

DeepaUnnithan

Assistant Professor

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A Brief Description

Ms.DeepaUnnithan has graduated in BBA from Kerala University and secured PGDM (MBA equivalent) from School of Communication & Management Studies (SCMS,Cochin) with Marketing & HR specialisation. Currently she is a Ph.D candidate at BharathiyarUniversity.Prior to joining BRIM,she held managerial appointments as Programme Manager of Commercial programmes in Jeevan Telecasting corporation ,Personal Banker at HDFC Bank and Manager-Customer Relations in Barclays. Her publications includes articles and research papers in various National & International journals.

Educational Qualification

Pursuing Ph.D at Bharathiyar University

UGC NET

PGDM (Marketing &HR) from SCMS ,Cochin (79%)

BBA from Kerala University (84%)

Work Experience (Teaching / Industry / Research)

Teaching Experience: 4 years

- Assistant Professor at BRIM since 2009

Industry Experience: (4yrs)

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

Area of Interest (Teaching / Research)

- Brand & Product Management
- Marketing Research
- Training & Development
- Indian Ethos & Business Ethics
- Research Methodology

- Entrepreneurship

Research experience

- 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 agarbathies users in Kerala, with Cycle Agarbathies, Mysore.
- Morale Analysis and Time study of workers at Pomsy Food Products Pvt.Ltd, Kollam

Doctoral Research Area

Student entrepreneurship in Kerala and resulting Social Performance.

Publications

- 1.“The Influence of Distribution Effectiveness on Cola Wars in Indian Rural Markets” in International Journal for Innovative Research and Development.
2. “Customer Affinity Towards Private Label Products - A Study on Home care and Personal brands in Retail Stores” in International Journal of Commerce, Business and Management (IJCBM)
- 3.”Online Shopping Behaviour: An Analysis With Respect To Product Categories” in ZENITH International Journal of Multidisciplinary Research.
- 4.Training day as a paid holiday(Article Online)-India study channel.com

Training Attended / Seminar / Workshop / Refresher

- Faculty Development Programme on Application of Regression in Business Analytics using IBM-SPSS.
- Train the trainer programme by Kerala Chamber of Commerce & Industries.
- National Conference on Emerging Trends in Marketing hosted by Bharat Mata College
- National Conference on Corporate Sustainability-A panacea for growth,values,convictions and actions organized by BRIM