

## **CURRICULAM VITAE**

**PINKY PAWASKAR R.**



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**OBJECTIVE:** To contribute my knowledge and skills towards the fulfillment of organization's goals and objectives.

Myself, Pinky Pawaskar, am presently an Assistant Professor at the Department of Management and Commerce in Goa University. I have received my PhD on Consumer Behavior in Tourism to BITS, Pilani KK Birla Goa Campus. I possess above 12 years of experience in academics with 11 years of teaching with BITS Pilani KK Birla Goa Campus in the areas of Marketing, General Management Accounting and Finance.

My major research interests are in Consumer Behavior, Tourism Management, Advertising Management and Marketing Management. I enjoy reading business related literature and modern fiction. Hobbies involve listening to music and travelling to new places.

### **PERSONAL DETAILS:**

**Date of birth:** 18th July 1982

**Marital Status:** Married

**Nationality:** Indian

**Languages known:** English, Hindi, Marathi and Konkani

## **EDUCATIONAL BACKGROUND:**

- **PhD from BITS Pilani KK Birla Goa Campus awarded on 13<sup>th</sup> August 2017.**  
**Title ‘Consumer Behavior in Tourism: Opportunities and Challenges for Goa’.**
- **Post-graduation:** Master of Business Administration (MBA) from Goa University with a Grade ‘B’ (Batch of 2002-04). Major in Finance and minor in Marketing
- **Graduation:** Bachelor of Commerce from Goa University with 62% in the year 2002.
- **Higher Secondary:** 12<sup>th</sup> from Goa Board with 76% in the year 1999.
- **Secondary:** 10<sup>th</sup> from Goa Board with 78% in the year 1997.

**Other certification:** Association of Mutual Funds in India (AMFI).

## **EMPLOYMENT RECORD:**

- Started my career as a lecturer with GVM’s college of Science and commerce, Ponda Goa in 2004 for one semester handling courses like **Organization of commerce and Business Environment.**
- Joined ICFAI Management College as a faculty for a year and taught courses in **Financial Management and Financial Accounting.**
- Joined BITS Pilani KK Birla Goa Campus in September 2005 and it has been eleven years of valuable experience. Over these years I have taught the following courses;
  - **Fundamentals of Finance and Accounting (FOFA)**
  - **Advertising and Sales Promotion**
  - **Principles of Management (POM)**
  - **Technical Report Writing**
  - **Advance marketing theories**
  - **Marketing Management**

### **Course Feedback**

<b>Course</b>	<b>Score</b>	<b>Semester</b>
FOFA	9.43	First /2013-14
FOFA	8.35	First /2013-14 (tut)
POM	8.33	Second/2013-14
POM	8.29	Second/2013-14 (tut)
POM	8.13	Second/2013-14 (tut)
FOFA	8.35	First/2014-15
POM	8.03	Second/2014-15
POM	8.07	Second/2014-15 (tut)
POM	8.11	First/ 2015-16
POM	7.43	First 2015-16 (tut)
FOFA	9.12	First/ 2015-16
FOFA	9.41	First/ 2015-16

\*Feedback score sheets can be provided

### **First degree thesis guided in BITS**

- Sharang Sharma: Brand communication and Identity design; a case study of Goa.
- Neil Merchant: Reader behavioral patterns and effective advertising in print media

### **Responsibilities apart from teaching in BITS**

- **Nucleus member of Center for Innovation, Incubation and Entrepreneurship (CIIE)**
  - Coordinated the event ‘Coalescence’ held on 5th and 6th September 2016 in BITS Pilani Goa Campus.
  - Coordinated the event ‘Coalescence’ held on 30th and 31st August 2015 in BITS Pilani Goa Campus.
  - Coordinated 2 day workshop on ‘Intellectual Property Rights’ held in BITS Pilani KK Birla Goa Campus on the 13th and 14th of March 2015.
- **Handled several student projects as a part of the curriculum.**
- **Mentored students for international level business competitions like ‘CIMA’**
- **A mentor to various students’ club events on campus like ‘Udaan’, ‘Wall Street’ and ‘180° Consulting club’.**

### **Visiting Lectures in other institutes**

- ICFAI college of Management
  - Management Accounting
  - International Marketing
  - Marketing Management
  
- Goa University
  - Organization Development
  
- Mormugao Education Society (MES) college- BBA
  - Management process
  - Advertising and corporate communication
  - Business research methods
  - Consumer behavior
  
- Goa Institute of Management Studies (GIMS)
  - Consumer behavior

### **Guest lectures at a six weeks Entrepreneurship Development Programme (EDP) from 26th May 2014 on 24th June 2014 on:**

- Marketing Management (Strategies)
- Risk Management
- Sales Management and Sales Promotion

### **FUNDED PROJECTS**

FUNDING AGENCY	TOPIC OF THE PROJECT	FACULTY	AMOUNT
ICSSR (Indian Council of Social Science Research)	Tourism in Goa and its impact on socio-economic conditions and sustainable development	Dr. Mridula Goel and Pinky Pawaskar	491275/-
Commissioner of NRI Affairs, Goa	Goa Migration Survey 2017	Dr. Mridula Goel and Pinky Pawaskar	Submitted

## **PUBLICATIONS:**

- Pawaskar, P., Dr. Goel, M. (2017). Enhancing the effectiveness of marketing a tourist destination using satisfaction analysis. *International Journal of Business and Systems Research*, 11(1/2), pp. 163-181. (Scopus indexed).
- Pawaskar, P., Goel, M. (2016). The Tourist Experience: Modeling the Relationship between Customer Satisfaction and Destination Loyalty. *Indian Journal of Science and Technology*, 9(S1), pp. 1-13.
- Pawaskar, P., Goel, M. (2016). Improving the efficacy of destination marketing strategies: a structural equation model for leisure travel. *Indian Journal of Science and Technology*, 9(15), 1-11.
- Pawaskar, P., Goel, M. (2015). An Investigation of International and Domestic Tourist Satisfaction with Goa: Implications for Destination Marketing. International Conference on Evidence Based Management, Department of Management, BITS Pilani Rajasthan Campus, Conference Proceedings pg: 196-206.
- Pawaskar, P., Goel, M. (2014). A Conceptual Model: Multisensory Marketing and Destination Branding. *Procedia Economics and Finance, Elsevier, Vol 11, 255-267*.
- Pawaskar, P., Goel, M. (2012), Tourism: the depth of its meaning. *International Journal of Research in Commerce & Management*, 2(10), 26-32. (Google scholar indexed)
- Pawaskar, P., Goel, M. (2012), Tourism and Acculturation- A study of Goa, *Atna-Journal of Tourism Studies*, 7(1), 1-14.
- Pinky Pawaskar, Debjyoti Biswas (2012). Effectiveness of Advertisements - 30 seconds v/s 15 seconds advertisement. International Research Conference on Inclusiveness and Innovation Sustainable Growth Challenges in Emerging Economics, Conference proceedings, pp 604 – 614.

## **PAPER PRESENTED AT CONFERENCES AND SEMINARS:**

- Annual International Research Conference at Symbiosis Institute of Management Studies (SIMS) (SIMSARC-15) held on 11th December, 2015, titled ‘Improving the Efficacy of Destination Marketing Strategies: A Structural Equation Model for Leisure Travel’- won the first place in the marketing track.
- Annual International Research Conference at Symbiosis Institute of Management Studies (SIMS) (SIMSARC-14) held on 13th& 14th December, 2014, titled ‘A Conceptual Model: Multisensory Marketing and Destination Branding’.

- International Conference on Evidence Based Management 2015 (ICEBM2015) held on 20-21 March 2015 at BITS Pilani (Pilani Campus), titled ‘An Investigation of International and Domestic Tourist Satisfaction with Goa: Implications for Destination Marketing’.
- Christ University Bangalore, India on Trends in the Management of Tourism Industry held on 6th -7th February 2012, titled ‘Tourism and Acculturation- A study of Goa’
- Symbiosis Institute of Management Studies, Pune, India on Inclusiveness and Innovation – Sustainable Growth Challenges in Emerging Economics on 13th -14th December 2012 , titled ‘Analyzing the Effectiveness of Advertisements’(30 seconds v/s 15 seconds ads).

### **CONFERENCES AND WORKSHOPS ATTENDED**

- 2 day workshop on ‘Intellectual Property Rights’ held in BITS Pilani KK Birla Goa Campus on the 13th and 14th of March 2015.
- Attended the Indo-US conference on 'Changing Contours...." held at BITS Pilani KK Birla Goa Campus on 31st October to 2nd November 2014.
- Participated in 1-day workshop on Management Development at Shri Shri Institute of Management Studies on 16th March 2012.
- Attended an International conference titled Goa 1961 and beyond at the Goa university from 18th to 20th December 2011.

### **AWARDS AND ACHIEVEMENTS:**

- Won the first place in ‘3 Minutes Thesis’ competition organized by BITS Pilani KK Birla Goa Campus, 2016.
- Won the best paper award at the conference in Symbiosis Institute of Management Studies, 2015 under the marketing track.

### **EXTRA CURRICULAR ACTIVITIES:**

- Participated in mixed doubles Badminton tournaments at BITS, Goa Campus.
- Participated in school state level Badminton tournaments.
- Participated in inter port Badminton tournaments.
- Won prizes in singing, drama and skits.

**HOBBIES:** Reading and listening to music.

**REFERENCES:**

Name	<b>Prof. K E Raman</b>	<b>Dr Mridula Goel</b>	<b>Dr Aswini Kumar Mishra</b>
Occupation or position	Ex. Director-BITS Pilani KK Birla Goa Campus	Associate professor, department of economics - BITS Pilani KK Birla Goa Campus	Assistant professor, department of economics- BITS Pilani KK Birla Goa Campus
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