

Mr Soju L Johnson

Assistant Professor of Commerce (On Contract)

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Education

M.Com, B.Ed, NET, SET

Areas of Interest

Business Performance of Indian Automobile Industry

Biography

Soju L Johnson is a dedicated academician specializing in the field of commerce. With a strong work ethic and unwavering passion for his work, he actively imparts knowledge to his students. Simultaneously, he is a part-time research scholar at the University of Kerala, focusing on research within the automobile industry. His scholarly contributions include presentations at both national and international conferences, along with successful publications in peer-reviewed journals.

Publications

1. Commerce and Business Journal- An analysis of Intense diversification strategy of HUL.
2. Think India -A study on consumer perception on cashless economy.
3. International Journal of Creative Research Thoughts- the Role of Electric Passenger Vehicles on Environmental Sustainability of the Automobile Industry.

Presentations

1. Presented a paper in a National Seminar on Women Entrepreneurs in India organized by Institute of Management in Kerala, Karyavattom.
2. Presented a paper in a National Seminar on Impact of SBI merger in the financial Sector organized by Research Committee, MG College, Thiruvananthapuram.
3. Presented a paper in a National Seminar on Purchase behavior of passenger vehicle customers in Kerala organized by VTM NSS College, Dhanuvachapuram.