

Girish S Pathy

Assistant Professor

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A brief Description

After his graduation in Co-operation and Banking, Mr. Girish S Pathy, spent about 2 years in industry and practiced marketing. He took 2 years break for his PGDM at BRIM. He was placed as training officer at MFL for a short stint and joined the faculty team of BRIM in February 2011. He has published papers in International journals and has also presented papers in Seminars. He is currently pursuing his PhD at Bharathiar University

Educational Qualification

BSc. Cooperation and Banking

PGDM (Marketing & Finance)

UGC NET

Pursuing Ph.D at Bharathiar University

Work Experience (Teaching / Industry / Research)

Teaching Experience: (Four years)

- Assistant professor at BRIM since 2011

Industry Experience: (Two years)

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

Area of Interest (Teaching / Research)

- Consumer Behavior
- Marketing of Services

- Advertising Management
- Retail Management
- Managerial Economics.

Research Area

Transition effects of factors affecting Gold Buyer Behavior

Papers published in International Journals

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 competitiveness in Tourism among North, Central, and South zones of Kerala; the God's own country

Papers presented in International conferences

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.
- 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