



Dr. PRAISING LINIJAH N. L

Assistant Professor

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Academic Background

Degree	University	Year
Ph.D	Bharathiar University	2022
MBA	The American College, (Madurai Kamaraj University)	2001
MA Christian Studies	Madras University	2007

Additional Qualification

- SLET (State Level Eligibility Test for Lectureship Eligibility) Cleared – 2016

Courses Taught

- Marketing Management
- Digital and Social Media Marketing
- Integrated Marketing Communications
- Customer Relationship Management
- Talent Acquisition
- Management Information System & e-Com

Research Interest

- e-Commerce
- Digital Marketing

Achievements

- Received National award as **Best Professor in Marketing - 2019** Innovative Education Leadership Awards by DNA (Daily News Analysis) and Stars Group.

Most Recent Publication

- Attitudinal analysis of online grocery buyers: An empirical framework. International Journal of Advanced Science and Technology 2020 | journal-article EID: 2-s2.0-85084968972 Part of ISBN: 2207636020054238

- Role of Electronic Commerce in Construction: A Review on Current Trends and Challenges: International Journal of Civil Engineering and Technology (IJCET) Volume 9, Issue 7, July 2018, pp. 295–302, Article ID: IJCET_09_07_031. ISSN Print: 0976-6308 and ISSN Online: 0976-6316
- An empirical investigation on digital strategies adopted by homestays in Ernakulam District, Kerala International Journal of Mechanical Engineering and Technology (IJMET): Vol 10 (2), 890 – 898, 2019 / February
- Implications of Digital Marketing in IT Consultancies - the Solution Provider Through Training and Certification to Students and Businesses - A Review. The International Journal of Analytical and Experimental Modal Analysis. DOI:18.0002. IJAEMA.2020. V12I3.200001.0156347