

Name& Educational Qualification		MATHEW JACOB, M.Com, CA (Int)	
Designation	ASSISTANT PROFESSOR	Date of Joining	01.01.2002
Seminars, Workshops or Conferences attended			
	Conference (Title & Host)	Date	Venue
National (last two years)	Workshop on Research Problem Formulation in Social Science and Data Analysis Through SPSS	Research and P.G Department of Commerce, Career Guidance & Placement Cell and SPSS South Asia Pvt. Ltd.	St.Peter's College, Kolenchery. November 5 to 7, 2012.
	Recent trends in Accounting demographic transition and marketing and fractal market hypothesis	UGC	NSS Hindu College, Changanacherry, Aug. 2012
	Orientation Programme on Assessment & Accreditation Process of Colleges	IQAC, St. Peter's College, Kolenchery	St. Peter's College, Kolenchery Jan. 29 2013
	Work shop on research problem formulation in social science and data analysis through spss 05.11.2012 to 07.11.2012	PG Dept of commerce & Resesarch Centre, St.Peter's College.	St. Peter's College, Kolenchery
	Orientation Programme on Assessment & Accreditation Process of Colleges	IQAC, St. Peter's College, Kolenchery	St. Peter's College, Kolenchery Jan. 29 2013

	National Seminar -Shifting Paradigms in Business and Finance with Paper in IFRS in India	UGC	Baselius College, Kottayam 03.10.2013-04.10.2013
	State Seminar – International Financial Reporting : Changing Paradigm with paper IFRS-Problems and Challenges in Convergence	PG Dept. of Commerce, Govt College, Kottayam	Govt. College, Kottayam 25.02.2013-26.02.2013
	Workshop on Research Paper Presentation & Publication	Dpt of commerce & Research Centre, St.Peter's College	St.Peter's College, Kolenchery, 31st th July 2013
	Refresher Course in Commerce from 07.04.2014 to 26.04.2014	UGC	UGC ASC, HP University, Shimla
	National Seminar on Translational Biotechnology for a Better Tomorrow	UGC	St Peter's College on 3 rd & 4 th September 2014
	National Seminar on Financial Sector Reforms	UGC	K.E.College Kottayam. 30 th & 31 st October 2014
International	International Seminar on Stochastic Modeling and Neural Fuzzy Systems	Department of Mathematics, Kerala Mathematical Association and M.G. University,	St.Peter's College, Kolenchery, 7 th January 2013
Publications			
Journal Articles			

	Name of the Journal & Publisher	Volume & Date	Title
National (last two years)	Commerce Spectrum ISSN 2321-371 X	Volume 1 Issue 2 2013	Impact of Brand Loyalty on Customer Brand Equity of Consumer Products
International	Commerce and Management Explorer ISSN 2230-9187 (A Quarterly International Journal of Social Science Research)	2014	Customers' Perceived Quality Effect Towards Brand Purchasing Behaviour on Consumer Products

Paper Presentations

	Title of the paper and details of the Conference	Date	Venue
National (last two years)	Rural Marketing –A Study of Consumer Behaviour Trends In Kerala	. 31 st October 2014	K.E.College Kottayam
	International Financial Reporting In India	04.10.2013	Baselius College, Kottayam
	IFRS Problems & Challenges in Convergence	26.02.2013	Govt. College, Kottayam
International	Nil		

