

Name	JINSU MATHEW
Designation	Assistant Professor
Qualification	M.COM
Email id	mathew.jinsu@yahoo.in
Years of Experience*	Fresher(6 months)

Professional Qualification

Name	Programme	Institution/University	Year of Passing
PG	M.COM	Christ University	2017
Graduation	B.COM	Christ University	2015

Industry Experience

Position	Company	Years of Service
Intern	Indusind Bank	2 months

Books/Chapters/Articles in Books

Sl. No	Title	Publisher & Place of Publication	ISBN No	Month & Year
1	Does Make In India, Transform India	Primax Foundation, Bangalore	2348-0491	7 th January 2017

Papers Presented

Sl. No	Title of the Paper	Name of Conference/ Seminar/ Symposium	Organized by	Regional/National/ International	Date
1	A study on Sustainable Development in Management to create a Competitive Advantage	Managing Competitiveness with Sustainable Business Growth	CMR Institute Of Management Studies	National Conference	18 th February 2016

2	Strategies and Tactics for the growth of Digital Marketing	Redefining Marketing in the Digital Era of Globalization	Providence Women's College, Calicut	National Conference	3 rd September 2015
3	A study on the Strategies for the Growth of E-CRM	Strategies for Sustainable Growth of E-Commerce	V.H.N.Senthikumar Nadar College, Tamil Nadu	International Conference	24 th July 2015
4	Does Make in India Transform India	Make in India – Initiatives, Ideas & challenges	V.H.N.Senthikumar Nadar College, Tamil Nadu	International Conference	19 th August 2016
5	A study on the influence of social networking on the inter-personal relationship and academic performance of college students in the city of bengaluru	People Connect: Networking for Sustainable Development	St. Claret College	International	10 th November 2017

Conferences/Seminars Attended

Sl. No	Name of the Conference/ Seminar	Organized by	Regional/National/ International	Date
1	People Connect: Networking for Sustainable Development	St. Claret College	International	10 th November 2017

Workshops/FDP/Training Programme Attended

Sl. No	Name of Workshop	Organized by	Institutional/ Regional/ National/ International	Date
1	GST	Christ University	Regional	6 th March 2017
2	Institutional Branding through Enhanced Organizational Commitment of Faculty	Kristu Jayanti College, CCPD, Bangalore	Institutional	11 th and 12 th August 2017
3	'New Methodology for NAAC Assessment'	Community Institute of Commerce and Management Studies, Bangalore	National	9 th September, 2017
4	Research Contribution as a Scholar to Your Discipline: Guidance for Writing, Publishing, and Reviewing	St. Claret College	Institutional	11 th November 2017

