



FACULTY PROFILE

Name	SONY JACOB
Designation	ASSISTANT PROFESSOR ON CONTRACT
Department	PG & RESEARCH DEPARTMENT OF ECONOMICS

PERSONAL VISION AND MISSION

Vision: To inspire and empower learners through data-driven knowledge, fostering critical thinking and innovation in economics and analytics.

Mission: To continuously learn, teach and apply econometric and analytical skills that create meaningful academic and societal impacts.

PERSONAL DETAILS

Date of entry into permanent service	-
Total teaching experience as on 01 November 2025	3 years 4 months.
Age and Date of Birth	31, 03/01/1994
Residential Address	Vadakkemannil House Thengumcavu PO Mallassery
Address for Correspondence	Vazhatharayil House, Valanjavattom PO Thiruvalla
Mobile / Whatsapp Number	8301882685/ 9962168274
E-mail (Personal and Official)	sonyjacob0394@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Subject	Institution and University	Grade/Rank etc.
UG	BA Economics	St. Aloysius' College, Edathua M G University, Kottayam	First class
PG	MA Econometrics	University of Madras, Chepauk Campus	First class
MPhil	Economics	Guru Nanak College, Velacherry University of Madras, Chennai	First class



Additional Qualifications	Economics	CBSE UGC NET	
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COLLEGE LEVEL DUTIES / MAJOR CHARGES

Duty	Position	Duration

POSITIONS HELD/ AWARDS/ RECOGNITIONS/ MAJOR ACHIEVEMENTS

Name	Details
Board of Studies Member	
Question Paper Setter	
Reviewer	
Best Paper Award	

RESEARCH AND CONSULTANCY

Year of Award of Ph.D.	
No. of Publications	2
No. of Patents awarded	
No. of papers presented in Conferences, Seminars, Workshops and Symposia	1
Year of Award of Research Guideship	
No. of Ph.Ds produced	



No. of Ph.D. students currently registered	
No. of Major Research Projects awarded/completed	
No. of Minor Research Projects awarded/completed	
Total amount of research grant awarded	
Area of Consultancy	
Income generated by consultancy during the last five years	

RESEARCH PROJECTS

Name	Details	Amount

PUBLICATIONS AND PRESENTATIONS

International/National Publications	"A Study on Impact of Internet memes in propagating Social Marketing": IJEMR- February 2019: ISSN 2249-2585 : INTERNATIONAL , Impact Factor: 5.76 " A Study on Challenges faced by customers in using E-wallets": JASC- VOL VI, Jan 2019: ISSN NO: 1076-5131: INTERNATIONAL, Impact Factor: 5.8
Chapters in Books	
Proceedings of international/ National symposiums	
Paper Presentations (International/National)	"A Study on Impact of Internet memes in propagating Social Marketing": IJEMR- February 2019: ISSN 2249-2585 : INTERNATIONAL , Impact Factor: 5.76 At National Seminar by Department of Commerce, Guru Nanak College, Velachery.

**WORKSHOPS /SEMINARS/ CONFERENCES ORGANISED**

Position	Details
Seminar Coordinator	An Orientation Programme for I BA Economics (Honors) and I MA Econometrics students

WORKSHOPS /FDP/ORIENTATION/REFRESHERCOURSES ATTENDED

Name	Details
The Best Practices for Online Teaching: Classrooms, Courseware and Tools.	FDP Organised by IQAC of Mar Sleeva College of Arts and Science, Muricassery in association with ipsr solutions limited 2022
Advanced Econometric Methods: Theory and Practice	Workshop in association with TIES, New Delhi & RUSA, Ministry of Human Resource Development at Farook College, Kozhikode2020

MEMBERSHIP IN PROFESSIONAL BODIES

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ANY OTHER RELEVANT INFORMATION

Sony Jacob

19-11-2025

Name and Signature of Teacher with date