


**ST GREGORIOS COLLEGE, KOTTARAKARA  
FACULTY PROFILE**

NAME	Melsa C Thomas		
DEPARTMENT	Post Graduate Department of Commerce		
DESIGNATION	Assistant Professor		
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ACADEMIC QUALIFICATIONS	MCom { University of Kerala }, NET		
TEACHING EXPERIENCE	4 years		
SPECIALIZATION	Finance		
PUBLICATIONS/ PARTICIPATION IN SEMINARS/ CONFERENCES ETC (Please attach a separate detailed list with titles of papers, names of conferences etc.)		INTERNATIONAL	NATIONAL
	No. of research papers in journals	3	1
	No. of publications in conference proceedings	-	-
	No. of conferences participated in	-	2
PROJECTS			
DETAILS OF RESEARCH SUPERVISION	No. of students awarded PHD-N.A No. of students with submitted dissertations-N.A No. of current students -NIL		
HONOURS AND AWARDS			
POSTS HELD			
ANY OTHER INFORMATION			
PHOTO (Please copy and paste the photograph you would like to have as your profile image)			

#### DETAILS OF PUBLICATIONS

1. Published a paper entitled “A comparative study on customer awareness and utilization of internet banking facilities among public sector banks and private sector banks with special reference to SBI and ICICI” in Journal of Emerging Technologies and Innovative Research.
2. Published a paper entitled “A study on customer awareness and satisfaction of milma products with special reference to Thiruvananthapuram city” in Quest Journal of Research in Business and Management.
3. Published a paper entitled “A study on the impact of television advertisement on the demand of products of ITC Company” in Journal of Emerging Technologies and Innovative Research.
4. Published a paper entitled “A study on the impact of celebrity endorsement on consumer buying behaviour towards apparel” in Journal of Emerging Technologies and Innovative Research.