

## **Girish S Pathy**

### **Assistant Professor**

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### **A Brief Description**

Presently pursuing his Ph.D, Girish S Pathy is a Post Graduate in Management with 3-year industry experience and 9 years in academia. Specialised in Marketing, he is pursuing his research in Buyer Behaviour of Physical Gold and his specific area of interest 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)
- UGC NET
- Pursuing Ph.D at Bharatiar University

### **Work Experience (Teaching / Industry / Research)**

**Teaching Experience:** (Eight 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**

<b>Marketing Area</b>	<b>General Management</b>
<b>Consumer Behaviour</b>	<b>Business Policy &amp; Strategic Management</b>
<b>Digital Marketing</b>	<b>Managerial Economics</b>
<b>Marketing of Services</b>	<b>Business Communication</b>
<b>Integrated Marketing Communication</b>	
<b>Retail Management</b>	

## **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**

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 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 9<sup>th</sup> 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 8<sup>th</sup> 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 article titled “North Kerala – The Untapped Potential of Tourism in the God’s Own Country” in The Kerala Tourism magazine

#### **Training Attended / Seminar / Workshop / Refresher**

- 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 9<sup>th</sup> 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