

Dr.S.P.Deepika



+91 7299096512 / +91 9444809878



deeekapasupathy@gmail.com



SUMMARY

An avid researcher with 5 years of experience in Teaching, Research and Service, with a focus on fostering student achievement and a passion for quality publications in peer reviewed Journals, Deeply invested in earning tenure through administrative service committee contributions and an achievement-oriented approach to Teaching.

CAREER OBJECTIVE

To Work in a Challenging Environment, which upgrades my Knowledge, improves my Skill and provides an Opportunity to give my best to the Organization.



SKILLS

- Flexible and Quick Learner
- High Analytical Ability
- Proactive Team Player with excellent Leadership Skills
- Excellent Presentation Skills
- Excellent Communication with Interpersonal Skills



PROFESSIONAL EXPERIENCE

Current Position - Assistant Professor, Department of Business Administration , BBA, Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam (March 2021 till date)

Assistant Professor

Tourism and Travel Management, Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam (July 2018 till January 2021)

Teaching Research Associate

School of Management, Hindustan Institute of Technology and Science (October 2014 - 2017)



RESEARCH

- Thesis Title - An Empirical study on Strategic Aspects of Serviced Apartments in Chennai.
- Description - Serviced Apartment in Chennai is an emerging concept and are less expensive when compared to other big metros. This sector is Revenue earning sector but not recognized and there are very few authentic Research data on this emerging industry. A study of this nature defines this sector, analyzes their operation, it shall also help to frame policies and suggests code of conduct suitable for the growth of the industry.



TEACHING

- Handled theory subjects and provided project guidance for Tourism and Travel Management students (Dwaraka Doss Goverdhan Doss Vaishnav College)
- Provided project guidance for BBA and MBA Final Year students (Hindustan Institute of Technology and Science)
- Handled classes for B.com Bank Management, BBA Travel & Tourism Management and MBA Hospitality Management (Hindustan Institute of Technology and Science)
- Motivated students to publish articles and participate in various intellectual events.



ADMINISTRATIVE

- Organized various Events, Webinars and Guest Lectures
- Assisted in NAAC filing
- Co-Editor - Epitome, Department Magazine, BBA, DGVC
- Co-Editor - The Zenith, Department Newsletter, BBA, DGVC
- Co-Editor - Magnifico, Department Entrepreneurial Handbook, BBA, DGVC



EDUCATION

Ph.D (Business Administration)	Hindustan Institute of Technology and Science	2018	Successfully defended thesis entitled "An Empirical Study on Strategic Aspects of Serviced Apartments in Chennai"
MBA (Hospitality Management)	Hindustan Institute of Technology and Science	2014	88.90% - Rank Holder
BA (Tourism and Travel Management)	University of Madras	2012	78% Rank Holder
HSC	State Board	2009	72%
SSLC	Matriculation	2007	62%



PROJECTS & INTERNSHIPS

Final Project - MBA	2014	In House Project	A Study on Destination Image Building initiatives by Branded Hotel Chains on OMR – Chennai
Summer Internship Project - MBA	2013	Project	Hilton, Chennai
Final Year Dissertation - BA	2012	Dissertation	Religious Tourism in Uttar Pradesh
Summer Internship Project - BA	2011	Forex Department	Cox & Kings, Chennai



PUBLICATONS

- Book Chapter - Transnational Entrepreneurship: Issues of SME Internationalization in the Indian Context - Chapter 9 "Service(d) Apartments Industry in India: A Study on issues, growth prospects and best practices for Internationalization" published by Springer Singapore, 2018. ISBN : 978 981 10 6297 1 (Aug, 2018).

JOURNALS

1. A Study on Supply Chain Management Practices in Small Scale Enterprises, Utkal Historical Research Journal (UGC Care), Volume XXXIV, ISSN 0976-2132, (2021)
2. Scopus Indexed Journal - International Journal of Pure and Applied Mathematics (IJPAM) Volume 118, Issue 21A titled "Strategies adopted by Serviced Apartments for Customer Attraction and Retention in Emerging Market" ISSN 1314-3395 (Online) | ISSN: 1311-8080 (Print), Impact factor: 7.19 (Jun, 2018)
3. Scopus Indexed Journal - International Journal of Pure and Applied Mathematics (IJPAM) Volume 118, Issue 22A titled "Strategic Aspects of Serviced Apartment Industry in Chennai - Growth and Challenges" ISSN 1314-3395 (Online) | ISSN: 1311-8080 (Print), Impact factor: 7.19 (Jun, 2018)
4. International Journal of Exclusive Management (IJEMR) Volume 6, Issue 08 titled "A Study on the Emerging Opportunities and Scope of Serviced Apartments in Tamilnadu" ISSN: 2249-2585 (Online) | ISSN: 2249-8672 (Print), Impact factor: 5.76, (Aug - 2016)
5. Bonfring International Journal of Industrial Engineering and Management Science - Volume 6, Issue 3 titled "Revenue Management and Dynamic Pricing Practices at the Gateway Hotel, Chennai" ISSN: 2277-5056 (Online) | ISSN: 2250-1096 (Print), Impact factor: 0.541, Pg-63 (Jun - 2016)
6. ARSEAM - International Journal of Marketing & Financial Management - Volume 3, titled "Online Travel and Tourism Startups in India: Business Models & Growth Challenges" ISSN: 2348-3954 (Online) | ISSN: 2349-2546 (Print), Impact factor: 3.43, Pg-20 (Feb - 2015)
7. International Conference on Marketing by ITM Business School, Chennai and International Multidisciplinary Research Foundation titled "Emerging Destinations for Service Apartment in India" ISSN 2321 - 319, Impact factor: 2.75, Pg- 142 (Jan-2015)

CONFERENCE PROCEEDINGS

1. International Conference on "Intelligence, Innovation and Inclusion (3i) - Best practices for global Excellence" by Pondicherry University - "Traditional versus New wave of Small Players in Tourism Sector: A Study among Travel Agents in Chennai" ISBN: 978-81-8209-446-8 Pg. 510 (Mar-2016)
2. International Conference on "Innovative Trends in Business Practices for Sustainable Development" by Madras University - "Sustainability of Serviced Apartment Industry in Chennai: Issues and Challenges" & "Sustainability of Traditional Healthcare Practices - A Study on ITWWS, Thandarai Village" ISBN: 978-81-8094-320-1 Pg.67-77 (Mar-2016)
3. International Conference on Retailing and Branding - Brand Sculpting Corporate Identity by Madras University, titled "Emerging Trends in Service Apartment Industry - Chennai Scenario" ISBN: 978-81-8094-166-5 (Feb - 2015)
4. Presented Paper in an International Conference on e - Business - A Paradigm Shift in the Contemporary Scenario, titled "A Study on Destination Image Building initiatives by Branded Hotel Chains on OMR - Chennai" ISBN-13: 978-81-8209-185-6 | ISBN-10: 81-8209-185-3 (Aug - 2014)

- 5. International Conference on Retail Franchising – A Gateway for Growth, titled “A Study on Brand Promotional Strategy and Best Practices of sub Marine Sandwich Shop – with special reference to Chennai”. ISBN – 978-81-8094- 224-2 (Mar – 2014)

● ARTICLE

- Article titled “Focus on....India” has been published in The Global Serviced Apartment Industry Report (GSAIR) by The Apartment Service Worldwide - A TIN Report, London, United Kingdom (2018 - 2019).



SHORT TERM COURSES

- Curriculum Design and Development, Dr.M.G.R.Educational and Research Institute, Chennai-600095 and Meston College of Education, Chennai. (Feb - 2022)
- Refresher Course in "Education", Tilak College of Education Pune, Maharashtra and Department of Education, Ashutosh Mukhopadhyay School of Educational Sciences (A PMMMNMTT Centre) Assam University, Silchar. (Feb - 2022)
- Fundamentals of Digital Marketing, Google Digital Garage. (Jan - 2022)
- Principles of Management, NPTEL, IIT, Kharagpur (Oct - 2021)
- Google Ads for Beginners, Coursera Project Network. (July - 2021)



AWARDS & RECOGNITIONS

- Received 'Pillars o India' Award from ESN Publications. (2021)
- University Topper in UG and PG
- Madras University Rank Holder in Tourism and Travel Management. (2012)
- University Rank Holder in MBA – Hospitality Management, Hindustan University – Chennai. (2014)
- Special Assignment - Case Study Development on “The Assessment of Carrying Capacity- A Crucial tool for managing tourism effects in tourist destinations – special reference to Dakshinachitra”. (Mar – 2013)
- Guest Relation coordinator for “PRANAAM” Hospitality Club in Hindustan University (2012 - 2014)
- Received Proficiency Prizes (2009 – 2012 for major and elective subjects in UG)
- Received Proficiency Prizes (2012 – 2014 for major and elective subjects in PG)
- Winner in Singing Competitions “Meghmalar” and “Neharika” conducted by Anna Adarsh College for Women (2009-2012)
- Performed at Chennai Trade Centre for the Tourism Fair organized by “The Hindu” (2009 & 2011)



PERSONAL DETAILS

● Father's Name	S.Pasupathy
● Gender	Female
● DOB & Age	26.05.1992 29yrs
● Marital Status	Married
● Languages Known	English, Tamil and German (Read and Write)
● Address	5, S2, Lalithalaya Apartments, Panchali Amman Koil Street, Arumbakkam, Chennai - 600106.