

Brief Resume

Dr Johney Johnson *MBA, M Phil, Ph D, FDP (IIM Kozhikode)*

Professor

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Additional Administrative Position

- **Hon. Director**, K.N. RajSchool of Economics, Mahatma Gandhi University,
- **Director**, Planning & Development, Mahatma Gandhi University
- **Programme Coordinator**, MBA Online Programme of Mahatma Gandhi University
- **Director**, Convergence Academia Complex, Mahatma Gandhi University
- **Member**, Planning Board, Mahatma Gandhi University.
- Former **Dean**, Faculty of Management Sciences, Mahatma Gandhi University

Employment Details

Total experience - 29 years.

1. Teaching - 23 years (Kannur University- 8 years & M G University 15 years.
2. Industry - 6 years (CEAT Tyres Ltd- 5 years & Reliance Petroleum Ltd.- 1)

Professional Affiliations:

NAAC Peer team member – Undertaken visits as Chairman of NAAC Peer team for Colleges & as Member Coordinator for Universities.

- Member of Faculty of Management Science, Mahatma Gandhi University (Since 2017)
- Member of Board of Studies in Management of SMBS, M G University (2014 onwards)
- Member of Academic Core Committee of the Directorate for Applied Short Term Programmes, Mahatma Gandhi University (2018 onwards)
- Member of Association of Indian management Scholars (2003 onwards)
- Member of Board of Studies in Management, Mahatma Gandhi University
- Member of Academic Council, Mahatma Gandhi University
- Member of Academic Council, Rajagiri College of Social Sciences (Autonomous College)
- Member of Academic Council, Marian College, Kuttikkanam (Autonomous College)
- Member of Academic Council, St Theresa College, Ernakulum (Autonomous College)
- Member- Centre for Academic & Industrial Collaboration (CAIC), University of Kerala

Books Published

1. ORGANISED RETAILING AND CONSUMER BEHAVIOUR- Global Research Publications, New Delhi ISBN- 189630232 (Year 2011)
2. HUMAN RESOURCE AUDITING, Lap Lambert Academic Publishing, Deutshland, Germany. ISBN – 659919466 (Year 2016)
3. **ENTREPRENEURS AND ENTREPRENEURSHIP, Vijay Nicole Pvt. Ltd, Chennai, ISBN – 978818209572-4 (Year 2019)**

Research Guidance

Name of Programme	Awarded	Currently in progress
PhD	14	8
MPhil	11	-

Journal Publications: *Total 52 articles published in UGC refereed journals*

List of top 18 articles published in last 8 years

Sl No.	Journal Paper: Title, Journal Name, Vol, No, Month & Year, Pages
1	Understanding Factors Affecting UPI Adoption among Low-Income Consumers in India: <i>Indian Journal of Finance, Volume 18, Issue 7, pp 44-59. 2024(Scopus Indexed , ABDC listed & ICI Indexed) (UGC listed Journal).</i>
2	Exploring the Journey of Tourism Through the Dark Age of COVID-19 and the Changed Travel Intentions of Tourists During the Post-Pandemic Period, <i>Future Tourism Trends Volume 1: Tourism in the Changing World, 207-223, 2024, Emerald Publishing</i>
3	Are employees cyber loafing while working from home? Influence of demographic and organizational factors on cyber loafing behaviour. <i>Theoretical & Applied Economics, Volume 30, Issue 4, 2023 (ABDC listed & ICI Indexed) (UGC listed Journal).</i>
4	Interaction Between Spot and Future Currency Market of India: Empirical Evidence, BIMTECH Business Perspectives 31–47 Vol. 3, No. 2 Suppl, July-December 2022, (Scopus Indexed , ABDC listed & ICI Indexed) (UGC listed Journal).
5	A study on the influence of Job Satisfaction on Organizational Citizenship Behavior: With special reference to CBSE school teachers in Kerala, <i>Journal of Positive School Psychology, 2022(UGC listed Journal).</i>
6	‘Conceptualising Digital Content Marketing for Greater Consumer Brand Engagement’ <i>Colombo Business Journal, Vol 12, No 2, December 2021, 80-102. (UGC listed Journal).</i>
7	‘A pragmatic evaluation of the interconnection between currency futures return volatility, open interest and volume’, <i>Theoretical and Applied Economics Volume XXVIII (2021), No. 1(626), Spring, pp. 289-296(ABDC listed & ICI Indexed) (UGC listed Journal).</i>
8	‘An Empirical Study On The Awareness Of Payment Banks Among Peoples In Kottayam District, Kerala’, <i>Indian Journal of Economics & Business, Vol. 20, No.1 (2021) : 117-128(Scopus Indexed & ICI Indexed)</i>
9	‘The Effect of Celebrity Trustworthiness on Endorsement Effectiveness: A Comparison of Congruence and Hybrid Model’ <i>VISION– The Journal of Business Perspective, Sage Publications – MDI GURGAON, Vol. 23 (3), 275-286 (Scopus Indexed & ICI Indexed) (UGC listed Journal).</i>
10	‘What is beautiful is good: An Evaluation of Effectiveness of Attractiveness on Celebrity Endorsement’, <i>Indian Journal of Marketing, Vol 48, pp 24-36, (Scopus Indexed & ICI Indexed) UGC listed Journal).</i>
11	Structural Equation Modeling Of Perceived Impacts Of Tourism – A Study In Residents Perspective, <i>Abhigyan - Quest For Excellence, Vol 36(2), pp 51-60. (ICI Indexed and UGC listed Journal).</i>
12	"The Role of Celebrity Attractiveness and Celebrity Trustworthiness on Social Advertising Effectiveness", <i>Vilakshan, XIM Journal of Management, Vol. 14 , Issue 2, pp 1-11. (ICI Indexed & UGC listed Journal).</i>
13	Identifying Government's Role towards Developing Sustainable Strategies in Tourism Industry. <i>Pacific Business Review International, Vol 10, Issue 6, pp 67-72. (ICI Indexed & UGC listed Journal).</i>

14	The Impact of Celebrity Expertise on Advertising Effectiveness: The mediating role of Celebrity Brand Fit, VISION– The Journal of Business Perspective, Sage Publications – MDI GURGAON, Vol. 21 (4), pp 367-374 (Scopus Indexed & ICI Indexed) (UGC listed Journal).
15	“Effect of celebrity credibility on consumer intention for behavioral change: a study on celebrity endorsed social advertising” IIM Shillong Journal of marketing science , Vol. 7 Issue 2 ISSN (Print): 0976-030X, ISSN (Online): 0976-173X pp 145-155. (ICI Indexed & UGC listed Journal).
16	Entrepreneurial attitudes and their influence on the Entrepreneurial Intention, Asian Journal Of Research In Business Economics And Management , Vol 7, pp 261-274 (ICI Indexed & UGC listed Journal).
17	Structural Equation Modeling Of Role Of Government In Sustainable Development Of Tourism – A Study In Residents Perspective, Indian Journal of Commerce & Management Studies , Vol 8, pp. 100- 106 (ICI Indexed & UGC listed Journal).
18	“Effect of Celebrity physical attractiveness on behavioural change intention: A study on celebrity endorsed social advertisement” Rajagiri Management Journal Vol.10 Issue1, pp 63-78., ISSN: 0972-9968 (ICI Indexed & UGC listed Journal).

Publications in International conference proceedings Total 23 articles published

List of top 5 titles where book chapters are published in last 4 years

S No	Title of book	Publisher Name	Month & Year of Publication	ISBN No
1	Conference on Brand Management	IIT Delhi International Conference EMERALD INDIA	APRIL 2016	9781786354
2	INDIA : NEXT DECADE -PAN IIM	PAN IIM International Conference EMERALD INDIA	2016	978178635
3	REACHING CONSUMERS OF EMERGING MARKETS	IIM Lucknow	2017	9788192856
4	MARKETING IN EMERGING ECONOMIES	IIM Ahmedabad	2017	9788192080
5	EMERGING CHALLENGES IN HR VUCA Perspectives	EMERALD GROUP PUBLISHING (INDIA) along with IIM Raipur LTD.	2016	978099268

Key note speeches delivered in conferences, seminars/webinars: 38

Sessions taken at UGC HRDC/Madan Mohan Malaviya Teacher

Training Centre : 19

Recipient of best paper award at the international marketing conference organized at IIM Lucknow , December 19-21, 2024

Presentations at International Seminar/Conferences – (Only top 13 given here)

1. Impact Of Celebrity Endorser Trustworthiness On Purchase Intention: Mediating Role Of Celebrity Brand, paper presented in the International Conference at **IIM AHMEDABAD- Conference On Marketing In Emerging Economies on 11-01-2017.**
2. Knowledge Dissemination Of Green Products: Is There Any Dilution?, paper presented in the International Conference at **IIT DELHI- Conference On Brand Management on 16-04-2016.**
3. Employee Engagement Among Service Sector: An Indian Perspective, paper presented in the International

Conference at Faculty Of Management Studies & Commerce. **UNIVERSITY OF JAYAWARDENEPURA, SRILANKA** on 08-10-2016.

4. A Comparative Study On States Of Employee Engagement In Kerala, paper presented in the International Conference at **IIM RAIPUR**- 2nd HR SUMMIT AND INTERNATIONAL CONFERENCE on 21-08-2015.
5. A Multidimensional Analysis And Their Influence On The Entrepreneurial Intention Of Business Students, paper presented in the International Conference at **ICIER- IIM BANGALORE** INTERNATIONAL CONFERENCE on 20-01- 2015.
6. 'Impact of Cause Related Marketing in Lottery Business' paper presented in the International Conference at **IIM LUCKNOW**- 2014 ANNUAL CONFERENCE OF THE EMERGING MARKETS CONFERENCE BOARD on 09-01-2014.
7. Leading For Learning- A Case Study of 'Teacher for India' paper presented in the International Conference at **IIM KOZHICODE**- HR SUMMIT 2014 on 14-03-2014.
8. 'Loyalty Card- A Tool Of Organised Retailers To Influence Consumers', paper presented in the International Conference at **IIM LUCKNOW**- INTERNATIONAL CONFERENCE IN MARKETING on 12-01-2012.
9. 'Shopper Typologies And Segmentation- A Study Of Organised Retailers In Kerala' paper presented in the International Conference at **IIM CALCUTTA**- SECOND INTERNATIONAL MARKETING CONFERENCE – MARCON 2012 on 28-12-2012.
10. 'Role of SHGs In Achieving Inclusive Growth' paper presented at the 4TH INTERNATIONAL CONFERENCE ON MICROFINANCE at DEPARTMENT OF COMMERCE, **PONDICHERRY UNIVERSITY**, PUDUCHERRY on 29-01-2011.
11. 'Information Technology and Its Strategic Use in Tourism Industry' paper presented at the INTERNATIONAL CONFERENCE ON TOURISM AND TECHNOLOGY 2011 at **IIT DELHI** on 08-07-2011.
12. 'Factors Influencing Shopping Behaviour- A Study Among Shoppers Of Organised Retailers' paper presented at the **GLOBAL CONFERENCE ON SME AND ENTREPRENEURSHIP- 2010** at **Kuala Lumpur, Malaysia**. Organised by SERG (SME and Entrepreneurship Research Global group) on 26-08-2010.
13. 'Retail Patronage Behaviour And Shopper Segmentation', paper presented at the **WASET** International Conference On Business, Economics, Management And Marketing at **BANGKOK, THAILAND** on 27-12-2009.

Editorship of Journals

1. Editorial Review Board member of '**Amity Journal of Management Research**' published by **Amity University**. (ISSN: 2455-9881 (Print) ISSN: 2456-169X (Online))
2. Editorial Board Member of **KICMA Reach Journal of Management** published by **Kerala Institute of Cooperative Management**. (ISSN 2395-0293)
3. Editorial Review Board member of '**IIM Kozhikode Society And Management Review**' published by **IIM Kozhikode SAGE Publications** (ISSN: 2277-9752, eISSN: 2321-029X)



Dr Johny Johnson

11/01/2025
Kottayam