



## Faculty Profile

Name of Faculty	Dr. PRAVEEN M V
Department	PG and Research Department of Commerce
Designation	Assistant Professor (Senior Scale)
Email ID	praveemvneelambari@gmail.com
Teaching Experience(Yrs)	14 Years
Field of Research(if any)	Service Marketing and Public Transport System
<b>Research Activities</b>	
<b>Major and Minor projects undertaken</b>	<p>Major Research Project (ICSSR): Economic Impacts of Theyyam Festivals on Local Communities in Kerala: The Case of Kannur and Kasaragod Districts</p> <p>1. Minor Research Project on “Rehabilitation schemes of MSMEs in Kerala” (Cluster of Colleges).</p> <p>2. UGC-Minor Research Project on “Investment behaviour of NRIs in Kerala”.</p>

List of Publications (Journal Articles/Research Papers/Conference Papers)		
No	Publication Details	Type of journal
1	Praveen, M. V., Sravana, K., Binoy, T. A., & Divakaran, M. (2025). Moderation of Perceived Safety in Public Bus Transport on the Link between Bus Route-Time Design and Commuters' intentions. <i>Atma Journal of Tourism Studies</i> , 20(1).	UGC Care
2	Praveen. MV & Layana.V.(2024). Post Investment Exposure of Rural Populace in Indigenous Chit Funds, 'Kurris' or 'Chitties' in Kerala, <i>Scope Journal</i> , 14(3), 160-171.	Scopus
3	MV Praveen, Phd. (2024). ABSLM: A Synthesize Of Modern Strategic Management Theories For The Sublime Classroom Management Practices- A Case Study In Kerala. <i>Educational Administration: Theory and Practice</i> , 30(6), 1091–1099. <a href="https://doi.org/10.53555/kuey.v30i6.4903">https://doi.org/10.53555/kuey.v30i6.4903</a>	Scopus
4	Dr.MV. Praveen Shyju Koodayil&Rajith.K. (2024). Exploration of Micromobility Empiricism among E-Scooters Users in Kerala. <i>Journal of Transportation Systems Engineering and information Technology</i> (Scopus) <a href="https://jtseit.com/volume-12-issue-8-2024/">https://jtseit.com/volume-12-issue-8-2024/</a>	Scopus
5	Praveen, M. V., & Vineethan, T. (2024). Altruistic Consumption Behaviour: An Exploratory Study in Kerala Context. <i>International Journal of Innovative Scientific Research</i> , 2(4), 21-27. <a href="https://ijisr.net/ijisr/article/view/20">https://ijisr.net/ijisr/article/view/20</a>	Scopus
6	Praveen. MV., & Jimisha. MP. (2024). Riding the Rail: The Shift in Service quality and Commuter satisfaction after rolling out MEMU Services in Kerala. <i>Journal of Transportation Systems Engineering and information Technology</i> (Scopus), Volume 12, issue 8, 112-129. <a href="https://jtseit.com/volume-12-issue-8-2024/">https://jtseit.com/volume-12-issue-8-2024/</a>	Scopus
7	T. Vineethan, MV. Praveen, K. Narthana. (2024). Youngsters' Cognition Towards Goods and Services Tax (GST) In India: A Study Focused on Non-Finance Undergraduates. <i>European Economic Letters (EEL)</i> , 14(2), 3778–3785. <a href="https://doi.org/10.52783/eel.v14i2.1826">https://doi.org/10.52783/eel.v14i2.1826</a>	ABDC Journal
8	M.V. Praveen*, K.M. Remya, T.C. Archana, Elevated Bus Transport Quality: How KSRTC's 'BOND', Traditional Services, And Private Bus Services Compare in Commuters' Experience ?, <i>Int. J. Sci. R. Tech.</i> , 2024, 1(2) 52-59. <a href="https://doi.org/10.5281/zenodo.13854054">https://doi.org/10.5281/zenodo.13854054</a>	Peer reviewed-refereed
9	MV. Praveen, K. Sravana, Mahesh. PB & Neethu. KK.(2022). Kerala Urban Road Transport Corporation (KURTC):A Vantage Point in Urban Mobility Experience. <i>Journal of research in Business and Management</i> , 12(8), 42-51.	Peer reviewed-refereed
10	MV. Praveen., KC. Muhammed Salim., & M. Aghilesh.(2024). Linking Road to Logistic Progress in Kerala: An Analysis of the Influence of National Highway Development on Supply Chain and Logistics. <i>International Journal for Applied Science and Engineering Technology</i> , 12(IX),241-246. <a href="https://doi.org/10.22214/ijraset.2024.65024">https://doi.org/10.22214/ijraset.2024.65024</a>	Peer reviewed-refereed (Cross-Ref)
11	MV. Praveen.,& Fathimathul Fasna.(2024). Halal Investments: Habits and Approaches in Malabar Region. <i>International Journal of Asian Economic Light</i> , 12(6), 5-11. <a href="https://doi.org/10.36713/epra0412">https://doi.org/10.36713/epra0412</a>	Peer reviewed-refereed
12	Dr.MV. Praveen., T.Vineethan., & Seetha Sasi.(2024). The Effect of Tax Literacy and Tax Planning of Working Women on Savings, Investment, and Wealth Creation Behaviour.12 (7), 105-116. <a href="http://www.questjournals.org/jrhss/archive.html">http://www.questjournals.org/jrhss/archive.html</a>	Peer reviewed-refereed
13	Dr.MV.Praveen. (2025). Scroll, Learn, or Lag: Examining the Impact of Social Media Reels and Shorts on Students' Learning Behaviour. <i>International Journal of All Research Education &amp; Scientific Methods</i> , (IJARESM). 13/2, feb-2025. <a href="https://www.ijaresm.com/uploaded_files/document_file/Dr. MV . Praveen zoFH.pdf">https://www.ijaresm.com/uploaded_files/document_file/Dr. MV . Praveen zoFH.pdf</a>	Peer reviewed-refereed(Thompson Reuters Endnote)
14	Jiji, N., Parambath, S. K., Prakash, A., & Praveen, M. V. (2025). Green Literacy, Green Loyalty and Satisfaction among Banking Customers in Kerala: Insight from Kerala Gramin Bank and State Bank of India. <i>American Journal of Environmental Economics</i> , 4(1), 32-42. <a href="https://doi.org/10.54536/ajee.v4i1.3670">https://doi.org/10.54536/ajee.v4i1.3670</a>	Peer reviewed-refereed (world Cat, Semantic Scholar, Euro pub)
15	Dr. MV. Praveen, KC. Muhammad Salim, T. Vineethan and M. Aghilesh. (2025). Green governance in greenery state: examining the policies, institutions and environmental initiatives of Kerala. <i>International Journal of Research in Commerce and Management studies</i> , 7(1),164-174. <a href="https://doi.org/10.38193/IJRCMS.2025.7112">https://doi.org/10.38193/IJRCMS.2025.7112</a>	Web of Science
16	Praveen,MV., Gopika. MK., & Mahesh PB. (2021). Clients' Empiricism Towards UPI Platforms. <i>EPRA International Journal of Economics, Business and Management Studies (EBMS)</i> , 8(9), 19-26. <a href="https://doi.org/10.36713/cpra8479">https://doi.org/10.36713/cpra8479</a>	Peer Reviewed
17	Praveen. MV (2018). An Analytical Study on Investment Behaviour of NRIs in Kerala with special focus on Malabar Region. <i>International Journal of Creative Research Thoughts</i> ,6(2), 800-807. <a href="http://www.ijcert.org/">http://www.ijcert.org/</a>	Peer Reviewed

18	Praveen, M. V. (2025). Ecopreneurship: Boons and Challenges in Indian Business Context. International Journal of Innovative Research In Technology, 11 (8), 1974-1980. <a href="https://ijirt.org/Article?manuscript=172123">https://ijirt.org/Article?manuscript=172123</a>	UGC approved Journal (47859)
19	Praveen, M.V, & Harina, A. (2022). "Green Banking Penetration among Commercial Banks' Customers in Kerala". <i>International Journal of Research Publication and Reviews</i> , 1091–1098. <a href="https://doi.org/10.55248/gengpi.2022.3.9.34">https://doi.org/10.55248/gengpi.2022.3.9.34</a>	Peer reviewed
20	Praveen.M.V, & Sravana.K.(2021). Service Quality in India Post Payment Bank (IPPB): The Target Clientele's Perception, Anvesak Journal, 51(2), 76-84	UGC-Care (Printed)
21	Praveen.M.V, & Sravana.K.(2020). Extensive Service Quality of Domestic Power Supply in Kerala. Juni Khyat, 10(7), 199-211.	UGC-Care (Printed)
22	Praveen.M.V, & Sravana.K.(2021). Financial Service Quality (FSQ): A Comparative Study of State Owned and Privately Owned NBFCs in Kerala. NIU International Journal of Human Rights. 8(X), 72-84.	UGC-Care (Printed)
23	Praveen. MV. (2022). Towards SUSTRAN: Role of Public Transport System In India. IIMC- International Conference: '21st Century Skills: A Global Scenario for Sustainable Growth' ISBN 978-81-955038-34	International Conference paper
24	Praveen.MV.(2022). Public Transit Mode Shift in Kerala: A COVID 19 Effect. Innovation Management in The Post Covid Epoch: Adapting, Shifting Footing for Post-Crisis Growth. Taran Publication ISBN: 978-93-9231354-7	International Conference paper

#### List of Books/Book Chapters Authored

1. Income Tax and GST (ISBN: 978-93-92143-87-8)
2. Consumer Behaviour (ISBN: 978-93-94931-91-6)
3. Performance management (ISBN: 978-93-94931-44-2)
4. Business Studies (ISBN: 978-81-973789-8-0)
5. Consumer protection and Awareness (ISBN: 978-81-980961-9-7)
6. Stock Market Fundamentals (ISBN: 978-81-980961-0-4)
7. Event Management (ISBN: 978-93-48507-24-2)
8. Financial Reporting

**Membership in Organizations:**

1. Lifetime member of the Indian Accounting Association
2. Member of the Intelligent Transport, UK
3. Member of Indian Commerce Association

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<b>Academic qualifications</b>			
Name of Degree	Name of Board/University	Year of passing	Subject
Graduation	The University of Calicut	2002	B.Com (Finance)
Post Graduation	The University of Calicut (Government College Madappally)	2004	M.Com (Finance)
Ph.D	The University of Calicut	2023	Commerce
Others	B.Ed (University of Calicut)	2006	B.Ed

#### Orientation/Refresher/Short term FDPs attended

	Course	Period/date	Institution
1	Orientation Programme	27.01.2012-23.02.2012	Calicut University
2	Refresher Course	17.01.2018-06.02.2018	Kannur University
3	Refresher Course (Disaster management and sustainable Development)	26.11.2019-09.12.2019	UGC-HRDC, Allahabad University
4	FDP(two week) in Entrepreneurship	26.11.2012-07.12.2012	TBI-NIT Calicut
5	FDP under FLAIR(two Week)	03.02.2014-14.02.2014	ISEC, Bangalore

6	FDP (Refresher Course in Commerce and Management)	10.1.2024- 23.1.2024	MMTTC, Kannur University
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