

MES M.K MACKAR PILLAY COLLEGE FOR ADVANCED STUDIES

Edathala North PO, Aluva - 683 561

FACULTY PROFILE

ACADEMICS			
SLNO	QUALIFICATION	YEAR	INSTITUTION
1	MBA -Marketing	2016	BHARATHIYAR
2	M.Com-E-commerce	2011	MG UNIVERSITY
3	B. Ed	2012	MG UNIVERSITY
4	PGDCA	2009	IT SOLUTION
PERSONAL			
NAME	AJI DANİYAL		
DEPARTMENT	COMMERCE		
DESIGNATION	ASSISTANT PROFESSOR		
MAIL ID	ajid@mescas.org		
PHONE NUMBER	9895305189		
AREA OF SPECIALIZATION	E-Commerce /Marketing		

EXPERIENCE				
SLNO	TEACHING/INDUSTRY	DESIGNATION	INSTITUTION DETAILS	PERIOD
1	INDUSTRY	ASSISTANT TAX CONSULTANT	BIJU VARGHESE AND ASSOCIATES	2007-2008
2	TEACHING	ASSISTANT PROFESSOR	QUEEN MOTHERS COLLEGE ALUVA	2011-2013
3	TEACHING	ASSISTANT PROFESSOR	MES M.K MACKAR PILLAY COLLEGE EDATHALA	2014-2023

PAPER(S) PUBLISHED IN JOURNAL (NATIONAL/INTERNATIONAL)						
TITLE OF PAPER	NAME OF JOURNAL	VOL. NO.	ISBN NO.	ISSN NO.	DATE	IMPACT FACTOR

PAPERS PRESENTED IN CONFERENCE /SEMINARS					
SLNO	CONFERENCE/SEMINAR TITLE	NATIONAL/INTERNATIONAL	PAPER TITLE	DATE(S)	ORGANIZER

BOOK(S) EDITED/AUTHORED							
TITLE OF BOOK	AUTHOR(S)	VOL. NO.	ISBN NO.	ISSN NO.	YEAR	NO. OF PAGES	PUBLISHED BY
ENTREPRENEURSHIP DEVELOPMENT	Dr.RAJANI P RESHMA .S AJI DANIYAL	200	978-93-94901-84-1		2023	192	SANKALPA

AFFILIATIONS TO UNIVERSITY/EXTERNAL ORGANIZATION	
SLNO	PARTICULARS

PARTICIPATION AS RESOURCE PERSON				
SLNO	TOPIC	DATE	CONDUCTING AGENCY	VENUE/PLATFORM

PROJECTS			
SLNO	TITLE OF PROJECT	DURATION	FUNDING AGENCY

PARTICIPATION IN SEMINARS/WEBINARS/FDP

SLNO	WEBINAR/SEMINAR TITLE	NATIONAL/INTERNATIONAL	DATE(S)	VENUE	ORGANIZER
1	FOUR DAYS ONLINE RESEARCH ORIENTATION WORKSHOP SERIES2021	NATIONAL	04.11.2021	ONLINE	AL AMEEN COLLEGE EDATHALA
2	MENTAL HINDRANCE TO GOAL ATTAINMENT	NATIONAL	03.07.2020	ONLINE	MES COLLEGE MARAMPILLY
3	BEHAVIOURAL FINANCE AND INVESTMENT DECISION	NATIONAL	15.07.2020	ONLINE	KMM COLLEGE THRIKKAKARA
4	MARKETING STRATGIES FOR POST COVID 19 WORLD	NATIONAL	14.7.2020	ONLINE	KMEA COLLEGE KUZHUVELIPADY
5	WALL STREET VS MAIN STREET DURING THE PANDEMIC	NATIONAL	4.7.2020	ONLINE	U.C.COLLEGE ALUVA