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 2020' 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 Environment and Cardinal Cleemis School Of Management
- One Week Holistic Development Programme for Law Students At Mar Gregorios College of Law.
- International Conference at Cardinal Cleemis School Of Management on 'Emerging Global Issues And Options On Climate And Energy ' inaugurated by Mr. Kandeh Umkellah, United Nations Under Secretary General for Climate and Energy, in November 2016.
- 'Legal Frame Work For Business Entrepreneurs' State Level Workshop jointly organized by Kerala Start Up Mission and IEDC 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 in collaboration with University Of Kerala under distinguished lecture series.
- Initiated and was Instrumental In Signing MoU With Group Of Technologies Limited- GTech, A Consortium of IT Companies at Technopark, for imparting Placement assistance and training programmes at Mar Gregorios College of Law In 2020
- Initiated the Student Chapter of ISTD at Mar Gregorios College Of Law in 2019
- Initiated the Student Chapter of NIPM at Mar Gregorios College Of Law in 2019
- Initiated Student Chapters of Trivandrum Management Association, ISTD And NIPM at various MBA Colleges.
- Initiated and was instrumental starting Student Chapters 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 connect talks 'Rendezvous With The Leader', 'JUSTALK',etc.

‘Rendezvous With The Leader’ an innovative programme was launched 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.

- Coordinator of the Campus Programme “Open Forum” at MGCL under DR. N. R. Madhava Menon Chair on Legal education
  - 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 between MGCL with GTech, a Consortium IT Companies at Technopark for the Placement Training & Development Of Law Students(Faculty Co-Ordinator).
  - 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 Criteria 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
  - Areas of Interest : Marketing Management, Strategic Management, Research Methodology, Human Resources Management, Travel & Tourism Management, Innovation and Entrepreneurship Development, Retail Management, Services Marketing, etc.
-