

Dr. Deepa Unnithan

PGDM(AIU), UGC-NET, PhD

Assistant Professor

Email id: deepaunnithan@brim.ac.in

A Brief Description

Dr. Deepa Unnithan handles courses in Marketing & General Management. She also serves as the Editor in Charge of the bimonthly institution publication- Vijnan and Staff in Charge of Entrepreneurship Cell. She is a UGC-NET qualified faculty with PGDM (MBA equivalent) from School of Communication & Management Studies (SCMS, Cochin) with Marketing & HR specialisation and PhD from Bharathiyar University. Prior to joining Bhavan's, she held managerial appointments as Manager-Customer Relations in Barclays Bank, Personal Banker at HDFC Bank and Programme Manager of Commercial programmes in Jeevan Telecasting corporation. Her publications includes articles and research papers in various National & International journals, case study and book chapters. She has also presented her research work in various national and international conferences.

Educational Qualification

- Ph.D in Management from Bharathiyar University, Coimbatore
- UGC NET in Management
- PGDM (Marketing &HR) from SCMS, Cochin
- BBA from Kerala University

Work Experience (Teaching / Industry / Research)

Teaching Experience-9 years

- Assistant Professor - Bhavan's Royal Institute of Management
- Lecturer - Bhavan's Royal Institute of Management

Industry Experience: (4yrs)

- Manager-Customer Relations at Barclays
- Personal Banker –HDFC Bank
- Programme Manager-Jeevan Telecasting Corporation

Research experience

PUBLICATIONS

1. **Students' Entrepreneurial Intention in Kerala: A Perspective on Theory of Planned Behaviour"- (Book Chapter)** in, "Research Perspectives in Human Capital Development" by Excel Publishers (2019)

2. **Crowdsourced Fashion Designing of Hashboosh.com: The Sustainability Dilemma – (Case Study)** in Emerald Publishing Ltd (2018)
3. **Management Competencies for Startup Scalability: Perspectives of Experienced Entrepreneurs-**
International Journal of Management and Economics Invention (Nov.2017)
4. **The New Creators in God’s Own Country: Analysis of Entrepreneurial Intention among Business Students in Kerala-**International Journal of Research in Economics and Social Sciences Volume 6, Issue 4 (April, 2016)
5. **Market Orientation of Startups-An Implementation Challenge to the Startup India-Conference Proceedings , ICBI,2017**
6. **Concern on Social Footprint: An inquiry among Organic Product Consumers-** Make in India Conference Proceedings-(March 2016)
7. **Student Entrepreneurship in Kerala-An Interview Summary-** International Journal in Management & Social Science ,Vol.3 Issue 5 (May, 2015)
8. **Online shopping behaviour: an analysis with respect to Product categories-** Zenith International Journal,Vol.4,Issue 8,August 2014
9. **Customer Affinity Towards Private Label Products - A Study on Home care and Personal brands in Retail Stores** (International Journal of Commerce, Business and Management – e-ISSN: 2319–2828 Vol. 2, No.6, December 2013)
10. **The Influence of Distribution Effectiveness on Cola Wars in Indian Rural Markets** (International Journal for Innovative :Research and Development- ISSN: 2278 – 0211(May,2013)
11. **Training day as a paid holiday**(Article Online)-India study channel.com

CONFERENCE PRESENTATIONS

1. “Students’ Entrepreneurial Intention in the Most Literate State of India: A Perspective on Emerging Environmental Valuations”- **International Conference on Business and Information (ICBI-2018) ,TIST,Kochi**
2. Students’ Entrepreneurial Intention in Kerala: A Perspective on Theory of Planned Behaviour”–**International Conference on Human Resource Development(ICHRD-2018),CUSAT-Kochi**
3. “Individual Market Orientation of Incubates: A Challenge to the Future of Startup India” – **PAN IIM World Management Conference-2016, IIM Ahmedabad**
4. “Market Orientation of Startups: An Implementation Challenge to the Startup India”- **International Conference on Business and Information (ICBI-2017) ,University of Kelaniya ,SriLanka**
5. Concern on Social Footprint : An inquiry among Organic Product Consumers- **National Conference-Chinmaya Viswavidyapeet,2016**

Institution Based Research

- A study on Behavioral Indicators of sales personnel at Hutchison Essar Cellular Ltd, Kerala.
- A study on Market Potential of Kent Constructions Pvt. Ltd, Cochin.
- A study on brand awareness and attitudes of agarbathy users in Kerala, with Cycle Agarbathies, Mysore.
- Morale Analysis and Time study of workers at Pomsy Food Products Pvt.Ltd, Kollam

Courses Handled

Marketing Area	General Management
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Brand & Product Management, Marketing Research, International Marketing, Marketing Management, Retail Management	Entrepreneurship Development, Research Methodology, Indian Ethos & Business Ethics, Organisational Behaviour, Business Communication
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FDP/Seminars

- Course on Social Media marketing at SP Jain Institute of Management, Mumbai
- Course on Business Analytics at SP Jain Institute of Management, Mumbai
- FDP on Effective and Innovative Teaching at CUSAT
- FDP on Multi Variate Analysis using 'R' at Bhavan's Royal Institute of Management
- National Seminar on Corporate Sustainability: A Panacea for growth – Values, Convictions and Actions at Bhavan's Royal Institute of Management
- National Seminar on "Make In India" by Chinmaya University, Kochi
- International Seminar on Trends and challenges MSME by Ministry of Industry, India
- "Train the Trainer" by Chamber of Commerce & Industry, Kochi