



Dr. Jomon Lonappan

Asst. Professor

**M.B.A, Ph.D. (Management), Post Doctoral Fellow
(Management)**

EXPERIENCE

Teaching Experience: 19.5 Years

Industry Experience: 4.5 Years

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
- ❖ Digital Marketing
- ❖ Digital & Social Media Marketing
- ❖ Marketing Management

DETAILS OF TEXT BOOKS AUTHORED: 2

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

Publications: 46 Publications (All of them as 1st Author)

1. **Published a paper** entitled “Systematic Analysis of Artificial Intelligence in Medical Education with specific reference to E-Professionalism” as First Author in Transylvanian Review, **Q3 Journal indexed in Scopus, Web of Science & UGC(Level-International), Vol.33, No.1, 2025-01-19, ISSN: 1221-1249**
2. “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
3. “E-Professionalism as a Professional Identity in the Digital Era of Medical Education” in International Journal of Health Sciences and Pharmacy, Vol.7, No .2, September 2023, pg. 35-48, ISSN:2581-6411
4. “Journey Towards Entrepreneurship Education- A Qualitative & Quantitative Perspective” in International Journal of Case Studies in Business, IT, and Education (IJCSBE), 7(3), 205-225, (2023), ISSN: 2581-6942.
5. Published a paper entitled “Simulation based Experiential Learning in Entrepreneurial Education” in Global Journal of Research Analysis, Volume-13, Issue-1, November 2024, ISSN:2277-8160
6. Published a paper titled “Opportunities & Challenges posed in AI enabled learning in Medical Education” in International Journal of Scientific Research, Vol.13, Issue:12, December 2024, ISSN:2277-179
7. Published a Paper titled “Experiential Learning in Entrepreneurial Education with specific reference to KOLBS MODEL”, in Global Journal for Research Analysis, Vol.13, Issue-12, December 2024, ISSN: 2277-8160.
8. Published a paper entitled “Leadership Program Inclusion in the Medical Curriculum” in the conference proceedings of International conference on Advance Artificial Intelligence in Multi-disciplinary research, organized by KAAF University, Ghana

(West Africa) in collaboration with Science Tech Institute, Lucknow, UP with ISBN No. 978-81-19746-90-3

9. Published a Paper titled “Experiential Learning in Entrepreneurial Education” in the conference proceedings of International conference on Advance Artificial Intelligence in Multi-disciplinary research, organized by KAAF University, Ghana (West Africa) in collaboration with Science Tech Institute, Lucknow, UP with ISBN No. 978-81-19746-90-3.
10. Published abstract entitled “Leadership Program inclusion in the Medical Curriculum” in the Conference Proceedings of International Conference on Advance Artificial Intelligence in Multidisciplinary research, organized by KAAF University; Ghana (West Africa) in collaboration with Science Tech Institute; Lucknow, UP in April 2025 with ISBN Number 978-81-19746-90-3
11. Published a abstract entitled “Experiential Learning in Entrepreneurial Education” in the Conference Proceedings of International Conference on Advance Artificial Intelligence in Multidisciplinary research, organized by KAAF University; Ghana (West Africa) in collaboration with Science Tech Institute; Lucknow, UP in April 2025 with ISBN Number 978-81-19746-90-3
12. Published a paper titled “Experiential Learning in Entrepreneurial Education with specific reference to KOLBS Model”, December 2024, ISSN:2277-8160
13. Published a paper titled “Opportunities & Challenges posed in AI enabled learning in Medical Education”, Dec 2024; ISSN:2277-8179
14. Published a paper titled “Simulation based Experiential Learning using AI in Entrepreneurial Education,” Nov. 2024, ISSN:2277-8160
15. Published a Paper entitled “Inclusion of Mentoring Program in the Graduate & Post Graduate Curriculum-Why its important, what is required and how we develop it: A Literature Review, in an International Journal “Indian Journal of Applied Research”, Vol.11, Issue-7, July 2021.
16. “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
17. “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

18. "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
19. "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
20. "Corporate Governance Practices in Hospitals of D.K. (Karnataka)", POSEIDON, Journal of Commerce, Management and Social Science, Vol.9, No.2, December 2020.
21. "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
22. "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
23. "A Study on Global Perspective of Medical Tourism", Research Scholar, Vol.9, No.1, September 2020, ISSN 2249-6696.
24. "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
25. "First world service at the third world cost", INDIAN JOURNAL OF APPLIED RESEARCH, Vol.8, Issue:9, Sept:2018, ISSN:2249-555X
26. "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
27. "Innovations in entrepreneurial training to manage challenges in a turbulent environment", POSEIDON, Vol.6, No.1, June 2017, ISSN: 2319-6238
28. "How to reduce, prevent & cope up with stress", MIRROR, Vol.7, No.2, Sept. 2017, ISSN: 2249-8117
29. "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
30. "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

31. "Impact of training on fostering entrepreneurship", INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH, Vol.2, Issue:1, Jan.2013, ISSN: 2277-8179
32. "Pedagogical innovations in teaching entrepreneurship", INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH, Vol.2, Issue.2. Feb. 2013, ISSN: 2277-8179
33. "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
34. "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)
35. "Impact of Training on Entrepreneurial Innovation", Xavierian Journal of Research in Commerce, XJORC, Peer Refereed Bi-annual Research Journal, Vol.1, N0.1, September 2013.,ISSN 2347-372X.
36. "Consumer Behavior of cellular providers and a market survey on Hutch Subscribers" National Conference on Emerging Research Trends in Technology of Modern Computing, Applications and Networking, Techman-13
37. "Cultural attitude & international business", Kuriakose Elias College, Interdisciplinary Journal, Vol.4, Issue:1, December 2013,ISSN:2320-8317
38. "Recent Trends in Economic Globalization of Medical Tourism in India", Global Research Review, Peer Refereed Research Journal, Vol.3, No.4, December 2013., ISSN: 2250-2521
39. "Impact of entrepreneurship education concerns in east africa with reference to kenya" MIRROR, Vol.2, No.2, September 2012, ISSN 2249-8117
40. "Market potential of ayurveda in the international scenario", Baselius Researcher, Vol.X111, No.2, July-December 2012, ISSN 0975-8658
41. "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
42. "A study on consumer behavior towards airtel mobile services at Mangalore city", Global Research Review, Vol.2, No.1, June, 2012, ISSN 2250-2521

43. Published abstract entitled “Corporate Performance-Ownership Structure & Competition” in eight AIMS International Conference on Management held on January 1-4, 2011 in IIM-Ahmedabad.
44. Published abstract entitled “Pedagogical Innovations in Teaching Entrepreneurship” in eight AIMS International Conference on Management held on January 1-4, 2011 in IIM-Ahmedabad.
45. “The role of management control system in the process of organizational renewal”, Conference Proceedings: International Conference on Accounting & Finance; 10-12 March 2011 T.A.PAI Management Institute, ISBN: 93-80697-76-7
46. “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 & National Conferences:15

1. “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.
2. “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.
3. “Green Marketing Opportunities & Challenges” in the fifth International Conference organized by St. Aloysius College; Mangalore on 9th April 2019.
4. “Economic Globalization of Medical Tourism” in the seventh International Conference on Accounting & Finance, organized by IBS Bangalore during Jan 4-5, 2011.
5. “Pedagogical Innovations in teaching Entrepreneurship” at the Eighth International Conference on Management organized at IIM-Ahmedabad during Jan. 1-4, 2011
6. “Corporate Performance-Ownership Structure & Competition” at the Eighth International Conference on Management organized at IIM-Ahmedabad during Jan. 1-4, 2011
7. “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

8. “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:

9. “Emerging Trends of Entrepreneurial Education”, at the online national conference on managing during turbulent times”(During & Beyond COVID-19) on 25th September 2020.
10. “Economic Globalisation of Medical Tourism”, at the online national conference on managing during turbulent times”(During & Beyond COVID-19) on 25th September 2020.
11. “Pedagogical Innovations in teaching Entrepreneurship” at the one day conference organized by Srinivas University from 18th to 19th October 2020.
12. 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.
13. 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.
14. Presented a paper on “Impact of Training on Fostering Entrepreneurship” in the national level conference held at KLE college of Business Administration
15. 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

AWARDS RECEIVED IN LAST FIVE YEARS: 7

1. Received the **Award for Outstanding** Achievement in field of Management. This recognition was part of the International Conference on Multidisciplinary Approaches for Sustainable Development (ICMASD-26) from January 29-31, 2026 and awarded on 31st January 2026.
2. Received the **National Topper in NPTEL Certification course (Funded by MoE, Govt. of India)** conducted by Indian Institute of Technology, Roorkee and Swayam for Successfully completing the course on “Product & Brand Management”. Out of 2216 candidates received the Topper.

3. Received the **Best Paper Award** titled “A Systematic Analysis of Green Marketing Strategies & Sustainable Development” in Faculty Category in the International Conference on “Sustainable Development Goals in Action-Empowering Solutions for Sustainable World held at MSNIM in association with **INTI International University; Malaysia** and in association with Manipal School of Commerce & Economics, Manipal Academy of Higher Education (MAHE).

4. Received the **Award for Excellence in field of Management** in the Global Academic Research Excellence Awards (GAREA-25) organized by **KAAF University, Ghana (West Africa)** in collaboration with Science-Tech Institute, Lucknow, UP, India. This recognition was part of the International Conference on Advance Artificial Intelligence and multidisciplinary research conducted from March 10-12, 2025.

5. Received the **Best Paper awarded** titled “A Systematic analysis of Green Marketing strategies & sustainable development in Faculty category in the International Conference on “Sustainable development Goals in Action-Empowering Solutions for a Sustainable world held at MSNIM in collaboration with **INTI International University; Malaysia** and in association with Manipal School of Commerce and Economics, Manipal Academy of Higher Education.

6. Received the Best paper award titled “A Systematic analysis of Artificial Intelligence in Medical Education” in Faculty category in the International Conference on “Adoption of Artificial Intelligence: Opportunities and challenges in Business and Management” held at MSNIM institute on 28th June 2024 in collaboration with INTI International University and in association with Department of Commerce, Manipal Academy of Higher Education (MAHE).

7. Received the **Best Paper award** for “Inclusion of Clinical Medical Leadership program in the medical curriculum” in the International Conference on “SUSTAINABILITY IN INDUSTRY 4.0” held at MSNIM on 11th May 2023 in association with **Limkokwing University, Malaysia**.
