

FACULTY PROFILE

NAME	Dr EDAKKOTTE SHAJI
DESIGNATION	ASSOCIATE PROFESSOR IN CHARGE OF PRINCIPAL
QUALIFICATION	MCOM, PhD,NET,SLET
EMAIL ID	shajisanjeev@gmail.com
TOTAL YEARS OF SERVICE	28years
DATE OF JOINING INTO THIS COLLEGE	03/03/1994
ADDRESS	AAYUSH BEHIND GVHSS VATTAKINNAR POST ARTS COLLEGE MEENCHANDA 673018

POSITIONS HELD IN COLLEGE

<ul style="list-style-type: none">• PRINCIPAL INCHARGE
<ul style="list-style-type: none">• DISCILPLINE COMMITTEE
<ul style="list-style-type: none">• CDC, PTA,PLANNING BOARD
<ul style="list-style-type: none">• ATTENDANCE COMMITTEE, HOSTELCOMMITTEE, STUDENT GREVIENCES,
<ul style="list-style-type: none">• STAFF COUNCIL MEMBER AND SO ON

TEACHING INTERESTS

MARKETING , ORGANIZATIONAL BEHAVIOUR ALL THEORY PAPERS OF COMMERCE PAPERS
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RESEARCH AREAS

CONSUMER BEHAVIOUR

RESEARCH GUIDESHIP AND CENTRE

SUBJECT COMMERCE CENTRE GOVT ARTS AND SCIENCE COLLEGE
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Ph.D GUIDED:

NIL AT PRESENT GUIDING 3 SCHOLARS

RESEARCH PROJECTS/GRANTS/FELLOWSHIPS RECEIVED: NIL

MEMBERSHIPS IN BOARD/ ASSOCIATION/ PROFESSIONAL AFFILIATIONS

ASSISTED PSC BOARD AS SUBJECT EXPERT FOR INTERVIEW OF ASSISTANT PROFESSOR IN COMMERCE , COOPERATIVE INSPECTOR , HSST IN COMMERCE

SEMINARS ORGANIZED :

DEPARTMENTAL SEMINAR ORGANIZED

MOOC COURSE CONDUCTED

PAPER PRESENTATION AT STATE / NATIONAL/ INTERNATIONAL PROGRAMMES

SL.NO	TITLE OF THE PAPER	NAME OF THE INSTITUTION	NAME OF THE CONFERENCE/SEMINAR	VENUE & DATE
1.	BEHAVIOUR OF FEMALES IN PURCHASE AND USE OF COSMETICS	COCHIN COLLEGE MG UNIVERSITY		

POSITIONS HELD

- 1. PRINCIPAL IN CHARGE OF DEPUTY DIRECTOR OF COLLEGIATE EDUCATION NORTH ZONE FROM 25/09/2020- 16/8/2021**
- 2. PRINCIPAL IN CHARGE FROM 1ST APRIL 2018 TO 30TH MAY 2020**
- 3. PRINCIPAL INCHARGE FRPM 1/06/2022 TO TILL DATE**
- 4. CHAIRPERSON OF BOTH PG AND UG COMMERECE SINCE 2014**
- 5. SUBJECT EXPERT OF PSC BOARD FOR 5 YEARS**
- 6. MEMBER OF SELECTION COMMITTEE .**

Dr Edakkotte shaji
Associate professor in charge of Principal
Govt Arts and Science college Kozhikode.

RESEARCH CONTRIBUTION

Research papers in Peer Reviewed and UGC listed journals

<i>S. No</i>	<i>Name of Authors and Title of the paper</i>	<i>Name of Journal and details of Vol., No., Year, Page</i>	<i>ISSN/ ISBN No.</i>	<i>Whether Peer reviewed, Impact factor if any</i>	<i>Whether you are the Principal (Main or 1st) author/ Corresponding author or Co-author</i>
1	Dr Edakkotte Shaji A correlation analysis of the factors affecting consumer attitude towards Ecommerce an overview	International research journal of commerce arts and science Vol =11 Year 2020 Pages-71-78	ISSN 2319-9202		PRINCIPAL AUTHOR
2.	Dr. Edakkotte shaji A study on difficulties faced by banking customers using Mobile banking Platform	International research journal of commerce arts and science Vol =11 Year 2020 Pages -27-34	ISSN 2319-9202		PRINCIPAL AUTHOR
3.	Dr Edakkotte Shaji & DrAnil kumar k Perceived value on customer Centric Innovation of Amazon .com	Tathapi (UGC Care journal) VOL 19 ISSUE-2020-pages -544-556	ISSN 2320-0693		FIRST AUTHOR
4.	Dr Edakkotte Shaji & DrAnil kumar k Motives for the use of cosmetics among women	Tathapi (UGC Care journal) Vol 19- year 2020 page 569-587	ISSN 2320-0693		
5.	Dr Edakkotte Shaji				FIRST

6.	Perception of Customer toward Digital Banking platform Dr Edakkotte Shaji	International journal for engineering science and computing Vol-10 Year-2020 Page -25606-25614	ISSN 2321-3361		AUTHOR
7.	Dr Vijayalakshmi C Cause Related Marketing –Away to Brand Image	International journal for engineering science and computing Vol 10 Year-2020 Page-25571-25573	ISSN 2321-3361		PRINCIPAL AUTHOR
8.	Dr Edakkotte Shaji Behaviour of Female Consumer towards cosmetic products	International journal for engineering science and computing Vol 10 Year-2020 Page-25577-25587	ISSN 2321-3361		FIRST AUTHOR
9.	Dr Edakkotte Shaji Dr Dhanya Babu Study on E-Banking service offered by Banks with special reference to peruvallur panchayat , malappurram .	International journal for engineering science and computing Vol 10 Year-2020 Page- 255542-255548	ISSN 2321-3361		PRINCIPAL AUTHOR
10.	DrEdakkotte Shaji A study on customer satisfaction towards cosmetic products – Brand wise analysis	International journal of Creative Research Thoughts Vol- 8 Year 2020	ISSN 2321-3361		FIRST AUTHOR
	Dr Edakkotte shaji A study on Awareness about facilities provided by Indian Railway with reference to Kozhikode railway station	International journal of Creative Research Thoughts Vol- 8 Year 2020	ISSN 2320-2882		FIRST AUTHOR

11	Dr Edakkotte Shaji A study on preferred investment avenues among the Retail investors related to financial instruments in NSE with reference to Kozhikode district	Mukt Shabd Journal UGC Care Group -1 Vol =9 Page 2998-3009	ISSN 2320-2882		PRINCIPAL AUTHOR
12	Dr Edakkotte Shaji Behaviour of women in investment planning	International Research Journal Of Management Sociology And Humanities Vol-11 Page -47-56	ISSN 2347-3150		PRINCIPAL AUTHOR
13	Vk jincy, Dr Edakkotte shaji and Dr Haneesh P Motivational factors in Travelling and Destination choice –A study among Agritourists in	Purakala –UGC CARE VOL -31 Page -180-191	2277-9809		Principal author
14	A study on impact of COVID on NEET aspirants	Thathapi (ugc care listed) JUNE 2020 Volume 8 may 2020	ISSN 0971-2143		Principal author
15	A STUDY about facilities provided by Indian railway with reference to Kozhikode railway station		Tathapi ISSN 2320-0693		

