

Dr. Girish S Pathy

Assistant Professor

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A Brief Description

A Ph.D. in management, Girish S Pathy has completed Post Graduation and has 2-year industry experience and 9 years in academia. Specialised in Marketing, his specific area of research is Cultural aspects of Consumer Behaviour.

He is also involved in Placements, Training and Corporate Relations since the beginning of his academic career.

Educational Qualification

- BSc. Cooperation and Banking
- PGDM (Marketing & Finance)
- Ph.D. in Management

Work Experience (Teaching / Industry / Research)

Teaching Experience: (Nine years)

Assistant professor at Bhavan's Royal Institute of Management since 2011

Industry Experience: (Two years)

- Customer service Executive at PCI Ltd
- Training officer at MFL

Courses Handled

Marketing Area	General Management
Consumer Behaviour	Business Policy & Strategic Management
Digital Marketing	Managerial Economics
Marketing of Services	Business Communication
Integrated Marketing Communication	
Retail Management	

Additional Qualifications and Certifications

- Google Analytics Individual Qualification - Certification
- Google Ads Search Certification
- Google Ads Display Certification
- Completed a 23.5 Hour Digital Marketing Course

Research

Value Shift for Gold: A Perceptual Study Among Women of Pre and Post Liberalized India

Case Study Publication

Published a case study titled "Crowdsourced fashion designing of Hashboosh.com: the sustainability dilemma", in Emerald Emerging Markets Case Studies

Book Chapter Publication

The Case Study "Masstige Positioning: The Oneplus way for Apple Amaze owners?" was published as a book chapter in the book titled - "Customer, Competition and Marketing Strategy" (Excel Publishers)

Students' Entrepreneurial Intention in Kerala: A Perspective on Theory of Planned Behaviour"- (Book Chapter) in," Research Perspectives in Human Capital Development" by Excel Publishers (2019)

Paper Publications

- Published a paper titled "Study on preference of post and pre-liberalisation generation women towards forms of physical gold", in the International Journal of Current Advanced Research - Vol. No. 7
- Published a paper titled "Perception Differences towards Utilitarian Value of Gold, a Comparison between the Pre and Post Liberalization Generation in India" in IJRAR Vol. 5
- Study on Impact of Foreign exchange value of Indian rupee on relationship between international crude oil prices and petrol prices in Indian Market
- A Study measuring the competency in Tourism among North, Central, and South zones of Kerala; the God's own country

Papers presented in International Conferences

- Presented a funded paper titled – “The Role of Family Members in Gold Buying Decision - An Empirical Study Using Correspondence Analysis” at the conference on Gold and Gold markets by India Gold Policy Centre - IIM Ahmedabad on February 7th and 8th 2020 at New Delhi
- Presented a funded paper titled – “Mapping the perception of customers of post-liberalisation generation towards symbolic values of gold' at the conference on Gold and Gold markets organized by India Gold Policy Centre - IIM-A on February 2019 at New Delhi.
- Presented a paper titled – “Generation Gap in Store Selection Criteria of Gold Buyers - An Empirical Examination of Gold Buyers belonging to Liberalized and non-Liberalized Era in India” in the 9th International Conference on Business and Information (ICBI-2018) themed - 'Enriching multidisciplinary research potentials of international collaboration for sustainable development'. Organised by University of Kelaniya, Colombo – Srilanka
- Presented a paper titled - “The Future of Gold Monetization in India: A Study on the Estimation of Probable Impact of Monetization on Gold Demand in India and Balance of Payment of Major Gold Exporting Countries” in CERE 2016, the 7th International Conference on excellence in research and education, conducted by IIM - Indore
- Presented a paper titled – “The Utilitarian Perception of Gold by Women - A Perception Mapping of Women in the Pre and Post Globalisation Era” in 8th International Conference - ICBI 2017 themed - “Exploring Disruptive Opportunities for Exponential Business Growth”, organized at University of Kelaniya, Colombo, Srilanka
- An Enquiry into the Capability of Agricultural Production Growth in India to Address the Problem of Malnutrition A Longitudinal Study on Price Levels Movements and Exchange Rate of India

Articles Published

- Published an article titled “Smiling through the Sunset” in Bhavan’s Journal – 15th August - 2020
- Published article titled “North Kerala – The Untapped Potential of Tourism in the God’s Own Country” in The Kerala Tourism magazine

Trainings offered

- Was the invited resource person for a session on 'Introduction to R' in the workshop on 'Empowering the Researcher in you with R', organised by VT Bhattathiripad College, Sreekrishnapuram, Palakkad.
- Have offered soft skills training to final year engineering students at major engineering colleges in Kerala
- Have offered a one-day life skills training program to higher secondary school teachers.
- Served as a resource person for a one day Workshop on Research Methodology using SPSS for Faculty and Students of M.tech at Illahia School of Science and Technology

Training Attended / Seminar / Workshop / Refresher

- Attended workshop titled “Tell your data story in R” organized by The Department of Futures Studies, Kerala University, Karyavattom Campus.
- Training Program on Structural Equation Modelling at IIM-K
- National Workshop on Multivariate Analysis using SPSS and spreadsheets at NIT Calicut
- Staff Development Programme (AICTE sponsored) on Research Methodology and Statistical Analysis using SPSS at QIS college, Ongole, Andhra Pradesh.
- FDP on Outcome Based Management Education, at BIT, Mesra
- Attended a course on Business Analytics at SP Jain Institute of Management, Mumbai
- FDP on Multi Variate Analysis using ‘R’ at Bhavan’s Royal Institute of Management
- National Workshop on Advances in Data Sciences organised by the Department of Future Studies, University of Kerala
- Workshop on academic writing at IIM Indore as part of CERE 2016
- MDP on “Quality Enhancement of Management Institution based on NBA Accreditation” organised at SB college, Changanacherry
- National Seminar on Corporate Sustainability: A Panacea for growth – Values, Convictions and Actions at BRIM
- National Seminar on “Moulding Managers for Mankind” conducted by CUSAT.
- International Seminar on Trends and challenges in Global Business Management by SNGCE
- International Seminar on trends and challenges in Indian Business Environment by SNGCE

- The 9th International Conference on Business and Information (ICBI-2018) themed as 'Enriching multidisciplinary research potentials of international collaboration for sustainable development'. Organised by University of Kelaniya, Colombo – Srilanka
- 8th International Conference on Business and Information 2017 (ICBI 2017) titled “Exploring Disruptive Opportunities for Exponential Business Growth”, organized at University of Kelaniya, Colombo Srilanka