

COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY

Name:	MOLI P. KOSHY					
Department :	<i>School of Management Studies</i>					
Contact Details	Professor					
Address for communication	<i>School of Management Studies, Cochin University of Science & Technology, Kochi – 682 022</i>					
Email	molipkoshy@gmail.com ; mollykoshy@cusat.ac.in					
Phone	Mobile: 94462 27430					
Intercom	2540					
1. Academic Background						
Qualifications:						
Qualifying Post Graduate Degree:						
Ph. D with NET						
Ph. D without NET	Ph. D without NET					
Post Graduate Degree(s)	M. Sc; M.B.A					
Under Graduate Degree(s):	B.Sc.					
Any other PG degree/ Diploma relevant to the subject:						
2. Research Performance						
2.1	Each published /accepted paper in Journal/conferences					
Sl. No	Authors (As published in the paper)	Title	Journal	Year	Volume	Page No

Signature (in Hard Copy Only)

1.	Moli P.Koshy & Mary Joseph T.	Women Entrepreneurship in the Small Scale Industrial Units: A Study of Kerala	Southern Economist	2000	39 (21)	19 – 21
2.	Moli P.Koshy & Mary Joseph T.	Growth patterns of Small Scale Units of Women Entrepreneurs: A Study of Ernakulam District	SEDME Journal of Small Industry Extension Training	2000	27 (2)	57 – 67
3.	Moli P.Koshy	Branding and Packaging of Small Scale Industrial Products: A Study with reference to women entrepreneurs in Kerala	Indian Journal of Marketing	2001	XXXI (11 – 12)	5 – 9
4.	Ignatius P.V. & Moli P. Koshy	Climbing the Value Chain : Need of the Hour for Indian Seafood Industry	SEDME (Journal of Small Industry Extension Training – An Organization of Ministry of ARI & SSI Government of India)	2003	30 (3)	51 – 54
5.	Joshua A.J. & Moli P. Koshy	Expectations and Perceptions of Service Quality in Old and New Generation Banks – A Study of Select Banks in the South Canara Region	Indian Journal of Marketing	2005	XXXV (9)	6 – 11
6.	Moli P. Koshy & Suresh N.	Buying Behaviour and Promotion in Textile Retailing in Kerala	Indian Journal of Marketing	2007	XXXV II (7)	1. 37 – 42
7.	Manoj Edward & Moli P. Koshy	Tourism Development Initiatives and Challenges of Kerala	Southern Economist	2007	46 (15)	13 – 16
8.	Joshua A. J. & Moli P. Koshy	Attitudes and Behavioural Intentions towards a Technology Based Self-Service Banking Delivery Channel: the case of Automated Teller Machines (ATMs)	Erudition	2009	3(1)	81 - 94
9	A. J. Joshua, K. V. M. Varambally & Moli P. Koshy	Customer Satisfaction and Quality Perceptions of Electronic Banking Channel Services: An Empirical Study	South Asian Journal of Management Research (SAJMR)	2010	2(1)	33 - 45

10	Johua A J & Moli P Koshy	Usage Patterns of Electronic Banking Services by Urban Educated Customers: Glimpses from India	Journal of Internet Banking and Commerce, (http://www.arraydev.com/commerce/jibc/)	2011	16(1)	
11.	Moli P. Koshy & Mary Joseph	Women Entrepreneurs and the Pricing Dilemma	Indian Journal of Marketing	2011	41 (9)	16 - 22
12.	Thomas Varghese & Dr Molly P. Koshy	A Comparative Study of Consumer and Marketer Perceptions in the Health Insurance Market	Journal of Marketing and Management	2011	2(2)	136 - 150
13.	Thomas Varghese & Molly P. Koshy	Health Insurance Marketing: Problems and Prospects	The International Journal's Research journal of Social Science and Management, Singapore	2012	2(5)	
14.	Moli P. Koshy & Heera Jose	Organic market- Need of the future	Bharata Mata Journal of Multidisciplinary Studies	2014	1(1)	19-30
15.	Joemon Pappachan & Dr. Moli P. Koshy	Attribute - Level Performance Dimensions of Airline Service Quality: A Factor Analysis Approach	Indian Journal of Marketing	2014	44(8)	7-20
16.	Paul V. Mathew and Moli P. Koshy	Responsible tourism – A Strategy for Sustainable Development; Lessons from Kumarokom	Global Research Review	2014	11(3)	55-61
17.	Athena Joy and Moli P. Koshy	Reverse socialization: A myth or reality? A study on technology related products and services	International Journal of Scientific Research	2015	4(2)	31-34
18	Dr. Moli P. Koshy	Branding at Cluster level	New Age - Regional Business Daily	2009		

2.2	Text Books / Reference Books/subject books/monograph/ Chapters of Books Published		
SI No.	Title with ISBN Number	Publisher with Place of Publication	Year
1.	Winning Markets in the Changing Scenario –Strategies for Women Entrepreneurs, ISBN 81-8387-026-0	Serials publications, New Delhi	2006
2.	Technology Based Service Delivery: The Case of Banking Sector Services	Excel Books, New Delhi	2008
3.	Those who have the will, Find the Way... Those who don't, will Find the Wayside, ISBN 978-81-8387-242-3	Serials publications, New Delhi	2009
4.	Provisioning of services using technology: the customer acceptance of technology based service delivery in the banking sector	T.A.Pai Management Institute, Manipal.	2009
5.	Village Tourism – An Emerging Means for Sustainable Development, ISBN 978-81-8488-657-3	Himalaya Publishing House, Mumbai	2010
6.	Cracking the Glass Ceiling by the 'Weaker Sex' in the Corporate World	Directorate of Public Relations, Cochin University of Science and Technology, Kochi	2011
7.	A Kaleidoscopic View of Tourism Instilled Development in Kerala ISBN 978-93-81361-03-0	Excel India publishers, New Delhi	2011
8.	Consumer Socialization ISBN 978-93-80095-49-3	Directorate of Public Relations, Cochin University of Science and Technology, Kochi	2014
9	Technology – Enabled Differentiation in Banking Services delivery: Strategic initiatives and best Practices ISBN 978-93-80095-50-9	Directorate of Public Relations, Cochin University of Science and Technology, Kochi	2014

2.3	Patents / Technology transfer/Product/Process:		
2.3.1	Each patent awarded		

SI No.	Title	Sanction Number	Year
1.			
2.			
3.			

2.3.2	Each Technology transfer through Central / State / University / Quasi Government agencies.		
SI No.	Name of Technology transfer	Agency	Year
1.			
2.			

2.4	Externally Funded Research / Consultancy Projects through University / Institution (Both completed and Ongoing Projects):				
Project Cost in Lakhs	SI No.	Title	Funding Agency	Amount & Duration	Principal investigator
Rs. 599,850/-	1.	Village Tourism and velopment of Women Kerala	ICSSR, New Delhi	Rs. 599,850/- Two years (2011-2013)	Dr. Moli P. Koshy
	2.				

2.5	Research Guidance :				
2.5 (a)	Ph D – Degree Awarded				
SI No.	Title	Name of co-guides (if any)	Name of student	University	Year

1.	Adoption of Technology-Enabled Banking Self Services: Antecedents and Consequences		Joshua. A. J	Cochin University of Science and Technology	2009
2.	Determinants of Consumer Purchase Decisions of Health Insurance in Kerala		Thomas Varghese	Cochin University of Science and Technology	2013

2.5 (b)	Ph D – Thesis submitted				
SI No.	Title	Name of co-guides (if any)	Name of student	University	Year
1.					
2.					

2.6	Awards / Medals / Fellowships Academic Recognitions:				
Award		Particulars			
1.	Editorial advisory board member	Indian Journal of Marketing, New Delhi, published since 1968			
2					

2.7	Organiser / Convenor of International / National Conferences / Symposia / Seminars:				
	SI No.	Title and year	Chief organiser/ Convener	Co-organiser/ co-convener	
International Level	1				
	2				
National Level	1	National Seminar on Strategic Marketing for the Emerging Environment, 2009	Coordinator		

	2	Prof. Ranganathan Memorial lecture, 2009	Organizer	
	3	Turnaround of Indian Railways”, 2007		Co-organizer
	4	Neuromarketing, 2005		Co-organizer
	5	Teachers’ Training Programme in International Business, 2005		Co-organizer
	6	Economic Reforms into the Second Decade, 2005		Co-organizer
	7	National Seminar on Creating and Delivering Value for Customers, 2009		Co-organizer
	8	Professor Ranganathan Memorial Lecture (3 rd one), 2011	Organizer	
	9	‘The Art of the CEO’ by Bart Jackson CEO, 2011	Organizer	

3	Assessment of Domain Knowledge				
3.1	Experience Additional Teaching / Industrial Experience after obtaining minimum eligibility criteria for the particular post (Only Full-time teaching assignments and/ Industrial Experience not below the rank of Lecturer in UGC/AICTE approved institutions/ Assistant Manager / Officer in a public / multi-national Company, after obtaining the minimum educational qualifications for this post)				
	SI No.	Institution	Post held	Period (from ... to..)	No. of years
University PG Level	1.				
	2.				
University UG/College level	1.				
	2.				

Industrial Experience	1.	United Group	P R O	October 1986- Dec. 1987	1 yr 3 months
	2.				

3.2	<i>Additional Research Experience after Ph. D</i>				
		Institution	Post Held	Period	No. of years
		Post-Doctoral Research			
		Design of Experiments for P. G. Level laboratory course			
		Maintenance and operations of sophisticated equipments			
(In the case of Teachers who are also doing research work, their teaching experience alone will be counted – credit for both teaching and research will not be awarded concurrently)					

3.3	<i>Academic / Administrative Experience (give particulars):</i>				
3.03 (a)	<i>Administrative experience:</i>				
Sl No	Post Held			Period	No. of years
1	Asst warden for Ananya Girls hostel of CUSAT - continuing				
2					

3.03 (b)	Academic experience (Member, Board of studies, Academic council / Faculty etc.)		
SI No	Positions held	Period	No. of years
1	<i>AICTE Expert Committee member for Management institutions</i>	During different years	
2			
3.04	Participation in Training Programs/Workshop/Summer Winter-Schools, (organized by Govt. agencies/ UGC/AICTE, ICTP or similar International Organisations) :		
	Duration of Course	Title	Agency
	Have attended 4 refresher courses by the year 2000		
	Taken classes for refresher courses; training programmes etc.		
	Attended many seminars workshops etc.		

Declaration

I, Moli P. Koshy... ..have read the notification and all other related instructions. All information and data furnished above are true to the best of my knowledge and belief.

Signature (in Hard Copy Only)

Place: Kochi-22
Date: 26.2.2015

Signature