

CURRICULAM VITAE



Dr. PINKY PAWASKAR R.

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

Currently serving as an Assistant Professor at the Goa Business School, Goa University, I hold a PhD in Consumer Behavior in Tourism from BITS Pilani KK Birla Goa Campus. With over 19 years of academic experience, including 12 years at BITS Pilani KK Birla Goa Campus, my expertise lies in the area of Marketing, Finance and General Management. My primary research interests include Sustainability, Consumer Behavior, and Tourism. Outside of academia, I enjoy reading modern fiction, business literature, and spiritually inclined texts. My hobbies include playing badminton, listening to music, and traveling to new destinations.

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 13th August 2017.**
Title 'Consumer Behavior in Tourism: Opportunities and Challenges for Goa'.
- **Post-graduation:** Master of Business Administration (MBA) from Goa University with dual specialization. Majored in Finance and minored in Marketing.
- **Graduation:** Bachelor of Commerce from Goa University in the year 2002.
- **Higher Secondary:** 12th from Goa Board in the year 1999.
- **Secondary:** 10th from Goa Board in the year 1997.

EMPLOYMENT RECORD:

- **Presently an Assistant Professor with Goa Business School (MBA- Financial Services), Goa University. Course handled by me are:**
 - Strategic Management
 - Essentials of Management
 - Marketing Management
 - Tourism and Travel
 - Business Communication
 - Marketing of Financial Services
 - Organizational Behavior
 - Entrepreneurial Development
 - Banking operations and Management
 - International Business

Apart from teaching, handled several administrative responsibilities:

- Member of the Departmental Research Committees (PhD)
 - NIRF coordinator
 - Social Media Consultant
 - Member of several committees at program level: NAAC and Alumni, Student Placement, Admission, to name a few.
 - Ex Program director for the MBA- FS program
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- **Joined Mormugao Education Society (MES) college of commerce and Arts - BBA section as Assistant Professor in November 2017 to May 2018.** Handled courses like Consumer behavior, Advertising and corporate communication, Management process

- **Joined BITS Pilani KK Birla Goa Campus as Lecturer in September 2005 and it has been twelve years of valuable experience (2017).** Over these years I have taught the following courses: Fundamentals of finance and accounting, Advertising management, Principles of management, Technical report writing,
- **Joined ICFAI Management College as a faculty for a year and taught courses in** Financial Management and Financial Accounting
- **Had 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.

Visiting Lectures in other institutes over the years

- ICFAI college of Management
 - Management Accounting
 - International Marketing
 - Marketing Management
- Goa University
 - Organizational Development
- Mormugao Education Society (MES) college- BBA
 - Management process
 - Consumer behavior
- Goa Institute of Management Studies (GIMS)
 - Consumer behavior

Guest lectures

- Skill based workshop on "Casedemic: Unraveling Real- World scenarios" for B.Com Semester III students at MES college Zuarinagar
- Talk on 'Consumer Behavior in International Markets' at SS Dempo College of Commerce and Economics.
- Entrepreneurship Development Program (EDP) at CIBA (Verna, Goa) 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/-

EXTERNAL EXAMINER FOR PHD. THESIS

- Student: Swetha Bajaj
Topic: "To Study the Impacting TQM Practices in Steel Industry of Chhattisgarh with Special Reference to Raipur Region".
University: Dr. C.V. Raman University, Kargi Road Kota, Bilaspur (C.G.)

PUBLICATIONS:

- Dhume, P. and Pawaskar, P. (Forthcoming- Jan 2025), Driving Factors of Internet Banking Usage among millennials and post-millennials, Acceptance received for publication in AIMS Journal of Management [UGC- CARE Journal Group I].
- Pawaskar P. and Barnabas N. (2024), Artificial Intelligence & Machine Learning in Customer Satisfaction, Parikalpana -KIIT Journal of management, ISSN(P): 0974-2808; ISSN(E): 2582-4821, Vol 20 (1), June, pg 163-180. [UGC- CARE Journal Group I].
- Pawaskar, P. and Dhume, P. (2023), Performance evaluation of ESG Mutual Funds in India: a comparative analysis with traditional equity funds, book title: 'Trends in Business, Economics and Management', edited by Dr. Arjun Goppe, Dr. Sanjib Banik and Dr. Biplab Lagardo and Ms. Sevika Debbabarma, Blue Rose one (international Publishers). ISBN: 978-93-5989-564-2, First edition, November 2023, 187-205.
- Shringare, A., Dhume, P. and Pawaskar P. Social Media Platforms and COVID-19 Related Misinformation in India: Acceptance, Spread, and Implications, accepted as book chapter in the edited book with CRC on "Text and Social Media Analytics for Fake News and Hate Speech Detection" CRC Press, Taylor & Francis Group. ISBN: 9781032526621, First edition 2024, 146-165, DOI: 10.1201/9781003409519.
- Pawaskar P., Mekoth, N., Thomson A. (2020) Travel Motivation and Choice of Destination Attributes: Empirical Evidences based on Tourist Perceptions. International Journal of Advanced Science and Technology, 29 (8s), pp. 634-649. ISSN: 2005-4238 (Scopus indexed).

- 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). ISSN: 1751-2017
- 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. ISSN: 0974-6846 (Web of Science)
- 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. ISSN: 0974-6846. (Web of Science)
- 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, ISBN: 978-93-84935-18-4, 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. ISSN: 2212-5671
- Pawaskar, P., Goel, M. (2012), Tourism and Acculturation- A study of Goa, *Atna- Journal of Tourism Studies*, 7(1), 1-14. ISSN: 0975-3281, (UGC CARE-list)
- 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:

- Pawaskar, P. and Dhume, P., Performance evaluation of ESG Mutual Funds in India: a comparative analysis with traditional equity funds, presented at International Seminar on Recent Trends in Business, Economics and Management on July 07-08, 2023 at Agartala, Tripura, India. (Awarded best paper)
- Dr. Pinky Pawaskar and Sanyat Kanekar presented a paper in an International Conference on Behavioural Finance (ICBF), BY Indian Institute of Information Technology Allahabad, Prayagraj, Titled Stock Market Reaction to The Upside and Downside Volatility of Leading Cryptocurrencies on 18th and 19th June 2022.
- Dr. Pinky Pawaskar presented a joint research paper with Sakshi Prabhu titled 'The

Dynamics of Gold Prices in The Indian Financial Markets’ in the International seminar by The ICFAI University Tripura and IUBAT from 1st September 2021- 2nd September 2021, on Emerging challenges and opportunities in business and economy: Lesson from COVID-19 pandemic.

- Dr. Pournima Dhume and Dr. Pinky Pawaskar presented a paper titled ‘Adoption and Usage of Digital Banking Platforms and Services among Millennials and post-Millennials’ in ANVESH 2021, organized by Institute of Management, Nirma University, 17th and 18th December 2021.
- 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).

WORKSHOPS/SEMINARS ORGANIZED

- State level Conclave on “Dialogue between Young Indian Achievers and Business Networking Organizations that Mentor Entrepreneurs on how to build an Ecosystem for Business and Work towards Industry 4.0.”. Confederation of India Industries, Youth India Chapter of Goa (Y20) in collaboration with Goa University (Attended and Organized)
- One Day State Level Workshop Teaching Pedagogy: A Case Study Method of Classroom Learning (Attended and Organized)

