

## **Aswathy Mohan**

Assistant Professor

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### **Brief Description**

Ms. Aswathy Mohan has completed her Post Graduate degree in Management from Albertian Institute of Management (AIM). She is in the third year of her teaching career. She was with the Kerala University of Fisheries and Ocean Studies as Assistant Professor in School of Management and Entrepreneurship for two years. Her areas of specialization include Finance and Marketing. She has attended trainings and short courses organized by ICAR. She has presented and published papers in national and international Journals.

### **Educational Qualification**

- **M.Com{Pursuing}**  
IGNOU
- **UGC NET Qualified**
- **M B A {Finance}**  
M G University
- **B. Com Taxation**  
M G University

### **Work Profile**

- Assistant Professor (2012 – 2015)  
School of Management & Entrepreneurship  
Kerala University of Fisheries & Ocean Studies  
(KUFOS)
- Guest Faculty  
Rural Academy for Management Studies,  
Ayampilly
- Finance Executive (Sep 2010- Feb 2011)  
Kitex Garments

## **Publications**

- 'A review of Existing Learning Models for innovative organizations' in the book entitled LET'S LEARN, Bloomsbury Publishing India Pvt Ltd ISBN: 978-93-84052-22-5
- 'A Study of Brand awareness, Brand Loyalty and Purchase intention in Mineral Water Industry' in the book titled Consumer Behavior in 21<sup>st</sup> Century, ISBN no: 978-93-83241-53-8
- 'Consumer Behavior to Ready to eat Products', International Journal of Management Focus ISSN no:2348-6724 (February Issue)

## **Trainings, Conferences and Seminars Attended**

- HR Summit 2014 by IIM Kozhikode
- On the job training in Fisheries Post Harvest Technology in National Institute of Post Harvest Technology and Training, Government of India
- ICAR Short Course on Marketing Research for Value Chain in Fisheries by Central Institute of Fisheries Technology
- National Seminar on Corporate Governance –Myths and Realities held at AIM
- National Seminar on Indian Companies Act,2013 – An introspection held at AIM