

## Government College Madappally

### Faculty Profile

Name of Faculty	Muhammed Salim K C		
Department	Post Graduate and Research Department of Commere		
Designation	Assistant Professor (Senior Scale)		
Email ID	salimmkc@gmail.com		
Teaching Experience(Yrs)	12 Years		
Field of Research(if any)	Marketing		
Research Activities	Pursuing PhD		
Major and Minor projects undertaken	Minor Research Project ( UGC Sponsored): An Analatical Study on Impact of MGNREGS on Agriculatural Labour Supply of Kozhikode District.		
List of publications	<ol style="list-style-type: none"> <li>1. Role of MGNREGA on Economic Empowerment of Women- A Study, IJCRT June 2017</li> <li>2. Published a Chapter in Edited Book titled Emerging Trends in Management, July 2019, ISBN 978-93- 989507-39-3</li> <li>3. Post Purchase Regrets and Perceived Brand Image - An Exploratory Study of Mobile phone Industry, June 2021, ANVESAK, ISSN: 0378-4568</li> <li>4.Going Green for Sustainable Development - A Study on Green Business Practices of Restaurants, Juni Khyat, June 2020 ISSN :2278-4632</li> <li>5.Influence of post purchase regrets on perceived brand image - A study with reference to premium car segment of automobile industry, Juni Khyat, August 2020 ISSN :2278-4632</li> <li>6. The New Normal in Consumer Perception and behaviour in the Wake of Covid 19: an Eploratory Study, Ensemble, eISSN: 2582-0427</li> </ol>		
Administrative responsibilities	<ol style="list-style-type: none"> <li>1. Former Member of Single Board of Studies in Islamic Finance, University of Calicut</li> <li>2. Member Faculty of Commerce and Management , University of Cacut</li> <li>3. Nodal Officer CAMS</li> <li>4. Former Nodal Officer for Calicut University UG/PG admissions</li> <li>5. Former Secretary of Youth Red-Cross , Kozhikode district</li> <li>6. Coordinator of National Level Workshop in Research Methodology</li> <li>7.Acted as additional chief Superintendent for conducting Calicut University Examinations</li> </ol>		
Students related activities	<ol style="list-style-type: none"> <li>1. Coordinator of Entrepreneurship Development Club</li> <li>2. Coordinator of WWS</li> <li>3. Staff Coordinator of National Level Management Fest</li> </ol>		
Books published	<ol style="list-style-type: none"> <li>1. International Financial Reporting Standards (IFRS) 2016 August, Calicut University Central Cooperative Stores</li> <li>2. Income Tax and GST, 2019 October, Calicut University Central Cooperative Stores</li> </ol>		
Awards/Honours	Teaching Excellence Award 2020- ESN Publications		
Countries visited	<ol style="list-style-type: none"> <li>1. Qatar</li> <li>2. UAE</li> <li>3. Kingdom of Saudi Arabia</li> </ol>		
Address for correspondence (with pincode)	Kollankandiyil House, Cherandathur Post, 673541 Pin, Kozhikode District		
<b>Academic qualifications</b>			
Name of Degree	Name of Board/University	Year of passing	Subject
B.Com	Calicut University	2002	Taxation
M.com	Calicut University	2005	Finance
BED	MG University	2007	Commerce

Ph.D (Doing)	Baarathidasan University		Marketing
CA Inter	ICAI	2008	
MBA	Alagappa University	2013	Corporate Management