

Commerce Research Lab



CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA
Reaccredited by NAAC with 'A' grade

Christ College (Autonomous), Irinjalakuda commenced the Commerce Research Lab as a division of the Department of Commerce in 2021. The Research forum organized webinars and seminars to enrich the understanding of scholars and students. At the moment, we have five research scholars and five research supervisors for contributing to the academic knowledge.

RESEARCH GUIDES



Dr. Josheena Jose

H.O.D of PG and Research Department of Commerce
Assistant Professor and Research Supervisor
Finance, HRM, Marketing Management

<https://vidwan.inflibnet.ac.in/profile/264921>



Dr. Arun Balakrishnan M B

Assistant Professor and Research Supervisor
Finance, HRM, Marketing Management

GUIDES IN CHRIST COLLEGE (AUTONOMOUS) RESEARCH CENTER FROM OTHER INSTITUTES



Dr. Aravind J

Assistant Professor and
Research Supervisor
Finance, HRM,
Marketing Management



Dr. Libison K B

Assistant Professor and
Research Supervisor
Finance, HRM,
Marketing Management



Dr Sanesh C

Assistant Professor and
Research Supervisor
Finance Management

Research Scholars



PRAVEENA VIJAYAN
Assistant Professor
Part time Research Scholar
Research area: Entrepreneurship



ASLAM P S
Research Scholar
Full time
Research area: Finance



SRUTHY KRISHNA V G
Research Scholar
Full time
Research area: Marketing

Research Scholars



ARUNDHATHI P S
Research Scholar
Full time
Research area: Finance



KEERTHANA V S
Research Scholar
Full time
Research area: Marketing

Publications

The International journal of analytical and experimental modal analysis

ISSN NO: 0886-9367

A STUDY ON FACTORS AFFECTING THE EMOTIONAL INTELLIGENCE OF TEACHERS

Femy O A, Assistant Professor, SreeKeralaVarma College, Thrissur

*Dr.Josheena Jose, Assistant Professor & Research Guide,
PG Department of commerce, Christ College (Autonomous) Irinjalakuda*

Abstract

Emotional Intelligence is of great importance in education and teaching because it helps the teachers to understand their students in a better way. A teacher with weak emotional intelligence cannot guide and motivate students positively. But a teacher with emotional balance can motivate students positively. It prevent stress and help them to deal with complicated situations in classroom without affecting the students. Empathy a key emotional intelligence skill is very much essential for a teacher to understand and impart the learning in a way suitable to the background and culture of the students. The social skills and motivation are useful for the teachers to achieve the objectives of the subject being taught.

Keywords: Emotional intelligence, Empathy, self awareness, social skills

Part I

1.1 Introduction

Today education plays a very important role in developing individuals both physically and mentally. In Kerala priority is always given to education and literacy. So Kerala is ranked as one of the most literate state in India. The government is spending quite a number of amount in developing the infrastructure and quality of the schools and colleges. Kerala being highly literate, the government and the teaching community had and are playing a vital role to see that most of the people are at least able to read and write. Teachers play a very important role in the education system. They play a number of roles among students such as teacher, guide, mentor, friend and philosopher etc. The present study is going to conduct among college teachers. A teacher is a friend, therapist, tutor, counsellor etc. of students who have a wide range of learning, mental, emotional and physical disabilities. So the teachers must have the ability of emotional intelligence skills. Then only they can truly guide their students. Emotional Intelligence is of great importance in education and teaching because it helps the teachers to understand their students in a better way. A teacher with weak emotional intelligence cannot guide and motivate students positively. But a teacher with emotional balance can motivate students positively. It prevent stress and help them to deal with complicated situations in classroom without affecting the students. Empathy a key emotional intelligence skill is very much essential for a teacher to

INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING INTENTION

INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING INTENTION

Dr. Arun Balakrishnan M B Assistant Professor, Dept. of Commerce, Christ College, Thrissur, Kerala.

Abstract

Celebrity endorsement is a million-dollar industry today. In this modern era, the world of advertisement undergoes a change, from classical ways; it has taken a modern route. This modern route requires marketers to develop strategies incorporating the elements of emotions, humor etc. the main purpose that lay behind these strategies is to get brand exposure, attention, interest, desire and action. And in order to make these strategies into success, marketers employ famous celebrities because celebrities have the power to create a greater impact on the consumers buying behavior. Since some of the celebrities have charismatic personalities and they enjoy public recognition because they possess distinctive qualities like trustworthiness and attractiveness. Many big brands make use of the concept of celebrity endorsement as a marketing communication tool. As consumers, we are surrounded by brands; we get exposed to millions of personalities in billboards and television. Whose life style the world adopts or copies. Popular personalities can convert into excellent salesmen. Giving the world a familiar and well-known face is considered to be the fastest and safest way for brands to develop an association and a bond in the mind of its consumers.

Keywords: Celebrity, Endorsement, advertisements, buying, behaviour, personality.

Introduction

Production of goods and services has no meaning unless the goods and services are exchanged profitably for money or money's worth. This involves the movement of goods from the manufacturers to the ultimate consumers. In bringing the producer and the consumer together, certain activities and functions are performed which is the subject matter of marketing. The meaning of marketing has changed with the passage of time. In the modern times of large-scale production and cut-throat competition, the concept of marketing has altogether changed. It has occupied wide proportions.

Marketing is a process which carries goods from producer to ultimate consumer. Marketing bridges the gap between consumer and producer. It is in this sense that marketing has been defined as "all the activities involved in the creation of place, time and possession utilities".

Whenever the consumers come across an actor or the most loved sports figure endorsing a product, immediately that product attain credibility because celebrity endorsement is a technique which features celebrities to endorse a product. These celebrities need not to be necessarily an international superstar, but they should be extremely familiar to their target audience. We see celebrities in television, film, radio, magazines and where not, celebrity endorsements get about billions and trillions yearly and are highly recommended in the dreamy world of advertisements to promote their products. And from consumer's perspective, they want to own that brand which enjoys a good reputation in the market and then when it is involving a well-known celebrity with that brand, it becomes all the more alluring and consumers feel that by using such brands they will gain some status because celebrity endorsed products

PERCEPTION ON POLITICAL ADVERTISEMENTS

Dr. T. Joseph¹

Associate Professor, Dept. of Commerce, Loyola College

Dr. Arun Balakrishnan M B²

Assistant Professor, Dept. of Commerce, Christ College, Irinjalakuda.

ABSTRACT

Political advertising central focus is the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. The essential task of political advertising is to gain the confidence of the people for their acceptance of ideas and, in the case of political campaign advertising, to influence their vote. Political advertising differs from commercial advertising in that the product is either a person or a philosophy rather than goods and services. Also, political advertising carries a moral implication, because the results have potentially far-reaching effects on the population at large. Political advertising raises many controversial social questions concerning the funding of political campaigns, the truth or reality of political claims, and the likelihood of slanderous or libelous claims made by political candidates. This study is especially conducted during the run up for the Kerala CM elections in the month of April.

Keywords – Political Advertising, Campaigns, Vote, Services, Goods, ideas, attitudes.

INTRODUCTION

Main purpose of marketing is the act of transferring information from one place, person or group to another. Customers are provided with various details of the products currently available in the market, and enable consumers to compare their products with competitor's products. The application of marketing concepts to political parties, candidates and elections are discussed in this paper. Political parties increase their reach and improving their image by any advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or television presentations, or other means of mass communication, used for the purpose of appealing directly or indirectly for votes or for financial or other support in any election

and future programs but also aiding the interpretation and sense making of complex political world. In short it can be referred as application of marketing concepts in politics to attain specific political goals. Efforts are made to establish and then maintain the relationship between the political party (Brand) and the general public or voters (Audience). Political marketing helps to strengthen their position and image in their voter mind.

The purpose of this paper is to show the applicability of marketing concepts to the area of political marketing. It is the process by which political candidates and ideas are directed at the voters in order to satisfy their political needs and thus gain their support for the candidate and ideas in question. Clearly there is quite

THE PANDEMIC AFFECT: OPPORTUNITIES FOR VIRTUAL AND SCREEN BASED TOURISM

Dr. Arun Balakrishnan, MB, Asst. Prof. PG Dept. of Commerce, Christ College (Autonomous), Irinjalakuda

Ms. Nurjahan. E I, PG Dept. of Commerce, Christ College (Autonomous), Irinjalakuda

Abstract

Kerala Tourism has a global presence. It has attracted a large number of tourists from all over the world, especially from the UK, USA, France, Germany, Saudi Arabia and Australia, through its clear marketing strategy for growth. Kerala Tourism is positioning itself as a global destination for tourism based on the exploitation of local resources, thereby attracting investment and achieving sustainable development for the people of Kerala. Kerala's effective management of the epidemic has gained global attention. State authorities have initiated efforts to prepare an action plan to further promote tourism and revive the industry from the hurdles created by pandemic. Over the past few decades, technology has helped the travel and tourism industries expand their reach. Digital tools and content are an important source of information for those planning their next trip or creating a destination wish list. Creative marketing and virtual offers will make a big difference in the years to come. In this study, we examined the opportunities of a video-based virtual tour and film-induced tourism as a hope for recovery in the post pandemic era. Through the analysis and observation of information provided by various journals and articles, it has been found that virtual and screen based tourism offers many opportunities for the tourism industry of Kerala to thrive, however, it has many threats and challenges and can only be overcome through systematic long term strategies and plans.

Keywords: Tourism, Travel

INTRODUCTION

The first Covid-19 incident in India was officially recorded on January 30 last year in Thrissur, South Kerala. Since then, Kerala's skillful handling of the Pandemic means that the brutal scenes and gruesome images of the second wave of epidemics elsewhere in India have been largely avoided. However the pandemic hits the economy a lot. The financial crisis has started to begin rapidly. Lockdowns and social distancing have led to a sharp decline in productivity, and also leads to a rapid decline in consumer demand for goods and services in the market, thus contribute to an overall decline in economic activity.

The tourism industry has been hardest hit by the Covid crisis. Today the nature and structure of tourism is changing rapidly. The recent development of technological advancement contributes to the implementation of digital tourism within the framework of the new Global Tourist Information System. The modern advancement in telecommunications and electronic marketing creates fundamentally new opportunities for the tourism business, significantly expanding its boundaries and influencing its models.

JOURNAL OF EDUCATION: RABINDRABHARATI UNIVERSITY

ISSN : 0972-7175

**FINANCIAL INCLUSION AMONG WOMEN AUTO DRIVERS WITH SPECIAL
REFERENCE TO THRISSUR DISTRICT**

Dr. Arun Balakrishnan M B Assistant Professor, Dept. of Commerce, Christ College, Thrissur,
Kerala

Abstract

Financial inclusion is a key path to poverty alleviation. In defining financial inclusion, it is important to see it as a progression and a hierarchy of financial needs which begins with the most basic needs, such as a secure account for holding payment transaction funds and bill payment, and moves to more complex ones such as borrowing and insurance. Financial Inclusion is the process of ensuring access to appropriate financial products and services – deposit accounts, payment services, micro-credit and micro-level insurance – to vulnerable groups such as weaker sections and low-income groups by mainstream institutional players. Financial inclusion is no longer a side issue in the global economic debate. It now has a permanent and important place in the global discussion on economic development and stability. Women driving vehicles are few. That too driving an auto rickshaw and lorry is considered rare. Here in this study women driving auto rickshaw has been concentrated.

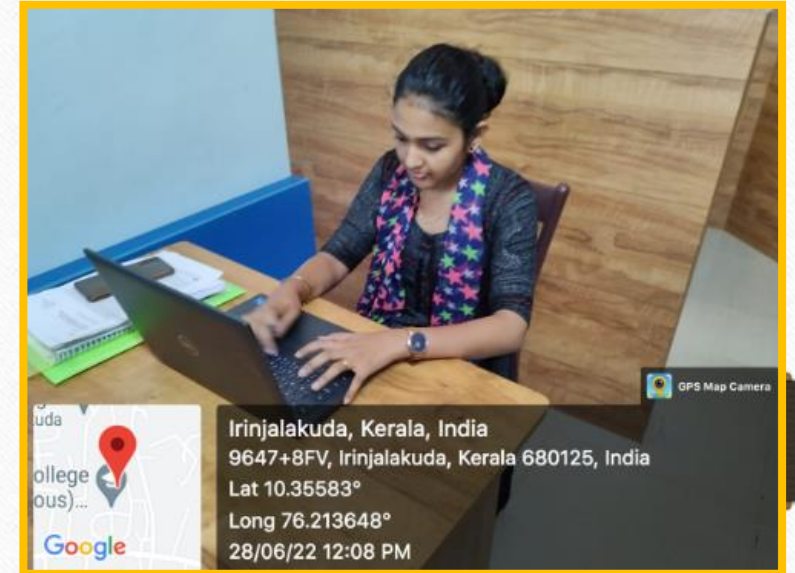
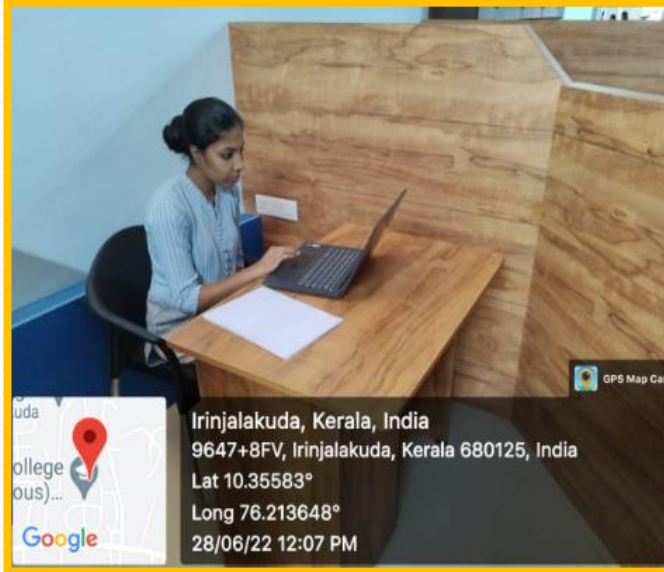
Keywords: Finance, Inclusion, Auto rickshaw, driving.

Introduction

“Financial inclusion is a key determinant of sustainable and inclusive growth, which in turn is essential for building an equitable society.” - Pranab Mukherjee, President of India.

India has a long history of development of banking system. After independence, the major focus of the Government and the Reserve Bank of India had been to develop a sound banking system which could support planned economic development through mobilization of resources/deposits and channel them into productive sectors. Accordingly, the Government is decided to use the banking system as an important agent to change the core policies that were formulated since independence. The planning strategy recognized the critical role of the availability of credit and financial services to the public at large in the holistic development of the country. In recognition of this role, the authorities modified the policy framework from time to time and whereby it ensured that the needs of financial services in various segments of the society were met adequately.

The recent developments in banking technology have transformed banking from the traditional brick and mortar infrastructure like staffed branches to a system supplemented by other channels like Automated Teller Machines (ATM), Credit/Debit Cards, Internet Banking, Online Money Transfers, etc. The moot point, however, is that access to such technology is restricted only to certain segments of the society. Indeed, allowing, such increasingly sophisticated customer segmentation technology or more accurate targeting of sections of the market has led to restricted 2 accesses to financial



Inaugural Session of Research Forum



Webinar on “How to Improve Acceptance rate and Publish in high quality Journals”

