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SCHOLAR scholar.google.com/citations?user=5fpR02kAAAAJ&hl=en

Dr. Mithun John M.Com, Ph.D

Assistant Professor · Department of Commerce

PROFILE

Dr. Mithun John is an Assistant Professor in the Department of Commerce at St. George's College, Aruvithura. He has over a decade of teaching experience, complemented by professional experience in banking, and specialises in Banking and Finance, GST, Sustainable and Green Finance, Financial Markets, FinTech, Logistics and Supply Chain Management, and Entrepreneurship. He has held several academic, administrative, and institutional leadership roles, including NAAC Coordinator, IQAC Assistant Coordinator, Nodal Officer of IEDC, IIC Vice President, NISP Coordinator, NPTEL/SWAYAM Mentor, and NIPAM Master Trainer. He has convened national seminars, international conferences, Faculty Development Programmes and training programmes sponsored by Government and other funding agencies. His academic contributions include research publications, conference presentations, and edited volumes.

APPOINTMENT

Joined 04 June 2012 · **Teaching** 14 Years · **Industry** 2 Years · **Research** 6 Years

SPECIALISATION

Banking & Finance · Logistics · Procurement and Supply Chain Management · Financial markets and investments · Sustainable Finance and Green Finance · Public Finance · Goods and Services Tax (GST) · Innovation and Entrepreneurship · Digital Finance · FinTech & E-banking · Behavioural Finance · Financial Literacy · Higher Education Governance & NEP Implementation · Marketing and Consumer Behaviour

RESEARCH INTERESTS

Banking & Finance · Sustainable Finance and Green Finance · Behavioural Finance

COURSES HANDLED

BANKING AND INSURANCE · BUSINESS MANAGEMENT · PRINCIPLES OF BUSINESS DECISIONS · QUANTITATIVE TECHNIQUES FOR BUSINESS · FINANCIAL MARKETS AND OPERATIONS · CAPITAL MARKET AND INVESTMENT MANAGEMENT · ADVERTISEMENT AND SALES MANAGEMENT · BASIC FINANCE FOR DAILY LIFE · INDIAN SECURITIES MARKET: STRUCTURE AND OPERATIONS · MARKETING MANAGEMENT · PUBLIC FINANCE · INTELLECTUAL PROPERTY RIGHTS · PROCUREMENT AND GLOBAL SOURCING · ADVANCED GST LAWS

QUALIFICATIONS

Ph.D — Commerce

Bharathiar University, Coimbatore, Bharathiar University, Coimbatore
Thesis: A Study on the Financial Behaviour of Salaried Class E-Banking Users in Kerala

2023

M.Com — Finance

Mahatma Gandhi University, Kottayam
First Class

2009

EXPERIENCE	Assistant Professor St.Georges College Aruvithura · Teaching	June 2012
RESPONSIBILITIES	NAAC Coordinator IQAC	June 2024 – Present
	Nodal officer IEDC	2020
	IQAC Assistant Coordinator IQAC	June 2019 – May 2024
	Vice President IIC	2018
	NSS programme officer	2015 – 2018
JOURNAL PAPERS	[1] Keerthi, H., Noufal, S. & John, M., “Responsible tourism as a behavioral nudge for inclusive and sustainable rural development: A conceptual framework toward Viksit Bharat,” <i>Harvest: An International Multidisciplinary and Multilingual Research Journal</i>, vol. 6, no. 4, 2026. ISSN 2582-9866. PEER REVIEWED [2] John, M., “Implications of next-generation GST reforms on agriculture, agri-value chains and rural livelihoods in India: A conceptual analysis,” <i>Georgian Educational Mine</i>, vol. 5, no. 1, pp. 113-133, 2025. PEER REVIEWED [3] George, S., John, M., Joseph, T. & Lazar, A. K., “Environmental ethics as a framework for sustainable development: Insights from philosophy, policy, and ancient Indian thought,” <i>Journal of Applied Bioanalysis</i>, vol. 11, no. 16, pp. 698-704, 2025. ISSN 2405-710X. doi: 10.53555/jab.v11si16.2553. SCOPUS [4] John, M., John, S. E. & Thomas, D., “Reconceptualising fiscal policy: A behavioural policy framework for GST reform, household welfare and financial resilience in India,” <i>Georgian Educational Mine</i>, vol. 3, no. 1, pp. 8-22, 2023. ISSN 2393-9850. PEER REVIEWED [5] John, M. & Joseph, A., “Influence of education on the e-banking based spending behaviour of the youth,” <i>Journal of Management and Innovative Information Technology</i>, vol. 7, no. 1, pp. 36-42, 2021. ISSN 2395-4981. PEER REVIEWED [6] John, M. & Joseph, A., “Influence of gender specific liquidity perception regarding e-banking on saving behaviour,” <i>Georgian Educational Mine</i>, vol. 2, no. 1, pp. 103-112, 2021. ISSN 2393-9850. PEER REVIEWED	
BOOKS & CHAPTERS	[1] <i>Proceedings of the International Conference on Recent Advancements in Science, Social Science & Technology 2025</i>, Dr. Sumesh George, Dr. Mithun John, Dr. Jestin Joy (Eds.), 2025, ISBN 978-81-982913-6-3. [2] <i>Proceedings of the International Conference on Recent Advancements in Science, Social Science & Technology 2024</i>, Dr. Sumesh George, Dr. Mithun John, Dr. Jestin Joy (Eds.), 2024, ISBN 978-81-982913-9-4.	
TRAINING & FDPS	NEP 2020 Orientation & Sensitisation Programme Short-term course · UGC-MMTTC, University of Kerala · Online	20/09/2025– 30/09/2025, 10 days

FDP on AI in Research and Academics FDP · IQAC, St. George's College, Aruvithura · Online	25/11/2024– 29/11/2024, 5 days
FDP on Innovation & Entrepreneurship FDP · AICTE and Ministry of Education's Innovation Cell · IIIT Kottayam · Offline	25/11/2024– 29/11/2024, 5 days
Refresher Course in Pedagogy in Higher Education Refresher course · UGC-Malaviya Mission Teacher Training Centre, Panjab University, Chandigarh · UGC-Malaviya Mission Teacher Training Centre, Panjab University, Chandigarh · Offline	15/02/2024– 28/02/2024, 2 week
Management Development Programme Short-term course · Kerala Startup mission & IIM Kozhikode · IIM Kozhikode · Offline	21/03/2022– 24/03/2022, 4 days
Financial Markets and Emerging Business Models Refresher course · University of Kerala · Online	01/09/2020–31/03/2021
ARPIT Refresher Course (Commerce): Refresher course · Shri Ram College of Commerce, University of Delhi · Online	01/10/2020–16/02/2020
Implementation of ICT in Teaching FDP · CUSAT & KSHEC · Online	18/07/2020– 24/07/2020, 1 week
FDP on Commerce & Management FDP · Kerala state Higher Education Council · Kannur University · Offline	6/05/2019–10/05/2019, 5 days
Teaching Learning and Evaluation: Shifting Protocols in Pedagogical Dynamics Seminar · St. Thomas College, Palai · St. Thomas College, Palai · Offline	07/02/2019– 08/02/2019, 2 day
Young Innovator's Programme workshop on "Design for Kerala" Workshop · ICT Academy of Kerala & K-DISC · Kottayam · Offline	21/11/2019– 22/11/2019, 2 day
Research methodology: application of research methods and statistics Workshop · Mahatma Gandhi University, Kottayam · Mahatma Gandhi University, Kottayam · Offline	26/04/2017– 28/04/2017, 3 day
Refresher course in Commerce Refresher course · UGC HRDC Kerala University, Thiruvananthapuram · UGC HRDC Kerala University, Thiruvananthapuram · Offline	10/11/2016– 30/11/2016, 3 week
Orientation programme for NSS programme officers Orientation programme · Government of India Empaneled training Institute for NSS, Rajagiri College Kochi · Government of India Empaneled training Institute for NSS, Rajagiri College Kochi · Offline	10/09/2015– 16/10/2015, 1 week
Academic writing and publishing Workshop · Kerala State Higher Education Council · Thiruvananthapuram · Offline	20/02/2014, 1 day
Orientation programme Orientation programme · UGC academic staff college, Bharathiar University, Coimbatore · UGC academic staff college, Bharathiar University, Coimbatore · Offline	15/05/2013– 11/06/2013, 4 weeks
Personal Entrepreneurial Characteristics Workshop · Kerala Institute of Entrepreneurship Development Kochi · Kerala Institute of Entrepreneurship Development Kochi · Offline	1 week

FDP on Entrepreneurship

2 week

FDP · KITCO on behalf of NSTEDB, Dept. of Science and Technology, Govt. of India · Online

Training programme for Master Trainer-Intellectual Property Awareness program under NIPAM

1 day

STTP · Intellectual Property Office, Govt. of India · Online

Innovation Ambassador Training

STTP · MoE's Innovation Cell & AICTE · Online

TALKS & EVENTS**ICSSR sponsored National Seminar on "Next-Generation GST Reforms: Sectoral Implications on Agriculture, Agri-Value Chains and Rural Livelihoods in India",**17/06/2026 &
18/06/2026

Convener · St. George's College, Aruvithura in collaboration with Indian Council of Social Science Research (ICSSR) · St. George's College, Aruvithura

International Conference on Recent Advances in Science, Social Science and Technology (ICRASST 2025)

1/12/2025 & 2/12/2025

Convener · IQAC, St. George's College, Aruvithura · St. George's College, Aruvithura

36th NEP Online Orientation & Sensitisation Programme

20/09/2025

Convener · UGC-MMTTC, University of Kerala · 30/09/2025

International Conference on Recent Advancements in Science, Social Science, and Technology (ICRASST 2024)

3/12/2024 & 4/12/2024

Convener · IQAC, St. George's College, Aruvithura · St. George's College, Aruvithura

FDP on "AI in Research and Academics"25/11/2024 to
29/11/2024

Convener · IQAC, St. George's College, Aruvithura

Intellectual Property Awareness program under NIPAM29/03/2022 &
03/08/2022

Coordinator · Intellectual Property Office, Govt. of India

Organic farming literacy campaign and survey

2017-2018

Coordinator · Mahatma Gandhi University

Entrepreneurship Awareness Programme23/06/2016 to
25/06/2016 &
2/11/2017 to
4/11/2017

Coordinator · EDI India under NSTEDB, Dept. of Science & Technology, Govt. of India · St. George's College, Aruvithura

Industrial Motivation Campaign for Scheduled Tribes

02/02/2016

Convener · MSME Institute, Govt. of India · St. George's College, Aruvithura

KSCSTE sponsored Three-day workshop on Carbon Accounting and Environmental Audit Procedures

Convener · St. George's College, Aruvithura in collaboration with Kerala State Council for Science, Technology and Environment · St. George's College, Aruvithura

CERTIFICATIONS**CAiIB**

IIBF

EDITORIAL & REVIEW**International Conference on Recent Advancements in Science, Social Science, and Technology (ICRASST)**

2024, 2025

Reviewer · St. Georges College Aruvithura

LANGUAGES

Malayalam · English