



St. George's
College Aruvithura
Estd. 1965

ST. GEORGE'S COLLEGE ARUVITHURA

Affiliated to Mahatma Gandhi University, Kottayam · Re-accredited by NAAC with A++ Grade
Aruvithura P.O., Erattupetta, Kottayam, Kerala 686122 · sgcaruvithura.ac.in



Mr. Jose Alexander M. Com,

MBA

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PROFILE	Focused on giving students a brief idea about marketing, how it is managed, how to understand the buying motives, segments in market etc.	
APPOINTMENT	Joined 04/08/2014 · Teaching 12 years · Industry Nil · Research Nil	
SPECIALISATION	Marketing Management · Research Methodology · Strategic Management · Public Finance	
RESEARCH INTERESTS	Marketing Management	
COURSES HANDLED	Marketing Management · Methodology for social science Research · Public Finance	
QUALIFICATIONS	MBA — Finance and Marketing	2008
	SJCTET School of Management, Pala, MG Udy Kottayam First Class · Thesis: Awareness of stock market among people a study with special reference to Kottayam District	
	M. Com — Finance	2005
	St. Dominics College Kanjirapally, MG Udy Kottayam First Class · Thesis: Advertisement Effectiveness of Talcum Powder	
EXPERIENCE	Assistant professor St. Georges College Aruvithura · Teaching	04/8/2014 – Present
RESPONSIBILITIES	NAAC criterion 2 member IQAC	2019 – 2023
RESEARCH GUIDANCE	Akhil Joseph — “A study of consumer perception towards mobile banking with special reference to Kottayam District” M.Sc. / PG · IGNOU · Supervisor	Completed, 2025
TRAINING & FDPs	Data Preparation and Validation Workshop · DCSMAT · Online · Online	20-5-2020–20-5-2020, 1 day
	Essential Software Skill Training FDP · Department of Mass Communication · Aruvithura · Offline	17-8-2020–28-8-2020, 10 days
LANGUAGES	Malayalam · English	

