

FACULTY PROFILE



Dr. Anoop K.K

Assistant Professor

Ph.D (Mahatma Gandhi University, Kerala)

Marketing Management

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Dr Anoop K.K. is an Assistant Professor in (Marketing) at the Department of Business Administration and Management, Kerala University of Fisheries and Ocean Studies, Kochi, Kerala. He has previously held a teaching position at Amrita School of Arts and Sciences, Amrita Vishwa Vidyapeetham, Kochi. He graduated with a doctoral title in management from the M.G. University, Kottayam, Kerala. He holds a Master's degree in Business Administration from M.G. University, Kottayam, Kerala and graduation in Bachelor of Business Administration from Calicut University, Kerala. He cleared UGC NET/JRF in management during the year 2011-12. He had produced two M.Phil. and One Ph. D. in the field of management

Before joining as a full-time research scholar at the School of Management and Business Studies, he worked as an Analyst at Envestnet Asset Management India Pvt. Ltd. His research interests span the fields of marketing and General Management. His current research focuses on customer adoption, technology adoption, geographical indication, experiential marketing, Fisheries marketing, child consumer psychology and Neuro marketing. He has published papers in different journals and books some of which are listed in Scopus and UGC Care and also presented papers in various national and international conferences including IIM- Bangalore, IIM- Indore, IIM- Kozhikode, etc.,

In addition to his work in research and education, he is an NCC officer of KUFOS, 7(K) Naval Unit, Ernakulam. As an NCC officer, his duty is to lead, mentor and train cadets in various activities, drills and events, conducting awareness programs, instilling discipline, values, and leadership skills.

Teaching:

- ❖ Marketing Management
- ❖ Product and Brand Management
- ❖ Retail Management
- ❖ Integrated Marketing Communication
- ❖ Service Marketing
- ❖ Operations Management
- ❖ Environment Management
- ❖ Business Communication and Soft skills
- ❖ Fisheries marketing and Co-operatives

Research Areas:

- Marketing of financial services
- Geographical Indications
- Child Consumer Psychology
- Experiential marketing
- Neuro marketing
- Digital Self efficacy
- Technology adoption

Key Management Roles:

- NCC Officer KUFOS 7 (K) Naval Unit, Ernakulam
- Member – IQAC, KUFOS
- Member- Senate, KUFOS
- Member – Anti-Ragging Committee, KUFOS
- Academic Coordinator- LLM Programme, KUFOS
- Nodal officer- Persons with Disabilities, KUFOS

- Member, KUFOS Newsletter 'Challenger' Editorial Committee
- Placement Co-ordinator – Faculty of Fisheries Management , KUFOS
- Secretary- Alumni, MBA -KUFOS
- Secretary- PTA, Faculty of Fisheries Management-KUFOS

Publications:

Significant publications

- Anoop K.K and Remy T.V., A study on effect of Brand Awareness on Customer Satisfaction and Customer Loyalty with selected Sports Brands in the Journal of the Asiatic Society of Mumbai, Vol. 95, Issue 12 (2), December 2021. ISSN: 0972-0766, P.P 115-121 (UGC CARE Listed Journal)
- Anoop K.K and Remy T.V., Perception of Professional Students towards Online Learning during Covid-19 in Shodhsamhita, Vol 8, Issue 12 (1), 2021 – 2022. ISSN 2277-7067 (UGC CARE Listed Journal)
- Remy T.V., and Anoop K.K., Protection of Geographical Indication in Rice production of Kerala: An overview in the Journal of the Asiatic Society of Mumbai, Vol. 95, Issue 12 (2), December 2021. ISSN: 0972-0766, P.P 122-128 (UGC CARE Listed Journal)
- Remy T.V and Anoop K.K., Consumer Perception and Awareness of GI products: A study on Palakkadan Matta Rice in Shodhsamhita Vol 8, Issue 12 (1), 2021 – 2022. ISSN 2277-7067 (UGC CARE Listed Journal)
- Revanth Raju and Anoop K.K., A Study on the shopping behaviour exhibited by parents during Covid-19 Pandemic” in the UGC Care listed journal Group-1 named “SHODHSAMHITA” (ISSN 2277-7067) Volume 8, Issue 12(1), 2021-22
- Revanth Raju and Dr. Anoop K.K., “A Study to Understand the Benefits of Malted Health Drinks among Children under Concrete Operational Stage” in the Journal Business Management and Allied Disciplines Practices, Issues and Research Insights published by Abhijeet Publications, New Delhi (ISBN 978-93-92816-29-1)

- Revanth Raju and Anoop K.K., Consumption of malt-based food drinks among children in Kerala: Application of behavioural reasoning and health economics theory, Journal of the K.R Cama oriental institute, ISSN-0970-0609 UGC Care group 1 Journal, Vol(78), p.p 24-30
- Anoop K.K and Prof Dr. K Sreeranganadhan A study on impact of e-service quality on customer satisfaction in internet banking. *International Journal of Business, Management & Social sciences* Vol. 4 Issue 10(11) June, 2015, (ISSN: 2249- 7463).
- Anoop K.K and K Sreeranganadhan, A study on effectiveness of e-learning system among employees of select commercial banks at Kottayam” – *Let’s learn, Bloomsbury publishing India Pvt Ltd*, 2014, (ISBN- 978-93-84052-22-5).

Awards & Achievements:

- UGC NET in Management (Dec-2011)
- UGC NET/JRF in Management (June -2012)
- **Vishnu K.B, Yadhu Krishnan K & Anoop K.K.,** won **Best paper award titled “ A study on customer relationship management in banking: An empirical study”**; in a 6th national conference on Banking and Finance (NCBF 2019), the organized by Marian International Institute of Management, Kuttikanam, Idukki on 15th October 2019
- **Jacob V James, Abhirami A.G, Anjana B.S & Dr. Anoop K.K.,** won **Third Prize Paper Presentation titled” Intention to invest in Cryptocurrency : An empirical Study”** ; in an Third international conference on management organised by Lead College of Management in association with DBAM, KUFOS, Kochi, Sharda University- Uzbekistan and Kochi Business School, Ernakulam, 15-17 March, 2023.
- **Revant Raju & Dr Anoop K.K.,** won **Best paper award titled “ Role of green consumers in driving demand for healthier and sustainable malted drinks”** in a national conference “ Vaidakthya 2023” organized by Naipunnya Business School , Koratty, Thrissur- Kerala, 19th May 2023.
- **Revant Raju & Dr Anoop K.K.,** won **Best Paper in Track “ Marketing strategies and children’s influence: A comparative analysis of malted health drink brands”** in a 4th international conclave on globalizing Indian thought organized by Indian Institute of Management Kozhikode, 14th to 16th December 2023.

Ongoing Projects:

- **Principal Investigator** of Business Strategies and Models for managing fisheries sector and marketing of fish products- A Study with special emphasis on Covid-19 outbreak of Kerala- State funded project –Completed
- **Principal Investigator** of A study on the problems and prospect of modern fish markets in Kerala – State funded project- Ongoing

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