

Curriculum Vitae

VINODAN A

Associate Professor & Head
Department of Commerce,
School of Commerce and Business Management,
Central University of Tamil Nadu
Thiruvarur
Tamil Nadu
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1. Educational Qualifications : Ph.D., M.Phil., M.T.M., M.Com., M.B.A., PGDESD.
2. Teaching Experience :18 Years 6Months
3. Research Experience :14Years
4. Publications : Research Papers: Journals (25); Books- 5; Book Chapters (19 incl. CP); Seminar Presentation: International-11
5. Research Interest : HRM, Marketing, ESG in Business, Tourism & Micro finance

▪ **Presently:**

- Head, Department of Commerce, School of Commerce and Business Management, the Central University of Tamil Nadu since 27th October 2021.
- Associate Professor, Department of Commerce, School of Commerce and Business Management, the Central University of Tamil Nadu since 31st December 2019.

▪ **Formerly:**

- Nodal Officer, Indian Institute of Tourism and Travel Management Nellore Since 22nd December 2010, to 31st October 2016 (6 years and 10 Months)
- Chairman, MBA. (Tourism & Travel Management) Indian Institute of Tourism and Travel Management Nellore, Since June 2014-20th05th December 2019.

- Chairman, PGDM (Tourism & Cargo) Indian Institute of Tourism and Travel Management Nellore, Since June 2011- June 2014
- Assistant Professor Indian Institute of Tourism and Travel Management Nellore, Since 22nd December 2010 to 20th December 2019
- Assistant Professor in Tourism Indian Institute of Tourism and Travel Management Bhubaneswar (17th May, 2007-22nd Dec.2010)
- Lecturer in Tourism Providence Women's College, Govt. Aided Calicut Kerala. 11th July 2005-11th May 2007 (2 Years)
- Lecturer in Commerce Collegiate Service Govt. of Pondicherry 22ND October 2002-6th June 2005(2.5 Years)
- Additional Qualifications:
 1. Advance Course in Design Thinking Course from I.I.T. Madras and NPTEL
 2. F.D.P. in Design Thinking from I.I.T. Madras and NPTEL
 3. Research Certification from the University of Amsterdam
 4. MDP from SHRI-Singapore
 5. UGC NET -Tourism & Management
 6. S.E.T.- Commerce

- **Research Experience:**

Research and Project Experience:

1. Co-investigator of the study titled *Devise National Standards for Accreditation of Bed and Breakfast/ Homestays and OTA's in India*, Major Project financed by Ministry of Tourism, Govt. of India - in 2017.
2. Co-investigator of the Study on *Identification of Skill Gaps, Training Requirements and Employment Potential at Selected Rural Tourism Destinations (Kalamkari artwork of Andhra Pradesh state of India)*, Major Project financed by Ministry of Tourism, Govt. of India in 2013.
3. Co-investigator of the study on *Effectiveness of Hunar Se Rozgar Tak capacity development scheme*, Major Project financed by Ministry of Tourism, Government of India in 2011.

4. Co-investigator of the study on *Assessment of Safety Infrastructure Requirements & Visitor Management Practices for the Beaches in Kerala*, Major Project financed by the Department of Tourism, Government of Kerala, India in 2010.
5. Awarded Ph.D. in Management under School of Management Studies, Cochin University of Science and Technology, Cochin, India under Prof. James Manalel. Topic Community Intervention Strategies in Ecotourism: An Institutional Approach (Study focused on Institutional effectiveness and intervention strategies and their causal relationship with sustainability and quality)
6. Completed three PG (M. Com-2000; MTM-2003; MBA-2019) and M.Phil. (2004) dissertations for the partial fulfillment of the award of the degree.

Consultancy Experience

<i>Sl. No</i>	<i>Role</i>	<i>Programme name</i>	<i>Period</i>	<i>No. of Beneficiaries</i>	<i>Sponsoring Agency</i>	<i>Outcome</i>
1	Coordinator	Ecotourism Guide training programme	3 Months (Dec. 2009-Mar. 2010)	25	Ministry of Tourism, Govt. of Odisha	Trained Graduates to become the eco guide
	Principal Coordinator	HSR- Travel attendant	30 Days (May-June, 2012)	60	Ministry of Tourism Govt. of India	Equipped 8/10 th pass for various travel-related jobs
2	Principal Coordinator	H.S.R.- Office Assistant	30 Days (Aug.-Sept. 2012)	60	Ministry of Tourism Govt. of India	Equipped 8/10 th pass for various travel-related jobs
3	Principal Coordinator	Regional Level Guide training programme	Six Months (Sept. 2013-May 2014)	25	Ministry of Tourism Govt. of India	Trained Graduates as per WFTGA Standards
4	Principal Coordinator	Regional Level Guide	12 Days (May 2014)	38	Ministry of Tourism	Trained Existing guides as per

		Refresher programme			Govt. of India	WFTGA Standards
5	Principal Coordinator	Regional Level Guide Refresher programme	12 Days (June 2014)	122 (3 Batches of 40 each)	Ministry of Tourism Govt. of India	Trained Existing guides as per WFTGA Standards
6	Principal Coordinator	Regional Level Guide training programme	Six Months (Sept 2016-May 2017)	25	Ministry of Tourism Govt. of India	Trained Graduates as per WFTGA Standards
8	Chief Coordinator	SAP for Andhra Pradesh, Tamil Nādu & Puducherry states	6 Months (Sept 2017 - Mach 2018)	For Students, Stakeholders, and Tourists	Ministry of Tourism Govt. of India	Sensitizing the importance of Clean India Covering 30 destinations in three southern states of India.
9	Chief Coordinator	SAP for Andhra Pradesh, Tamil Nādu, Karnataka, Telangana & Puducherry	6 Months (July 2018- Dec. 2018)	Students, Stakeholders, and Tourists	Ministry of Tourism, Govt. of India	Sensitizing the importance of Clean India Covering 30 destinations in six southern states of India
10	Coordinator	SAP for Andhra Pradesh, Tamil Nādu, Karnataka, Telangana & Puducherry	6 Months (Jan. 2019-Mar. 2019)	Students, Stakeholders, and Tourists	Ministry of Tourism, Govt. of India	Sensitizing the importance of Clean India Covering 30 destinations in six southern states of India

▪ **Publications**

Journal- International (SJR: Q1-4; Q2-3; Q3-5)(ABDC-9: B-3; C6) Scopus: 11

1. Meera, S & Vinodan, A. (2022). Innovative approach and Marketing Skill: A case study of Artisan Entrepreneurs of India. *Journal of Entrepreneurship in Emerging Economies (ABDC/Scopus-SJR -Q1/ESCI. Indexed)*
2. Meera, S & Vinodan, A. (2023). Sustainability Initiatives, Development and Well-being: Understanding Linkages in Tourism. *Society and Business Review (ABDC-B/Scopus-SJR - Q2/ESCI. Indexed)*
3. Vinodan, A. & Meera, S. (2022), Integrated management of heritage sites: scale development and validation. *Journal of Cultural Heritage Management and Sustainable Development*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JCHMSD-09-2021-0158> **(ABDC/Scopus-SJR -Q1/ESCI. Indexed)**
4. Vinodan, A., Meera, S & Manalel, S (2022). Exploring Sustainability Facets of Pro-Poor Tourism programs in India. *Enlightening Tourism: A Pathbreaking Journal, (Scopus/SJR-Q-3)*
5. Vinodan, A. & Meera, S. (2023), Challenges and Prospects of Traditional Medicine and Martial Art: Kalarichikilsa from a Medical Management Perspective. *Ido Movement for Culture. Journal of Martial Arts Anthropology(Scopus-SJR-Q1/ESCI. Indexed)*
6. Vinodan, A. & Meera, S. (2022). Case Study on Self-Help Groups Intervention and Destination Sustainability in Kerala: Input-Output -Outcome Model. *Tourism: An International Interdisciplinary Journal 70 (2)201-222(ABDC/Scopus-SJR-Q2/ESCI. Indexed)*
7. Shyju P.J., Vinodan, A., Sedekar., Meera, S., & Lama, R (2021), Determinants of online learning efficacy and satisfaction of Tourism and Hospitality Management students during the COVID-19 Pandemic. *Journal of Teaching in Travel and Tourism* 21:4, 403-427, Taylor and Francis **(ABDC-B/Scopus-SJR-Q3/ESCI. Indexed)**

8. Shyju P.J., Vinodan, A., Meera, S & Kokkranical, J., (2021) Women's Experiences in Religious Tourism: An Investigation into Women's Involvement in Sabarimala Pilgrimage, Kerala *International Journal of Religious Tourism and Pilgrimage*,9 (5)(**Scopus-SJR -Q3**)
9. Vinodan, A. & Meera, S. (2021). Potential for social entrepreneurship in tourism in the city of Chennai. *International Journal of Tourism Cities*, 7 (4), 986-1007, Emerald. (**ABDC/Scopus-SJR-Q1/E.C.I. Indexed**)
10. Meera, S., & Vinodan, A., (2020). M-tourism in India: Symbolic versus Intended Adoption. *IIM Management Rev* 32(2), 177-188, Elsevier (**ABDC-B/Scopus-SJR-Q2/ECI Indexed**)
11. Meera, S & Vinodan, A (2019). Exploring the Potential for Rural Entrepreneurship through Integrated Community-based Intervention Strategies. *Vision: The Journal of Business Perspective*. 23(1) 70–79 Sage. (**ABDC/Scopus-SJR-Q3/ESCI. Indexed**)
12. Meera, S & Vinodan, A (2019) Attitude towards Alternative Medicinal Practices in Wellness Tourism Market. *Journal of Hospitality and Tourism Insights*. Available Online Emerald 2(3), 278-295(**ABDC/Scopus (3.2)/ESCI. Indexed**)
13. Vinodan, A. & Manalel, J (2018) Examining the Linkages of Community Intervention Strategies and Destination Quality of Ecotourism Destinations. *Journal of Quality Assurance in Hospitality and Tourism Taylor and Francis*(**ABDC-B/Scopus-SJR -Q2/ESCI. Indexed**)
14. Vinodan, A. & Meera, S. (2018). Exploring the Relevance of Cultural Resource Management: A Case study of Kalarippayattu. *Journal of Heritage Management* 3(1) 1–16. Sage (**U.G.C. Care 1**)
15. Vinodan, A., Meera, S., & Manalel, J.(2017). Factorial structure of community intervention strategies in ecotourism. *Journal of Environmental Management and Tourism*,4(20) ASER (**Scopus-SJR-Q3**)
16. Meera, S., & Vinodan, A., (2017). Identification of Skill Requirements of Women Artisans: Special Reference to Cultural Tourism. *IIMS Journal of Management Science*, 8(2) **I.I.M. Shillong**

17. Vinodan, A & Meera, S. (2014). Case Study-Destination Sustainability Specific Focus on Ecotourism Destinations View Point: *International Journal of Management and Technology*, 5 (2), 61-66.
18. Vinodan, A & Meera, S. (2016). Innovative Practices in Tourism: Sustainability and Quality nexus in Destination Management. *International Journal of Advance Research And Innovative Ideas In Education*, 1(1), 359-367.
19. Vinodan, A & Meera, S. (2016). Exploring Entrepreneurial Possibilities in Handicrafts: Prospects. *Shanlax International Journal of Management* 3(1) 61-66.
20. Vinodan, A and Manalel, J. (2011): Local Economic Benefits of Ecotourism: A Case Study on Parambikulam Tiger Reserve in Kerala, India, *South Asian Journal of Tourism and Heritage*, 4(2): 93-109. Also selected as a case study for the **Ministry of Environment, Forest and Climate Change, Govt. of India.**
21. Vinodan A. (2011) Institutional framework of ecotourism: Special reference to Thenmala Ecotourism Project, Kerala, India. *ASEAN Journal of Hospitality and Tourism*, 9 (2), 78-92. **(ABDC)**
22. Vinodan, A & Meera S (2010). Relationship Management in Ticketing: A case study of North Kerala' *Tourism; Theory and Practice*-Consumer Behaviour Marketing Tourism Theory and Practice Society Kolkata 8 (2) 0973-6611
23. Ravindran A & Vinodan A. (2009). Implications of Micro Finance on Tourism Development and Inclusive Growth in India: Emerging Models. *South Asian Journal for Tourism and Heritage*, University of Ajmer 2 (1), 56-76
24. Vinodan A. (2009). Beach Hostess: A Destination Management Model. *Tourism; Theory and Practice*- Tourism and Nature Issue Tourism Theory and Practice Society Kolkata 7 (2) 107-136
25. Vinodan A. (2008) 'Responsible Tourism: A Destination Perspective. *ATNA International Journal on Tourism Studies* published by Department of Tourism, Christ University, Bangalore.3(1) 49-63 **(U.G.C. Care 1)**

Books (5)

1. Vinodan, A. & Meera, S. (2022), Legal and Policy Considerations in Tourism: Revisited. Eliva Press: Europe. ISBN 978-99949-82-91-2
2. Meera, S and Vinodan, A. (2022), Case study on Travel Marketing and Destination Management. Eliva Press: Europe. ISBN 978-99949-8-272-1
3. Vinodan, A. and Meera, S. (2021), Sustainable Tourism Protecting our Planet and its Biodiversity, Earth Watch Institute, U.S.A. ISBN 978-93-5593-211-2
4. Vinodan, A. and Meera, S. (2022), Handloom and Marketing. V.K.P New Delhi, India ISBN 978-93-92403- 02-6
5. Vinodan, A & Manalel, J. (2020). Ecotourism and Community Intervention: Emerging Research and Opportunities. I.G.I. Global, U.S.A. ISBN9781799816355 (**Scopus Indexed**-ID-85127693232)

Book Chapters (14)

1. Meera, S., & Vinodan, A., (2022). Contemporary Institutional Approach towards Conservation: Operational Reorganization Strategies. In Dalei, N.N & Gupta, A., (Eds.) Energy Use and Sustainable Development in the Era of Globalization: Empirical Findings and Policy Suggestions. **Springer** International UK. Chapter 15.
2. Thomas, B & Vinodan, A. (2022). Local Economic Incentives of Art Events: A Case Study of Kochi Muziris Biennale. In Arora, S & Sharma, A (Eds.), Event Tourism in Asian Countries: Challenges and Prospects. Apple Academic Press, **Taylor and Francis**, Chapter 13
3. Vinodan, A. & Meera, S. (2021) Entrepreneurial Skill Acquisition Priorities of Artisans in Cultural Tourism Destinations. In Information Resources Management Association (Eds.) Research Anthology on Business and Technical Education in the Information Era. **I.G.I.**, Chapter 58, 1033-1054
4. Vinodan, A. & Meera, S. (2019). Conservation of Heritage and Cultural Tourism Resources: Contemporary and Cost-Effective Approaches. In Selvakumar, V & Manabu

- Koiso (Eds.), *Historical and Archeological Heritage Management and Cultural Tourism in India and Japan: Issues, Prospects for Development*, Tamil University, Thanjavur India and **Kobe Yamate University, Japan**. 380-400 ISBN: 9789353614041
5. Vinodan, A., Manalel, J., & Edward, M. (2019). Community Intervention in Destination Development: A Cross Destination Analysis. In Sharma, A (Eds.), *Tourism Development and Destination Branding through Content Marketing Strategies and social media.*, **Taylor and Francis**. Chapter 14
 6. Meera, S., & Vinodan, A., (2019). Environment accounting and Ecotourism. In Gupta, A., & Dalei, N.N. (Eds.) *Energy, Environment and Globalization: Recent trends, Opportunities and Challenges* **Springer** International UK. 217-231
 7. Vinodan, A. & Meera, S. (2019) Entrepreneurial Skill Acquisition Priorities of Artisans in Cultural Tourism Destinations: A Contemporary Human Resource Development Approach. In Demet Tüzünkan and Volkan Altıntaş (Eds.), *Contemporary Human Resources Management in the Tourism Industry* I.G.I. 25-51.
 8. Vinodan, A. & Meera, S. (2019) Exploring Intangible Heritage Marketing in Tourism: A Case Study of Kalaripayattu. In Srivastava, S (Eds.), *Conservation and Promotion of Heritage Tourism* I.G.I. 180-201. 9781522562832 Chapter 8
 9. Meera, S., & Vinodan, A., (2017). Factors deterring the adoption of M-tourism in India. In Duhan, P & Singh, A(Eds.), *M-Commerce: Experiencing the Phygital Retail*. Apple Academic Press, **Taylor and Francis** Group. 185-208
 10. Vinodan, A and Manalel, J. (2013): Case study on Ecotourism in India. In UNEP. (2013). *Green Economy and Trade-Tourism Trends, Challenges and Opportunities*. **United Nations Environment Programme**.
 11. Vinodan, A (2012). Comparative Analysis of Community-based Ecotourism operations in two Tiger reserves of India. In L.R Patro (Eds.), *Forest Genetic Resources Conservation and Management*. M.P.D., Delhi, India. ISBN 978-81-89972-55-4.

12. Vinodan, A&Pramodini C H (2009). Periyar: A Model of Ecotourism Development. In L.R Patro (Eds.), *Environmental Awareness - A Need of the Hour*. D.P.H.New Delhi 9-15.
13. Vinodan, A&Pramodini C H (2009). Sustainable Tourism Enterprises for Livelihood and Conservation. In L.R Patro (Eds.), *Biodiversity and Sustainable Livelihood*. SP New Delhi 13-26

Conference Proceedings -6

1. Vinodan, A. &Meera, S. (2016) Innovative Practices in Tourism: Sustainability and Qualitynexus in Destination management. In Shanker Ganesh (Eds), *Proceedings of International Conference on Innovative Management Practice-*, Department of Management Studies Sri Vidya College of Engineering and Technology Virudhunagar Tamil Nādu (pp 420-427)ISBN Book Number: 978 81 931500-0-9
2. Vinodan, A. &Meera, S. (2016) Identifying Tourism Marketing Skill among Artisans. *International Journal of Commerce and Management Research*, Conference Paper, (pp. 163-170). ISSN: 2321-3604, e-ISSN: 2321-3612
3. Vinodan, A. &Meera, S. (2012) Community Participation Through Self Help Groups for Destination Sustainability: Reflections from Kerala. In Mishra A & Subramanyam, N (Eds.). *Proceedings of the International Conference on Sustainable Development and Governance: Building Commerce and Communities*. Organized by Amrita University India And Deakin University, Australia.
4. Vinodan, A. &Meera, S. (2012) Environmental Accounting: Perceptions of Destination Communities. In Venkitapathy., Malar Mathi & Uma Devi (Eds.) *Proceedings of the International Conference on Business Strategies For Sustainable Growth: A Global Perspective* Organised by B.E.M. & E.D., Bharathiar University, Coimbatore, India (pp79-82) ISBN Book Number 978-93-81537-07-7
5. Manalel, J., & Vinodan, A. (2009). Ecotourism: Conservation and Livelihood. *Proceeding of International Conference on Biodiversity and Management (BIOCAM, 2008)*. In Natarajan, et

al. (Eds.). Organised by Rajiv Gandhi Chair in Contemporary Studies, CUSAT, Cochin ISBN 978-81-907269-7-9: 413-418.

6. Manalel, J., & Vinodan, A. (2009). Micro Finance Intervention in Tourism. *Proceedings of International Seminar on 365 Days Destination*. In Wilson, P R(Eds.) School of Management Studies Cochin University of Science and Technology Kochi 2010

Papers Presented in Conference /Seminar

International-11

1. Presented a Paper on Identifying Community engagement in tourism destinations: A Political sustainability approach at 3rd Rajagiri Management Conference on Sustainable Development Goals in the Post pandemic world Jointly organized by Rajagiri Business School and Rajagiri College of Social Science in Association with Fiji National University, Suva held on 22nd and 23rd April 2022.
2. Presented a Paper on Identifying Tourism Marketing Skill among Artisans at International Conference on Innovation Entrepreneurship and Sustainable Value Chain in a Challenging Environment held on 29th and 30th July 2016
3. Presented a paper on Innovative Practices in Tourism: Sustainability and Quality nexus in Destination management in the International Conference on Innovative Management Practice Organized by Department of Management Studies Sri Vidya College of Engineering and Technology Virudhunagar Tamil Nādu 29th January 2016
4. Presented a paper on Exploring entrepreneurial possibilities in Handicrafts: Prospects. in the 2nd International Conference on Role of Management Education in Promoting Entrepreneurship in the Globalized Business Environment organized by the PRIMS Periyar University, Salem, Tamil Nādu on January 27-28, 2016
5. Presented a paper on Environment Accounting: Perceptions of Destination communities (Co-authored) International conference on Business strategies for sustainable growth- A Global Perspective Bharathiar School of Management and Entrepreneur Development. Bharathiar University, Coimbatore 9th & 10th January 2013

6. Presented a Paper on Environmental Accounting: Perceptions of Destination Communities in the International Conference on Business Strategies for Sustainable Growth: A Global Perspective School of Management and Entrepreneur Development, Bharathiar university, Coimbatore 9th-10th January 2013.
7. Presented a Paper on Implications of GATS on Medical Tourism: Opportunities and Challenges at 2nd International Conference on Emerging Market and Issues in Management organized by V.I.T. Business School from 19th to 20th April 2013.
8. Presented a paper on Self Help Group Intervention for Destination Sustainability: Reflections from Kerala in the International Conference on Sustainable Development and Governance: Building Commerce and Communities School of Business, Amrita University, Coimbatore & Deakin University Australia on 12th to 14th December 2012.
9. Presented a paper on 'Micro Finance Intervention in Tourism' in the International Seminar on 365 Days Destination Organized by School of Management Studies Cochin University of Science and Technology Kochi on 18th&19th March 2010 Presented paper on 'Ecotourism: Conservation and Livelihood' on International Conference on Biodiversity Conservation and Management BIOCAM organized by Rajiv Gandhi Chair in Contemporary Studies, Cochin University of Science and Technology, Cochin on 3rd to 6th February 2008 (Proceedings Published)
10. Presented paper on 'Sustainable Tourism Enterprises: Special reference to Kudumbashree units in Kerala' at International Conference on Globalization, Impact, Challenges and Opportunities Organized by Department of Commerce and Economics, St. Joseph College Cuddalore Tamilnadu, March14-15, 2008 (Abstract Published)
11. Presented a paper on 'Sustainable Tourism as a means of Conservation' at International Seminar on Nurture Nature for Future organized by OISCA International at C.M.S. College Coimbatore on 8th to 10th December 2006. (Abstract Published)

Editorial Board Membership

- Journal of Hospitality & Tourism Education, (WoS/Scopus Indexed), Taylor and Francis
- Global Journal of Accounting and Finance, ABDC Indexed - IGBR- USA

- Smart Tourism Journal of Asia Pacific Academy of Science

Reviewer

- Journal of Enterprising Communities, Emerald
- FIIB business review- Sage
- Global Journal of Accounting and Finance (IGBR)
- Journal of Heritage Management, Sage
- Journal of Hospitality and Tourism Insights, Emerald
- Journal of Environment Development and Sustainability, Springer
- Current Issues in Tourism, Taylor and Francis
- Journal of Tourism Futures, Emerald
- Journal of Ecotourism, Taylor and Francis
- I.G.I. Global Peer Reviews

Special Guest/ Session Chaired -8

1. National seminar on Eco and Rural Tourism: Prospects and Problems, Department of Tourism Management Vikrama Simhapuri University Nellore on 13th and 14th July 2013.
2. National seminar on Marketing a tool for tourism development of India Department of Tourism Management Vikrama Simhapuri University Nellore on 11th and 12th March 2015
3. Chaired session on folklore and tourism Promotion of Indian Cultural Tourism U.G.C. Sponsored National Seminar organized by P.G. and Research department of history V.V.V. College for Women (Autonomous) Virudhunagar Tamil Nadu 25th&26th March 2015
4. National seminar on Travel and Tourism: Challenges and Opportunities for Economic Development Organized by the Department of Tourism Management Vikrama Simhapuri University Nellore on 26th and 26th January 2016
5. Chief guest-Corporate brains Management Meet organized by Department of Management studies Audishankara Engineering College Gudur Andhra Pradesh

6. Resource person- Responsible Tourism: Global Framework and Local Realities organized by Department of Tourism and Travel Management JBAS College for Women College, Chennai on 05th August 2017
7. Resource person- Tourism Business Resilience in post-Covid scenario Organized by Post Graduate Department of Commerce N.A.M. College, Kallikandyon 15th October 2020.
8. Resource person- Resilience Strategies for Tourism National Level Workshop Organized by the Department of Tourism Management Vikrama Simhapuri University Nellore on 25th January 2021.
9. Invited Speaker Gender and Sustainability in Business, National Seminar organised by Bharat Matha College Kochi, Kerala on 8th December 2022
10. Resource person, Incredible India and Sustainable Tourism, National seminar by Majlis Arts and Science College, Malappuram on 25th January 2023.

Conference Participated

1. THE Summit held on 19th to 20th March 2021 organized by Temple University Asia Centre for Tourism and Hospitality, USA
2. International Conference on the Ramayana in Literature, Society and the Arts organized by C.P.R. Institute of Indological Research, C.P.R. Foundation, Chennai held from 1-2 February 2013.
3. C.O.P. 11 CBD Jointly Organised by UNEP and Ministry of Environment, Forest and Climate Change, Government of India, Hyderabad 4th -7th June 2012
4. International Conference on Innovation in Tourism: Competitiveness and Sustainability Organized by IITTM, Bhubaneswar held from 20-22 December 2007

Workshop Attended

1. Attended 2nd National Workshop on Advanced Data Analysis for Management Research and Decision making organized by V.I.T. Business School during 29th to 31st March 2013
2. Attended Workshop on Developing Location Specific R&D Demonstration Projects sponsored by Department of Science and Technology, Govt. of India organized by

Department of Science and Technology & Environment, Govt. of Puducherry on 09th August, 2012.

F.D.P./Refresher Course Attended

1. MDP from ASCI, Hyderabad 21st August to 03th September 2017
2. MDP from Malaysia and Indonesia from 4th September to 08thSeptember, 2017
3. Trainers Training Programme of WFTGA, U.K. from 5th to 15th December 2011.
4. FDP from IITTM, Gwalior during 21st to 30th June 2008.
5. Refresher Course in Tourism organized by IITTM, Bhubaneswar during 2nd to 23rd August 2007

Membership/Affiliations in Academic Institutions/ Organizations

1. Member Travel and Tourism Research Association: MI, MI, U.S.
 2. Member Sustainability Accounting Standards Board: San Francisco, California, U.S.
 3. Member Leisure Studies Association: Leeds, GB
 4. Fellow of Sustainable Tourism, E.W.I. USA
 5. Member, South Asian Network for Development and Environmental Economics, Nepal
 6. Member, Global Development Network New Delhi
 7. Member, Board of Studies, IITTM since 2011-2016
 8. Member, Academic Council, IITTM since 2011-2016
 9. Chairperson, Board of Studies Commerce CUTN
 10. Member Academic Council, CUTN
- **Visiting/Adjunct Faculty:**
1. Visiting Faculty in Kerala Institute of Tourism and Travel Studies, Calicut Campus 2005-07
 2. Visiting Faculty for Environmental Studies, College of Physiotherapy, University of Calicut 2005-07

Programmes Organized

1. Conducted Tourism Awareness Programmes to school students associated with School Tourism Clubs in Calicut and Kannur districts of Kerala.

2. Chief/coordinator: Workshop on Tourism: Opportunities and Challenges at IITTM Nellore, 13th January 2011.
3. Coordinator for the 21 Days Swacchatha Pakwada for Sensitizing the importance of cleanliness through a series of activities among students at IITTM Nellore 2016-2019
4. Coordinator for the 20 Days Swacchatha Pakwada for Sensitizing the importance of cleanliness through a series of activities among tourism stakeholders at Andhra Pradesh under IITTM Nellore 2016-19
5. Coordinator for Rural marketing certificate course under Community College, under Central University of Tamil Nadu from Jan -April 2020
6. Departmental coordinator (Commerce) for NAAC second cycle assessment in the Central University of Tamil Nadu

Non-Academic Courses Completed

1. Completed Certificate in Adventure Camp from Directorate of Mountaineering and Allied Sports, Manali, (H.P.) India December 2010.
2. Completed Certificate in Elementary Skiing Course from Directorate of Mountaineering and Allied Sports, Manali, (H.P.) India January 2011.

Additional sessions delivered

- Handled classes for HsRT, RLGTP, Emigration Officers (under Ministry of Home Affairs) State level Guide training programmes during 2011-17
- Delivered lectures on Career avenues in tourism at various colleges in A.P., TN, and Kerala

The Major Outcome in Academic and Administration

Administration: Nodal Officer (2010-2016)

1. Commenced South India Campus of IITTM at Nellore in the year 2010
2. Introduced Undergraduate and Post Graduate programmes in tourism at IITTM Nellore
3. Organized various training programmes, outreach and extension activities.

Academic: Nodal Officer (2010-2016)

1. The chief architect of PGDM Tourism and Cargo Programme of IITTM Nellore Campus (India's first approved P.G. programme in Tourism and Cargo)

2. Instrumental in collaborating with various industrial and Govt. establishments for the better academic environment

Other Administrative Experience

Convenor/Chairperson of Committees/Divisions

1. Convenor of the Purchase Committee of IITTM Nellore during 2010-2019
2. Convenor of the Campus Development Committee during 2016-2019
3. Convenor of the PR and Corporate Affairs during 2016-2019
4. Convenor of the Timetable and Academic Calendar during 2016-2019
5. Convenor of the Research Consultancy Committee of IITTM Nellore during 2013-2016
6. Convenor of the Media and Publicity Committee of IITTM Nellore during 2013-2016
7. Co-Chairperson of PGDM (International Business), IITTM Bhubaneswar during 2009- 2010.
8. Coordinator of Study Tour/ Technical Visits, IITTM Bhubaneswar during 2007-2010
9. Co-Chairperson B.T.M. (H) IITTM Bhubaneswar during 2007-09

Member of Committee/Divisions

10. Member of Campus Development during 2013-2016 of IITTM Nellore.
11. Nodal Officer, AISHE CUTN
