

**Dr. Deepa Jawahar**

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Address: Flat No: N-104, Federal Gardens,  
Pulichodu, Aluva**Educational Qualification**

Course	Institution	Year of Passing
PhD in Commerce	School of Management Studies, CUSAT	February- 2022
M.Com (Finance)	Sacred Heart College, Thevara (M.G Kottayam)	2008
MBA (HR, Marketing)	FISAT, Angamaly (M.G Kottayam)	2010
UGC/NET	MANAGEMENT	2012 (Nov)
UGC/NET	COMMERCE	2013 (Oct)

**Teaching Experience- ( 3YEARS)**

Institution	Designation	Course/Subject	Period of employment	
			From	To
S.N.M Maliyanka	Guest lecturer	MCom, BCom	05-01-2011	13-05-2011
Sacred Heart College, Thevara	Guest lecturer	MCom, BCom	01-07-2011	31-12-2011
De Paul Institute, Angamaly	Asst. Professor	MCom, BCom	19-11-2013	29-04-2014
DDUKK, CUSAT	Guest Faculty	Mvoc, Bvoc	1-1-2021	21-1-2022
School Of legal Studies -CUSAT	Guest Faculty	BCom LLB	1-1-2021	21-1-2022
Maritime Management-Kochi (Indian Maritime University)	Guest Faculty	BBA	1-1-2021	21-1-2022
MES AIMAT, Marampally	Asst. Professor	MBA	15-11-2022	31-08-2023

**Paper Presentations**

1. Paper titled "The role of social media usage on tourism and hospitality industry" National conference by Rajagiri Centre for Business Studies-2017

2. Paper titled “Destination brand equity- review and theoretical investigation.” – National conference organised by SMS CUSAT, 2018
3. Paper titled “Destination Brand equity- A conceptual and theoretical understanding”- International conference organised by SNGIST-2017
4. Paper titled “Place brand Management in downturns” National conference held at Rajagiri Business School 2020.

### **Research Publications**

#### (a) Publication other than Journal

Title of the book	Publisher Name	No. of Chapter	Year of publication	ISBN No
Contemporary Research in commerce and Management	Maharaja’s College, Ernakulam	1	23-12-2017	978-93-5300-817-8

#### (b) Publication in Journals

1. Jawahar, D., & Muhammed MK, A. (2022). Product–place image and destination brand equity: special reference to “Kerala is an ayurvedic destination”. Journal of Place Management and Development, 15(3), 248-263. ISSN: 1753-8335 (ABDC, Scopus)
2. Deepa Jawahar & M.K. Muhammed Aslam, (2021). "Product-place image, destination loyalty and destination brand equity: an empirical study of an Ayurvedic destination," International Journal of Indian Culture and Business Management, Inderscience Enterprises Ltd, vol. 22(3), pages 401-416. ISSN: 1753-0814 (Web of Science)
3. Jawahar, D., Vincent, V.Z. and Philip, A.V. (2020), "Art-event image in city brand equity: mediating role of city brand attachment", International Journal of Tourism Cities, Vol. 6 No. 3, pp. 491-509. Emerald- ISSN-2056-5607 (ABDC, Scopus)
4. Jawahar, D. (2020). Place Brand Management in Downturns: A Theoretical Framework. Revista de turism-studii si cercetari in turism, 29. Vol. 29, p1-8. 8p. ISSN: 1844-2994 (UGC-CARE)

### **Conference Attended**

1. AICTE sponsored FDP on Data Science and Decision Making process., SCMS, Cochin., 20<sup>th</sup> nov-3<sup>rd</sup> Dec 2017 (14 days)
2. Workshop on Multivariate Data analysis., SMS CUSAT, May 8<sup>th</sup>-12<sup>th</sup> 2017(5 days)

3. International workshop on Data Analysis for research publication SMS CUSAT may 7<sup>th</sup>11<sup>th</sup>, 2018 (5 days)
4. UGC sponsored Research Methodology Data Analysis with SPSS., St Xaviour's, Aluva., Aug 3<sup>rd</sup>-7<sup>th</sup>, 2015 (5 days)
5. FDP on Academic leadership and Institution building., DDUKK, CUSAT- Feb 20<sup>th</sup>-24<sup>th</sup>, 2018 (4 days)
6. International workshop on High Impact research publication DDUKK CUSAT, Aug 19<sup>th</sup>-20<sup>th</sup> 2019 (2 days)
7. Workshop on Fundamentals of Research and Data Analysis., De Paul institute Angamaly Oct 6<sup>th</sup>- 7<sup>th</sup> 2017 (2 days)
8. National Workshop on Ensuring Quality in Scientific Research., School of Marine science CUSAT Jan7<sup>th</sup>-8<sup>th</sup> 2015 (2 days )
9. International workshop on effective theory building and testing using Structural equation Modeling for social sciences., Dec 19<sup>th</sup> - 21<sup>st</sup> , 2019 DDUKK, CUSAT
10. International conference on Human resource development, DDUKK CUSAT., Sep 1<sup>st</sup> , 2016 (1 day)
11. National Conference on New Paradigms in Business and Management ., SMS CUSAT., April 20-11 2016 (2 days)
12. Management development Programme on- Big data-the game changer, Mar Thoma school of management studies, 16<sup>th</sup> march 2016- (1 day)
13. Workshop on entrepreneurship; converting minds from job seeking to jib making., DIST Angamaly, 29<sup>th</sup> January 2 014 (1 day)

### **Co Curricular activities.**

1. Participated as volunteer in “Port of call” activities under the ship of World Youth Leaders Programme 2017 of Cabinet Office, Government of Japan, held at Kochi organised by **Ministry of Youth Affairs and Sports, Government of India.**
2. Member of functional committee in connection with the National conference NCNPBM-2017 organised by School of Management Studies CUSAT.

### **Project Associations**

1. Project “Demand for Vanya Silk Products in the Non Traditional Markets” undertaken by the **Indian Institute of science, Bangalore for the Central silk Board, Government of India** (1/1/2017 to 31/03/2017)

### **Extra-Curricular activities**

1. Silver medal in MG University Judo Championship (2009 and 2008)
2. 3<sup>rd</sup> place in MG University Wrestling Championship (2008)
3. 3<sup>rd</sup> place in MG University Power lifting Championship (2008)

### **Personal details**

Age and Date of birth: 38, 17-05-1985

Gender: Female

Nationality: Indian

Mother's Name: Sudharma Jawahar

Father's Name: I.B Jawahar

Marital Status: Married

Husband's name: Praveenkumar M

Languages Known: English, Malayalam and Hindi

### **Reference**

Dr. M.K Muhammad Aslam  
Associate Professor (Rtd)  
SMS CUSAT  
Phone: 9388505222

Dr. Zakkriya K. A  
Professor  
SMS CUSAT  
Phone: 8547017826

I do hereby declare that the particulars of information and facts stated herein above are true, correct and complete to the best of my knowledge and belief

**Dr. Deepa Jawahar**