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## Dr. SIBY ZACHARIAS

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Educational Qualifications	M.Sc (Chem.), Kerala University; MBA (Calicut University); Ph. D (CUSAT); FDP (IIM- Ahmedabad)
Training Undergone	IIM- Ahmedabad, ICFAI- Hyderabad, School of Management Studies – CUSAT
Academic Experience (15 years)	Senior Lecturer and Head of the Department, BIMS (MBA Dept), S.B College. Changanacherry, Kerala. 686 101: (Faculty Member, 1996 to 2008); <b>Assistant Professor</b> , School of Management and Business Studies, Mahatma Gandhi University, Kottayam-686 560, 5 <sup>th</sup> August 2008 onwards.
Subject Taught	Organizational Behaviour, Marketing Management, Sales and Distributional Management, Product and Brand Management, Advertisement and Promotion Management, Consumer Behaviour, Retail Management, Organization Change & Development, Training & Development, Counseling, etc.
Industry Experience	Manager/Executive in RADO Tyres Ltd, Cochin; Toyo Toys Pvt Ltd, Delhi; M.J Pharmaceuticals Ltd, Mumbai. (Five years experience).

Laurels Won	UGC - NET Qualified (Twice); Topper in the Asst. Grade II Examination of M.G University; Prize at National Case writing Competition, IITM – Bhubaneshwar; Prize at Business Plan competition, IMK, Kerala University; Finalist at Broad Out Look Teacher(BOLT), Malayala Manorama 2008.
Countries visited	The United Arab Emirates, The Kingdom of Bahrain, The Kingdom of Kuwait, The Republic of Indonesia
Paper Presentations and Publications	<p>"Do Sales Promotions Affect Preferred Brands? A study of Effect of Two Types of Sales Promotions on Perception of Brand Attributes", Co-authored with Prof. Abraham Koshy (IIM-A), 2<sup>nd</sup> <b>IIM Ahmedabad</b> Conference on Research in Marketing, January 3-5, 2007.</p> <p>"Network Marketing: Exploitation of relationships - Myth or Reality" Co-authored with Prof(Dr.) James Manalel, CUSAT, Kochi, International Marketing Conference on Marketing &amp; Society , April 8-10, 2007, <b>IIM Kozhikode</b>.</p> <p>"Sales Promotions- Good or Bad", Co-authored with Prof(Dr.). James Manalel, CUSAT. Kochi, International Marketing Conference on Marketing and Society, April 8-10, 2007, <b>IIM Kozhikode</b>.</p> <p>"The Influence of Opinion Leaders in Rural Market" 1<sup>st</sup> Conference on "Marketing to Rural Consumers" organized by <b>IIM Kozhikode</b>, April 3-5, 2008. (Excel Books: ISBN: 978-81-7446-720-1, 2009).</p> <p>"Backwater Tourism in Kerala: Challenges and Opportunities" Co-authored with Prof(Dr.) James Manalel and Prof. M.C Jose Conference on "Tourism in India-Challenges Ahead" May, 15 17, 2008 at <b>IIM Kozhikode</b> jointly by <b>IIM Luknow</b>.</p> <p>"Effect on Sales Promotion on Consumer based Brand Equity" 3<sup>rd</sup> <b>IIM Ahmedabad</b> Conference on Marketing, January 7-9, 2009. Supported by <b>Infosys</b> (Allied Publishers (p) Ltd, New Delhi, ISBN: 978-81-8424-403-8, 2009).</p> <p>"Potential Impact of up-coming Retailing Boom in Kerala" National Seminar on Strategic Marketing for the Emerging Environment, <b>CUSAT-Kerala</b>, February 20-21, 2009.</p>

	<p>“Organized Retailing Good or Bad – A case study”, Concilium, National Seminar on Transferring India’s competitive Advantage: Prospects and Challenges, School of Management and Business Studies, <b>Mahatma Gandhi University</b>, Kottayam, Kerala, February 25-26, 2009.</p> <p>“Influence of Sales Promotion on Consumer based Brand Equity- Study on Utilitarian Goods”, National Seminar on creating and delivering value for customers, <b>CUSAT</b>, March 27-28, 2009.</p> <p>“Influence of Celebrity Endorsement in Rural Market”, 2<sup>nd</sup> Conference on Marketing to Rural Consumers, <b>IIM Kozhikode</b>, April 6-9, 2009.</p> <p>“Sales Promotion and Sources of Consumer Based Brand Equity”, National Conference on Communication in Global Business- the Changing Spectrum, <b>Rajagiri School of Management</b>, Kochi – September 25, 2009; ISSN 0972-9968, 2009.</p> <p>“Gender Inclusivity programmes and their impact- A Case Study”. <b>IIM Ahmedabad</b>, International Case Writing Competition, Nov 14-15 , 2009 sponsored by <b>ONGC</b></p> <p>“Sales Promotion and Sources of Consumer Based Brand Equity on Industrial goods” 3<sup>rd</sup> International Seminar on Industrial Engineering and Management (3<sup>rd</sup> ISIEM), <b>Bali, Indonesia</b>, December 10-11, 2009. (ISSN-774X).</p> <p>“Akshaya: Empowerment through E-literacy – A Case Study”, International Conference on" Challenges to Inclusive Growth in the Emerging Economies" December 15 -17, 2010, <b>IIM Ahmedabad</b>.</p> <p>“The differential effect of Price and Premium Promotion on Sources of Consumer based Brand Equity on Rural Market”, International Conference on rural Markets(ICRM 2010), <b>Mahatma Gandhi University</b>, Kottayam,29-30 November,2010.</p> <p>“A Study on the Customer Loyalty and Stores Patronage in Relation to Organisational retailing in India with special reference to Kerala” International Conference on rural Markets(ICRM 2010), <b>Mahatma Gandhi University</b>,</p>
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	<p>Kottayam,29-30 November,2010.</p> <p>“Sales Promotion and Sources of Consumer based Brand Equity on Shopping Goods” International Marketing Conference – MARCON 2010 (December 27-29, 2010), <b>IIM Calcutta</b>.</p> <p>“Inclusive Management Education through Collaborative Learning; A Case Study”, International Conference on Higher Education (ICMGU 2010), <b>Mahatma Gandhi University</b>, 8-10 December 2010, published by <b>MACMILLIAN India Ltd</b>.</p> <p>“The differential effect of Price and Premium Promotion on Sources of Consumer based Brand Equity”, 4th IIMA conference on Marketing in Emerging Economies, January 5-7, 2011, <b>IIM Ahmedabad</b></p> <p>“Industry Needs and Academia Offers: A Pedagogical Approach”, UGC sponsored National Conference on Human Resources Practices,24th January 2011, BIMS, <b>S.B. College, Changanacherry</b>.</p> <p>“Medical Tourism in Kerala – Challenges and Opportunities”, National Conference on Indian Aviation and Tourism: Opportunities, Challenges and New Directions August 20-21, 2011 <b>Mangalore University</b></p> <p>Spatio-Temporal Trajectory Similarity and Applications in Mining Tourist Mobility "1st International Conference on Tourism &amp; Technology 2011" (Banking &amp; Insurance Sectors Involvement) - Key Focus On Next Generation Technology Solutions, <b>IIT Campus, New Delhi</b>, July 07 - 09, 2011</p> <p>Industry Needs and Academia Offers: A Case Study, National Seminar on Higher Education, <b>Kannur University</b>, December 11-13, 2011</p> <p>The Effect of Price and Premium Promotion on Sources of Consumer Based Brand Equity among Brands; International Conference on Management Next: New Paradigms and Innovations13 &amp;16 January 2012 BIC-'12; <b>BIMS – SBMBA</b>, Changanacherry- 686 101</p> <p>Price and Premium Promotion on Sources of Consumer Based Brand Equity, International Conference in Marketing, <b>IIM LUKNOW</b>, January 12-14, 2012</p>
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Case Writing	<i>“Rashtra Deepika Ltd”, Case Writing co-authored with Prof. Biju Varkkey , IIM Ahmedabad registered at IIMA Case Pool, 2006: BP 307. Reference Case at AICTE Sponsored workshop on Case Teaching and Writing, November 6th, 2006, IIM Kozhikode</i>
Assignments	Chairman of Board of Examiners, (MBA), Kannur and M.G Uty; Subject Expert in affiliation of Colleges and Courses in Mahatma Gandhi University; Municipal Level Technical Advisory group (TAG) Member, Changanacherry Municipality; Co-ordinator Taluk Hospital Changanacherry Project, Ornamental Fish(IIMA) Project; Reviewed more than Fifteen MBA off-campus Study Materials of Mahatma Gandhi University, Kottayam  <b>Presiding Officer in Gramma/ District/ Muncipal, State and Parliamentary Elections.</b>
Resource Person	Rubber Board, Kottayam; SHG – Kottayam; MILMA - PTA; Postal Insurance, Alleppy; Industrial Estate, Changanacherry; National Productivity Council, New Delhi; MSM Industries Kottayam; Arch- diocese of Changanacherry,Trichur; Prabhathabhedi, <b>All India Radio</b> , Trivandrum; Bharatha Matha Institute of Management, Kochi; Judge at Management Meets: Talent Time, CUSAT, Kochi; Mangalam Institute of Management,Kottayam; BERCHNOVA, SB College Changanacherry.
Extra- Curricular Activities	Executive Member: Clove Growers Association, India Member, All India Management Association, New Delhi; Travancore Management Association, Kottayam Office Bearer, Teachers Organisation, Mahatma Gandhi University, Kottayam
Participation as Delegate and Resource Person: 2011-12	Participated in the 25th Kerala Science Congress sponsored by KSCSTE and Rubber Board, 29-31 January 2012, Kottayam  Resource Person on Research Methodology Workshop, 30 <sup>th</sup> April, 2011-Bharata Mata Institute of Management, Cochin  Resource Person at Pastoral Management Programme, Arch-diocese of Trichur, December 6th 2011

	<p>Resource Person at National Management Meet conducted by Mangalam Institute of Management, December 14<sup>th</sup> 2011</p> <p>Resource Person All India Radio for Prabhathavedhi</p>
Projects	<p>UGC Sponsored project on "Sustainable Tourism: A Case Study on Kumarakom, Kerala"</p> <p>“Challenges and Opportunities in Back Water tourism: A Case Study”. UGC special assistance project, 2010-2012.</p>
Co-coordinator/Convener	<p>Faculty Co-ordinator for Beacon-12, National Quiz Competition, February 17<sup>th</sup>-2012; International Conference Rural Management (ICRM) 2010, SMBS, Mahatma Gandhi University, Kottayam; Berchnova-National Management Meet, St. Berchmans College, Changanacherry (2000-2008). Teacher Training Programmes (Refresher Course, ASC-TVM)</p>
<b>Research Guide</b>	<p>Sri. Brijesh George, <i>Consumer Behavior in Online Shopping with Special reference to Kerala Community</i></p> <p>Kum. Geethu Mathew (JRF), <i>Organisational Change &amp; Development</i></p> <p>Sri. Joshy John, <i>Impulse Buying In Organized Retail Formats</i></p> <p>Sri. Saji Abraham, <i>A Study On Guarantee And Warranty in the Marketing of Consumer Durable Goods</i></p>
References	<ol style="list-style-type: none"> <li>(1) Padmabhushan Emeritus Prof. (Dr.) M. V. Pylee, Moolavattom, Kalamassery, Kochi – 22.</li> <li>(2) Prof. Abraham Koshy, Professor-Marketing, IIM Ahmedabad-380015</li> <li>(3) Prof. Biju Varkkey, Professor-IR &amp; PM, IIM Ahmedabad- 380 015</li> <li>(4) Prof. (Dr.) James Manalel, School of Management Studies CUSAT, Kochi-22</li> </ol>