

MAR GREGORIOS COLLEGE OF LAW

**Mar Ivanios Vidyanagar
Trivandrum**

PERSONAL PROFILE

Name : **Vinulal V V**
Designation : **Asst. Professor**

EDUCATIONAL QUALIFICATIONS

Whether NET qualified : Yes
If so, which year : 2012
Doctoral Degree : Pursuing Ph.D.
Master Degree : Master of Business Administration in Operations
Management and Marketing Management, University of Kerala, TKM Institute of Management, Kollam
Bachelor Degree : Bachelor of Technology, Mechanical-Automobile
Engineering, University of Kerala, SCT College of Engineering, Thiruvananthapuram
Certificate Course : SPSS AMOS
: IELTS - British Council
: Sujok Ki - Sujok Ki International: Alternative Medicine
: FDP - ISTE, New Delhi: Effective Teaching in Technical Education

PROFESSIONAL EXPERIENCE

Present : Assistant Professor, Mar Gregorios College of law, May 2014- Till date
Previous : Assistant Professor, Allama Iqbal Institute of Management, Feb 2010 to May 2013
: Business Development Executive, One view Systems, Technopark, Aug 2009 to Jan 2010
: Dy. Workshop Superintendent & Lecturer in Mechanical Engg. Saintgits College of Engineering, Oct 2003 to Aug 2007
Positions held (if any) : Secretary, SAINTGITS Staff Club

PUBLICATIONS & PAPER PRESENTATIONS

- Journal Publications** :
- Gurukul Business Review (GBR) - Vol. 10 (Spring 2014), pp. 45-49: Study on consumer satisfaction towards branded consumer non-durables: a study with reference to rural consumers in Kerala
 - Gurukulam Journal of Management Research (GJMR), Vol. 2, January-June 2014, pp. 36-51: Peer Group Influence on Purchase Decision Making A Study with Reference to Decision Making among I-Gens (Impatient Generations)
- Area of Interest (if any)** : Designing, Drawing, Cooking, Driving, Electronics

WORKSHOPS, SEMINARS & CONFERENCES

National/ International Level

Organized

- : Workshop on Case Analysis, WavooWajeehaWomens College of Arts and Science, Kayalpattanam Feb 2015
- : International Seminar- 'Igniting Young Minds' in Association with National Institute of Personnel Management, April 2009, Travancore Hall, Technopark
- : National Conference NC(ET)2, 2007, Saintgits College of Engineering

Attended

- : National workshop on NAAC Accreditation, IQAC Cell, University of Kerala, July 2020
- : Virtual Workshop and FDP, ICT Academy of Kerala. Aug 2020
- : Workshop on AICTE Approval Process 2011- 2012, Police Academy, Thrissur, Feb 2011
- : National Workshop on Mobile Applications - Technology and Business, Computer Society of India, Mascot Hotel, Oct 2009
- : Luminance - National Level Management Meet, DCSSMAT, Pullikkanam, November 2008
- : Summer School on Effective teaching in Higher Technical Education, ISTE Kerala Section, May 2006

ACHIEVEMENTS

- : College Topper, 2007-09 MBA batch, TKM Institute of Management
- : First Prize, Brochure designing, March 2009, TKM Institute of Management
- : Reward for Best New Year card design, Dec 2008, TKM Institute of Management
- : Second Prize, Business Quiz Competition, Sep 2007, TKM Institute of Management
- : Elected as First Secretary of SAINTGITS Staff Club

AWARDS

- : Best faculty in MBA programme 2013, Allama Iqbal Institute of Management.
- : Best MBA participant award, TKM Institute of Management, 2007-09.
- : Best participant award, Retail marketing course 2009. TKM Institute of Management

