

Name :Dr.Jomon Lonappan

Designation :Assistant Professor

No. of years of teaching experience :13.5 years

No. of years of Industry Experience :4 Years

INDUSTRY EXPERIENCE

- Worked as International Business Manager (Sydney, Australia) & Area Manager for SMS Pharmaceuticals Ltd.
- Done Internship Program (Special Program 416) from Paul Dickinson Consultancy Firm in Australia.

Job Responsibilities Held in Industry:

1. Pharmaceutical Firm

- Formulation of appropriate marketing strategies to promote the products in Australian Market.
- Conducted Marketing Research on Health Care products in Australia.
- Concentration on 4 p's of marketing for marketing products in Australian Market.
- Conducted a detailed study of the trade policies & practices prevailing in Australian Pharmaceutical Marketing Segment(Health Care Sector)
- Done a project work on Pharmaceutical Marketing strategies & Formulations prevailing in Australia with specific concentration on Health Care Pharmaceutical Marketing Segment.

2. Consultancy Firm

- Formulation of Marketing Strategies for clients
- Client Service Management
- Online Marketing
- Implementation of Marketing Strategies, Policies & Procedures
- Web Marketing
- Client Database Management

TEACHING EXPERIENCE

Presently working as Asst. Professor in M.B.A Department in SDM Post Graduate Centre for Management studies & Research, Mangalore from 2011 till date.

Subjects Taught to M.B.A Students:

- ❖ International Business Environment
- ❖ Computer Applications in Management
- ❖ Principles & Practice of Management
- ❖ Indian Business Environment
- ❖ Management Information System
- ❖ Promotion & Distribution Management
- ❖ International Marketing Management
- ❖ Human Resource Development
- ❖ Advertising Management

COURSES COMPLETED:

- Successfully completed a course on “Brand Management: Alligning Business, Brand & Behavior” authorized by University of London & London Business School and offered through Course Era and received Certification on October 29, 2020
- Successfully completed a course on “COVID-19 Contact Tracing” authorized by Johns Hopkins University and offered through Course Era and received certification on 29/07/2020
- Successfully completed a course on “Marketing Foundations” authorized by Great Learning Academy and received certification on June 2020.
- Successfully completed a course on “The Science of Success: What researchers know that you should know” authorized by University of Michigan and offered through Course Era and received certification on 09/02/2020
- Successfully completed the requirements to be recognized as a Microsoft Office Specialist for Office PowerPoint 2016 offered by Microsoft Office Specialist and received Certification on February 19,2020.

DETAILS OF TEXT BOOKS AUTHORED:

- “Computer Applications in Management-Test & Cases”, Udaya Publishers, 2017
- “Management Information System-Text & Cases”, Udaya Publishers, 2016

Publications: 25 Publications (All of them as 1st Author)

1. "Clinical leadership training as a core of medical education-a review of literature", ASIA LIFE SCIENCES, **SCOPUS-INDEXED JOURNAL, U.G.C Care List-2 Journal, 5H INDEX** Vol.10, Issue:04, September: 2020 ISSN: 01173375
2. "Tracking Customer Satisfaction of Airtel Mobile Services offered by Mobile Service Providers of Dakshin. Kannada District", International Journal of Scientific Research, Vol.10, Issue:5, May:2021, ISSN: 2277-8179
3. "E-learning technologies & lms tools in the present era of pandemic used by public & private sectors in the field of education-a literature review", INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH, Vol.1, Issue:11, November 2020, : 2277-8179
4. "Emerging Trends in Entrepreneurial Education", Managing during Turbulent Times (During & Beyond COVID-19),ITM Business School, Khargar, Mumbai,September 2020, ISBN:978-93-5416-730-0
5. "Economic Globalization of Medical Tourism", Managing during Turbulent Times (During & Beyond COVID-19),ITM Business School, Khargar, Mumbai,September 2020, ISBN:978-93-5416-730-0
6. "Cost innovations in medical tourism with specific reference to india", Contemporary Advancements in Commerce, Mangalore University, Siva Publications, Jan. 2020, ISBN:978-81-924545-0-4
7. "Customer satisfaction with specific reference to real estate service providers in mangalore city corporation", GLOBAL JOURNAL FOR RESEARCH ANALYSIS, Vol.9, Issue 12, December 2020, ISSN: 2277-8160
8. "A literature review on green marketing opportunities & challenges with specific reference to indian scenario", PARIPEX-INDIAN JOURNAL OF RESEARCH, Vol.8, Issue:10, October 2019, ISSN-2250-1991
9. "First world service at the third world cost", INDIAN JOURNAL OF APPLIED RESEARCH, Vol.8, Issue:9, Sept:2018, ISSN:2249-555X
10. "Key indicators of hospital quality used in a partly competitive environment", INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH, Vol.2, Issue:11, Nov.2018, ISSN: 2277-8179
11. "Innovations in entrepreneurial training to manage challenges in a turbulent environment", POSEIDON, Vol.6, No.1, June 2017, ISSN: 2319-6238
12. "How to reduce, prevent & cope up with stress", MIRROR, Vol.7, No.2, Sept. 2017, ISSN: 2249-8117
13. "Impact of purchase decision of customers & buying behavior in the international context- a literature review", INDIAN JOURNAL OF APPLIED RESEARCH, Vol.6, Issue:8, August 2016, ISSN: 2249-555X

14. "Consumer behavior of cellular providers and a market survey on hutch subscribers" International Journal of Management & Technology Research, Vol.3, No.1, Jan-June 2014,ISSN: 2277-291X
15. "Impact of training on fostering entrepreneurship", INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH, Vol.2, Issue:1, Jan.2013, ISSN: 2277-8179
16. "Pedagogical innovations in teaching entrepreneurship", INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH, Vol.2, Issue.2. Feb. 2013, ISSN: 2277-8179
17. "Diversity & changing pattern of hotel services in the present competitive era with special reference to D.kannada(karnataka) region", Global Research Analysis, International Index Journal (Impact Factor: 0.2714) Vol.2, Issue 11, Nov.2013, pg. 138-141 ISSN No. 2277-8160
18. "An evaluation of factors influencing customers home buying decision", Indian Journal of Applied Research, International Index Journal, Vol.2, Issue 11, Nov.2013, pg.158-160, ISSN-2250-1991(Impact factor: 0.3208)
19. "Cultural attitude & international business", Kuriakose Elias College,Interdisciplinary Journal,Vol.4, Issue:1,December 2013,ISSN:2320-8317
20. "Impact of entrepreneurship education concerns in east africa with reference to kenya" MIRROR,Vol.2, No.2, September 2012,ISSN 2249-8117
21. "Market potential of ayurveda in the international scenario", Baselius Researcher,Vol.X111, No.2, July-December 2012, ISSN 0975-8658
22. "Corporate performance- ownership structure & competition", MIRROR, Peer refereed bi-annual research journal of Commerce & Management, Vol.2, No.1-A March 2012 , ISSN 2249-8117
23. "A study on consumer behavior towards airtel mobile services at Mangalore city", Global Research Review,Vol.2, No.1, June,2012,ISSN 2250-2521
24. "The role of management control system in the process of organizational renewal", Conference Proceedings: International Conference on Accounting & Finance; 10-12 March 2011T.A.PAI Management Institute, ISBN: 93-80697-76-7
25. "Corporate governance practices in hospitals of D.Kannada (Karnataka, India), Conference Proceedings: International Conference on Accounting & Finance; 10-12 March 2011, T.A.PAI Management Institute, ISBN: 93-80697-76-7.

Papers Presented in the International Conference:

- “E-Learning Technologies & LMS tools in the present era of Pandemic used by Public & Private sectors in the field of Education-A literature review” in the International E-Conference on 27th & 28th August 2020.
- “First World Service at the third world cost” in the conference on “Contemporary Innovations in Management & Commerce” organized by Mangalore University on 22nd & 23rd February 2019.
- “Green Marketing Opportunities & Challenges” in the fifth International Conference organized by St. Aloysius College; Mangalore on 9th April 2019.
- “Economic Globalization of Medical Tourism” in the seventh International Conference on Accounting & Finance, organized by IBS Bangalore during Jan 4-5, 2011.
- “Pedagogical Innovations in teaching Entrepreneurship” at the Eighth International Conference on Management organized at IIM-Ahmedabad during Jan. 1-4, 2011
- “Corporate Performance-Ownership Structure & Competition” at the Eighth International Conference on Management organized at IIM-Ahmedabad during Jan. 1-4, 2011
- “The Role of Management control system in the Process of Organizational Renewal”, organized by the T.A. Pai Management institute, Manipal during March 10-12,2011
- “Corporate Governance practices in hospitals of D.K”, organized by the T.A. Pai Management institute, Manipal during March 10-12,2011

Papers Presented in the National Conferences:

- “Emerging Trends of Entrepreneurial Education”, at the online national conference on managing during turbulent times”(During & Beyond COVID-19) on 25th September 2020.
- “Economic Globalisation of Medical Tourism”, at the online national conference on managing during turbulent times”(During & Beyond COVID-19) on 25th September 2020.
- “Pedagogical Innovations in teaching Entrepreneurship” at the one day conference organized by Srinivas University from 18th to 19th October 2020.
- Presented a paper on “Recent trends in Pharmaceutical Marketing in India” at the National level seminar on “India @ 75 Sectoral Management” held on 5th Dec. 2008 at Kuvempu University Institute of Management studies.

- Presented a Paper on Perspectives of Work life balance in the National Conference on Business strategies for sustainable growth held at Karpagam college of Engineering , Coimbatore on 29th October 2010.
- Presented a paper on “Impact of Training on Fostering Entrepreneurship” in the national level conference held at KLE college of Business Administration
- Presented a paper on “Social Trends of Entrepreneurship” in the National Conference on Entrepreneurship held on 4th April 2009 at SDM pg centre for management studies & research

EDITORIAL ADVISORY BOARD MEMBER:

- Associate Editor of “POSEIDON”, journal of Commerce, Management and Social Science (Peer refereed bi-annual research Journal), ISSN: 2319-6238
- Editorial member of “XJORC”, Xaverian Journal of Research. in Commerce, Peer Reviewed Bi-annual research Journal
- Editorial Member of “LUX MONTIS”, Journal of Commerce, Management,Peer Reveiwed Bi-Annual Research Journal (January & July), ISSN:2321-8053
- Editorial Member of MIRROR, Peer Reffereed International Research Journal of Commerce, Management & Social Science, Note: January 2016 till Date-All Editions, ISSN-2249-8117
- Editorial Member of Journal of Management Studies & Academic Research, ISSN: 2455 4960

SESSIONS CHAIRED IN THE INTERNATIONAL CONFERENCES:

- “Corporate Strategies” organized in **IIM-Ahmedabad**
- “Hospitality Industry” **organized in IIM-Ahmedabad**
- “Hospitality Industry” organized in **IIM-Bangalore**
- “Quality Management” organized in **IIM-Bangalore**

WORKSHOPS ATTENDED:

- Attended a “Syllabus Revision Workshop” organized by Mangalore University on 18th January 2020.
- Attended a Workshop on Higher Education (DNEP Workshop) organized by S.D.M College Ujire on 28th November 2019.

RESOURCE SPEAKER:

- Invited as a Resource Speaker for a Training Program on the topic “Soft Skill Development for Railway Employees” on 10-12-2020 organised by the Office of the Post-Commander, Railway Protection Force, Southern Railway, Mangaluru and received Thanking & Appreciation Letter.
- Invited as a Resource Speaker and received Certification for a Session on “Developing Mentor Program” (Online) at St. Thomas College (Autonomous); Trichur, Kerala on 4th December 2020 & received Thanking & Appreciation Letter.

FLAGSHIP PROGRAMS ORGANISED

- Roto quiz in association with Rotaract Club Mangalore Chapter. 31 Institutions and 61 Teams participated from all over India. **History Created! 104 Participants Vie In World’s Longest Running Rotary ‘Rotoquiz 2019’**
- S.D.M Premier League on 2nd & 3rd May 2019 at Yekkur Fisheries College Ground, Mangalore. 14 Institutions comprising of Dakshin. Kannada participated in this Mega Event.
- Blood Donation Camp in Association with Red Cross Society, Rotaract Club; Mangalore Chapter in the Year 2019 & 2021

FDP’s Attended:

- Attended & received certifications for **7 Online Faculty Development Programs** on the topics a. Data analysis using SPSS Software, b. MSME’s threats, challenges & revival measures, c. Investment Landscape & Role of Fintech in Pandemic world, d. Personal branding using technology, e. Developing the next Gen. Teachers, f. Online Teaching Tools

Certifications:

- Completed and received **certificates for 11 Courses** in the areas of Health Management, COVID-19 Management, Management of Tobacco product regulation.
- Participated & received certificates for **4 Online Quizzes** in the areas of Managerial Skills, Yoga, and Commerce & Management.

Membership of Professional Bodies:

- Member of Indian Red Cross Society.
- Member of Indian Academic Researchers Association in good standing from January 2019.(Membership No: 18/2019)

Webshops Attended:

1. “Can Indian economy survive without Chinese Inputs” organized by Louis Publications, Mangaluru on 11th July 2020.
2. “Enhancing Professional Competencies” organized by Louis Publications, Mangaluru on 22nd August 2020.
3. “Confidence & Technology enabled Teacher-Part-1” held on 21st July 2020 organised by MUCTA.
4. “Enhancing Happiness Quotient in the age of Technology” on 23rd & 24th June 2020

Webinars Attended:

International:

1. “Investment Strategy-A Global Perspective” on 8th August 2020 organised by department of commerce & Management; Poornaprajne College; Udupi.
2. “Paradigm Shift to new normal: Challenges of Adaptability” organized by IQAC, Dept. of Psychology & Management on 17th July 2020.

National:

1. “Data analysis using SPSS software” organized by Besant womens college on 6th & 7th July 2020.
2. “Post-Covid Scenario-Role of teachers in building future generation” organized by M.G. Memorial college, Udupi on 1st June 2020.
3. “Mastering Moods: Managing Depression & Anxiety” organized by Disha college on July 13,2020.
4. “Challenges & Solutions after COVID-19 organised by IQAC dept. of Rashtra Matha Indira Gandhi college on 12th June 2020.
5. “Significance of Non-Parametric tests in research” organized by OM College of Education, Kanchipuram on 24/07/2020
6. “The Dream Educational Moment” organized by Om college of Education,Kanchipuram on 26/07/2020.
7. “Investing in Stocks-A lucrative Proposition for todays youth” organized by Smt. Danamma College of Arts on 4/07/2020.

8. “Environmental changes with special emphasis during Covid-19”; St. Johns college of Education, Palayam, July 2020.

State :

1. “4G & 5G Technologies in MIMO system” organized by Dept. Of Electronics & Communication Engineering & Research committee, Arasu Engineering college, Kumbalonam on 13/07/2020.
2. “Case Analysis organised by Sri. Danamma Channabasaviah College of Arts, Management studies on 20th June 2020.
3. “Excel or Perish organized by the Post graduate department of Business Administration, AIMIT from July 16-18,2020.
4. “Overview on CRM” organized by the Dept. of Management studies , St.Joseph college of Engineering on 16th June 2020.
5. “Latest tools for teaching, Learning & Evaluation hosted by the dept. of Computer Science on 20/07/2020.
6. “J-Gate resources” organized by S.D.M Dept. of Library on 8th July 2020.
7. “How to create your own effective E-content using open source softwares” organized by Milagres college in association with MUCTA on August 7th 2020.
8. “Pragmatic Education Policy for aspirational India” organized by Mangalore University on 31st August 2020.