



DEEPA ITTIMANI THOLATH

EDUCATION

2006 – 2012

Ph.D. in Management

Institute of Management, Kerala.(IMK), Kerala University

Knowledge Management (KM)- A Study On Operational Implications In The Service Sector

1997-1999

Master of Business Administration (M.B.A.)

School of Management Studies, Cochin University of Science And Technology.

- First Rank (Cochin University)
- 70.57 % aggregate marks

1992-1996

Bachelor of Technology in Civil Engineering (B.Tech.)

Govt. Engineering College Trichur Kerala, Affiliated to Calicut University

- B.Tech (Honours)
- 75.7 % aggregate marks

Ph.D GUIDESHIP/DC MEMBERSHIP

- Registered PhD guide, University of Madras since September 09, 2014.
- Doctoral Committee (DC) member at
 - i. Vellore Institute of Technology Chennai & Vellore
 - ii. SRM University Chennai.

QUALIFYING EXAMINATIONS PASSED

- National Eligibility Test (**NET**) for Lectureship under UGC (conducted by the University Grants Commission, New Delhi, **December 1999**).
- State Level Educational Testing (**SLET-99**) Tamilnadu conducted by Bharathidasan University, **November 1999**.

EMPLOYMENT HISTORY

June 2012- Till Date Loyola Institute of Business Administration (LIBA) , Chennai
Assistant Professor

January 2012-June 2012- Loyola Institute of Business Administration (LIBA) , Chennai,
Dr C K Prahalad Centre for Emerging India
Research Associate

- In charge of research on Low Cost Housing

June2008-March 2009 the CMR Institute Of Management Studies, Bangalore
Faculty

- Syllabus formulation for Marketing Vertical for the Autonomous Courses
- Mentoring ,Selection of Teams for Management Fests
- In charge of the weekly Industry Interface seminars Organised
- Services Marketing, Business Communication ,Rural Marketing ,Technical Writing

January2006-May 2012 - Institute of Management in Kerala (IMK), Kerala University
Full Time Research Scholar with Stipend

Oct 2001- January2002 Loyola Institute of Business Administration (LIBA) , Chennai
Visiting Faculty

- Introduced Knowledge Management as a subject in the curriculum for PGDBA students and framed the syllabus for it.
- Developed the syllabus for Infrastructure Management

Jan 2001- Oct 2001 IDBI Bank Limited, Chennai
Assistant Manager

- Supervised Depository details, Demat accounts and Home Loan Sanctioning

- Responsible for streamlining operations at the new branch commissioned at Nelson Manickam Road, Chennai.

April 2000 - Jan 2001 IDBI Bank Limited, Chennai.

Officer

Handled various aspects of personal banking and was responsible for customer relations at the Southern Head Quarters of the Bank.

EDITORIAL BOARD/REVIEWER/CONTRIBUTOR/RESOURCE PERSON

- Editorial Board-Innovare Journal of Engineering & Technology-
<http://innovareacademics.in/journals/index.php/ijet/pages/view/editorial-board>
- Editorial Board- International Journal of Advanced Research in Management, Engineering and Technology (IJARMET).
- Reviewer- Journal Of Creating Value - Sage Publications
<http://www.sagepub.in/journals/Journal202414?siteId=sage-india&prodTypes=any&q=Journal+of+Creating+Value&fs=1#tabview=board>
- Reviewer – Oxford University Press. Consumer Behaviour.
- Reviewer-CAGENA-Research journal of Management Science,
<http://cagena.com/index.php/ct-menu-item-3/ct-menu-item-4.html>.
- Reviewer -C.A.R.E. Journal of Management- CARE School of Business Management Trichy - 09.
- Catalyst-Custommerce, Catalyst for Service Excellence-A Servion Group Initiative.-
www.custommerce.org.
- Member Board Of Exams – CMR Institute of Management Studies (Autonomous).Bangalore.-Productivity, Knowledge Management, Rural Marketing and Competency Mapping etc.

TRAINING

- FDP on ‘The Art of Case Writing’ by Rajagiri Centre for Business Studies, Kochi on February 04 2017.
- English Language Training (ELT) Workshop for Teachers conducted by British Council on 21st of December 2012 at British Library .Chennai.
- Comprehensive training programme at the IDBI Bank Corporate Office and Staff Training College in Mumbai
- Training programme for Managers on FINNACLE (Banking Software) at the IDBI Staff Training College, Mumbai.

PUBLICATIONS & RESEARCH

Book:

1. Deepa Ittimani Tholath, Gabriel Simon Thattil “Knowledge Management”-. Discovery publishing House Pvt .Ltd.ISBN-978-93-5056-317-5, 2013.
2. Indira A, P, V Alexander, Deepa Ittimani Tholath, ,Madhava Priya ,Irudaya Veni Mary , LIBA CASES 2017- A Symposium on Business Case Studies (Ed).Notion Press ISBN : 978-1-947027-08-4, April 2017.

Book Chapter

1. Deepa Ittimani Tholath Chapter on “Sensory Marketing- Creating the Experience”. Marketing Dynamics, (Ed), and Arena Publications India ISBN: 978-93-8179-093-9, February 2013.
2. Deepa Ittimani Tholath, Fr.Casimirraj.S.J Chapter on “Sketches of Online Shopper Personas and Their Customer Journey Mapping”, Social Media and Organizational Sustainability. (Ed) Bloomsbury.ISBN:978-93-85936-04-3, February 2016.
3. Deepa Ittimani Tholath - Contributor “Advertising management ,6e”, Rajeev Batra, John G Myers and David A Aaker ,2016.Pearson India Education Services Pvt Ltd.www.pearsoned.co.in.

Cases Studies

1. Deepa Ittimani Tholath -“ Remixing Experiential Marketing - Asian Paints” .Case & Teaching Note.Ref No: 517-0126-1, 517-0126-8 .**The Case Centre**, Cranfield University, Wharley End, Beds MK43 0JR, UK. July 2017.
<http://www.thecasecentre.org/corporate/products/view?id=145285>
2. Khadeeja Bilquees A, Deepa Ittimani Tholath” A Skin for Products: A Differentiation Dilemma “LIBA CASES 2017 – A Symposium on Business Case Studies, Notion Press, Chennai (Ed) ISBN : 978-1-947027-08-4, April 2017.pp 114-122
3. Deepa Ittimani Tholath -“The Curious Case of Gold Souk Grandé” .Case & Teaching Note.Ref No: 517-0034-1, 517-0034-8 .**The Case Centre**, Cranfield University, Wharley End, Beds MK43 0JR, UK. March 2017.
<http://www.thecasecentre.org/educators/products/view?id=141889>
4. Deepa Ittimani Tholath -“Sustainable Marketing’s Secret Ingredients– Warby Parker”

- .Case & Teaching Note.Ref No: 517-0014-1, 517-0014-8 .**The Case Centre**, Cranfield University, Wharley End, Beds MK43 0JR, UK. January 2017.<http://www.thecasecentre.org/educators/products/view?id=140746>
5. Deepa Ittimani Tholath -“Awakening the Real Indian Beauty -Dove” .Case & Teaching Note.Ref No: 716-0080-1, 716-0080-8 .**The Case Centre**, Cranfield University, Wharley End, Beds MK43 0JR, UK.November 2016. <http://www.thecasecentre.org/educators/products/view?id=139464>
 6. Deepa Ittimani Tholath -“How Will the Knot be Tied – Indian Online Matrimony” .Case & Teaching Note.Ref No: 516-0032-1,516-0032-8 **The Case Centre**, Cranfield University, Wharley End, Beds MK43 0JR, and UK. <http://www.thecasecentre.org/educators/products/view?id=133568>.
 7. Deepa Ittimani Tholath -“In the Number Uno Race- Trends in Vogue” Case & Teaching Note. . **The Case Centre**, Cranfield University, Wharley End, Beds MK43 0JR, Ref No 516-0043-1, 516-0043-8. Economic Times Case Collection. Product Code (MKTG-1-0050, MKTG-1-0050A).February2016.<http://www.etcases.com/in-the-number-uno-race-trends-in-vogue.html>.
 8. Deepa Ittimani Tholath” The Bovonto Challenge “Sustainable Management Practices-Trends issues and Challenges, Madras University, Glowplus Publisher, Chennai (Ed) ISBN: 978-81-929581-3-2, 2015.

Journal Publications:

1. Deepa Ittimani Tholath,“Riding The Knowledge Cycle- The Infosys Route” Knowledge Management in Digital India(NSODKMDI_2017) MotiLal Rastogi School of Management , Lucknow ISBN: pp27-30
2. Deepa Ittimani Tholath, Indira A, “Economics of Building an Eco friendly Low Cost Housing Unit “ Innovations for Sustainable Business , Apeejay School of Management Dwaraka, NewDelhi. ISBN: 978-93-84562-07-6.February 2017,pp45-53.
3. Deepa Ittimani Tholath “Gattu Tales – Painting an Experience “ MIM Mnagement Research Journal .ISSN-2277-6133, Vol: 1, Issue-1, January 2017, pp46-49
4. Deepa Ittimani Tholath, Fr.Casimirraj.S.J “Customer Journey Maps for Demographic Online Customer Profiles”International Journal of Virtual Communities and Social Networking, ISSN-1942-9010, Vol: 8, Issue 1, January -March 2016, pp1-18. <http://www.igi-global.com/article/customer-journey-maps-for-demographic-online-customer-profiles/153954>
5. Deepa Ittimani Tholath, Gabriel Simon Thattil”Motivational Drivers of Knowledge Sharing in Banking Sector of India”, The IUP Journal of Knowledge Management, Vol.XIV, and No: 1, January 2016, pp33-45. <http://ssrn.com/abstract=2755434>

6. Deepa Ittimani Tholath “Sustainability & Innovation: Building up the Culture “International Journal of Organizational Behaviour and Management Perspectives.”ISSN-2279-0950, Vol: 4, Issue-4, October-December 2015, pp2000-2004. Impact factor- 5.97
7. Deepa Ittimani Tholath and Gabriel Simon Thattil “Motivational Drivers of Knowledge Sharing in the Banking Sector in India “*Proceedings of Annual Spain Business Research Conference 14 - 15 September 2015, Novotel Barcelona City Hotel, Barcelona, Spain ISBN: 978-1-922069-84-9.*
8. Sathyapriya J, P Srinivas Rao, Padma Charan Sahu, and Deepa Ittimani Tholath “Work Efficiency Acquisition: Need for Human Resource Professional.”IRACST-International Journal of Research in Management and Technology, .ISSN-2249-9563, Vol: 4, No.3, June 2014, pp174-180. Impact factor- 0.675
9. Sathyapriya J, Guru P,S Lakshmi Narasimhan,Deepa Ittimani Tholath,K Aparna “Human Resource Accounting-A Study on Redefining Human Capital Investment in Corporate Sector” “International Journal Of Business Administration and Management .ISSN-2278-3660,,Vol:4,Number-1(2014),pp41-50. Impact factor-6.9
10. Deepa Ittimani Tholath “Facebook for Business-The New Entrepreneurial Portal “International Journal of Scientific Research.ISSN-2277-8179, Vol: 3, Issue-4, Special April Issue 2014, pp15-17. Impact factor-0.3371
11. P Srinivas Rao, Padma Charan Sahu, Sathyapriya J, Deepa Ittimani Tholath “A Study of Customers Attitude and Behaviour on Purchase of Gold Jewellery in Chennai City.”IRACST- International Journal of Research in Management and Technology 1 .ISSN-2249-9563, Vol: 4, No.1, February 2014, pp54-60. Impact factor- 0.675
12. Deepa Ittimani Tholath, A.Indira”Use of Eco Friendly Building Materials in Low Cost Housing”. Management Matters, ISSN 2279-0187, and Vol 13: Issue 2, July-December2013.
13. Fr Casimirraj S J ,Deepa Ittimani Tholath,” Improving The Travel experience by Listening to the Customers-The Indian Railways” International Journal of Management Science ISSN-2347-856, ,Vol:3,Issue-4,December 2013,pp7-9. Impact factor- 3.853
14. Sathyapriya J, Karpagavalli G, ,Deepa Ittimani Impact factor- Tholath “A Study on Reasons for Resistance to Change and Managing Change “International Journal Of Management .ISSN-0976-6510, ,Vol:4,Issue-6,November-December 2013,pp165-169. Impact factor-6.9
15. Deepa Ittimani Tholath, “Customer Perception Comparative Analysis of Banking Segments in India” Asian Academic Research Journal of Social Sciences & Humanities .ISSN-2278-859X, Vol: 1, Issue-18, December 2013, pp356-372. Impact factor-2.015
16. Deepa Ittimani Tholath, S.Nagalakshmi “A study on Importance of Measuring HR’s Effectiveness” Indian Journal of Applied Research .ISSN-2249-555X, Vol: 3, Issue-12, December 2013, pp333-334. Impact factor-0.8215,
17. Sathyapriya J, Deepa Ittimani Tholath “Making Performance Management System

Effective” Global Research Analysis International .ISSN-2277-8160, Vol: 2, Issue-10, October 2013, pp59-60. Impact factor-0.2714

18. Sathyapriya J,S Lakshmi Narayan,R Vandahana,Deepa Ittimani Tholath “Customer accessibility and Intensification Of Fusion Marketing “International Journal of Scientific Research.ISSN-2277-8179,Vol:2,Issue-8,August 2013,pp277-279. Impactfactor-0.3371
19. Deepa Ittimani Tholath“Knowledge Dimensions to Monitor Knowledge Growth in Service Sector”, the IUP Journal of Knowledge Management, Vol.XI, and No: 3, July 2013.pp29-41. <http://ssrn.com/abstract=2357814>
20. Deepa Intiman Tholath““Africa-An Emerging Market for Indian Investments”, Shabdasm-An International Journal, .ISSN-2249-0051, Vol.III, Issue I, June 2013.pp59-64.
21. Deepa Ittimani Tholath , A.Indira,A Study to Identify the opportunities and challenges for sustainable building practices in low income housing,Monograph,Prof C.K Prahalad Centre for Emerging India, Loyola Institute of Business Administration,Chennai,June 2012
22. Vandhana Sriram, Deepa Ittimani Tholath “Retaining The Best Talent-Challenges and Strategies for Higher Education Sector” Service Management Strategy and Challenges in The Era of Globalisation Indian Academy School Of Management Studies, ISSN 978-81-920859-1-3, April2012.
23. Deepa Ittimani Tholath“Knowledge For Understanding Customers”, “Kerala Calling”, Kerala Government publication., April 2009.pp 40-42
24. Deepa Ittimani Tholath“Knowledge Management”, “Mandate”, Madras Management Association publication, Vol. XXX No.6 December 2001. pp 13-14.

CONFERENCES & SEMINARS

International

- i. Case on “The Curious Case of Gold Souk Grande “, Global Summit on Management Cases (GSMC), hosted by Indian Institute of Management, Raipur. February 10th and 11th 2017.
- ii. Case on “Gattu Tales- Painting an Experience. “International Conference on Emerging Economies: Opportunities and Challenges. Hosted by Maharashtra Institute of Management, Kalamb, and Pune. 17th and 18th January 2017.
- iii. Case on “Sustainable Marketing’s Secret Ingredients- Warby Parker.” Vth International Conference- ELIXIR 2016. hosted by Datta Meghe Institute of Management Studies, Nagpur 17th December 2016, at Nagpur
- iv. Case on “In the Number UNO Race-Trends in Vogue “, Global Summit on Management Cases (GSMC), hosted by Indian Institute of Management, Raipur. February 6th 2016.
- v. Paper on “Sketches of Online Shopper Personas and Their Customer Journey

- Mapping”, International Conference on The Role of social Media for Organizational Sustainability (ICROSMOS), hosted by Jaipuria Institute of Management, Noida, on 12th and 13th of February ,2016
- vi. Paper on “Motivational Drivers of Knowledge Sharing in the Banking Sector in India “at the Annual Spain Business Research Conference, 14 - 15 September 2015, Novotel Barcelona City Hotel, Barcelona, Spain hosted by World Business Institute, Australia.
 - vii. Paper on “Sustainability & Innovation –Building Up The Culture” at the International Conference themed “ Creativity and Innovation for Business Sustainability” hosted by School of Humanities , Science & Management Department of Management Studies Periyar Maniammai University, Thanjavur on 6th and 7th November 2014.
 - viii. The Case Centre Anniversary Conference held at Indian Institute of Management Bangalore on September 08-09, 2014.
 - ix. Paper on “Women Empowerment Through Micro Financing” at the 2nd International Conference on Financial Inclusion from Obligation to Opportunity-ICFI 2014 “ hosted by the CMR Institute Of Management Studies, Bangalore on the 30th April 2014
 - x. Paper on “Improving The Travel experience by Listening to the Customers-The Indian Railways” at AICTE sponsored International Conference on Economics, Business, Finance, Human Resource & Technology for Sustainable Development by Sai Ram Institute of Management Studies on the 20th and 21st of December 2013
 - xi. Paper on “Knowledge Dimensions To Monitor Knowledge Growth In Service Sector” at 2nd International Conference on Business Intelligence, Analytics and Knowledge Management ,BIAKM(2013) hosted by IBS Hyderabad on the 17-19th April 2013
 - xii. Paper on “Knowledge Management-A Catalyst To The Innovation Mix” at the International Conference on Innovations in Management Practices(ICIMP) hosted by the Kristu Jayanthi College Of Management of Technology, Bangalore-560077 on the 21, 22, April 2012.

National

- i. Paper on “A comparative Study of Loyalty Studies to Identify The Underlying Factors of Customer Loyalty “along with Khadeeja Bilquees at National Conference on Current Practices and Emerging Trends In Management held at KLS Gogte Institute of Technology ,Udyambag , Belgavi on September 8th and 9th 2017.
- ii. **Best Case Award** received for “Weaving Sustainability into Affordable Housing-Anna Builders” along with Dr A. Indira at Business Case Conference 2017 – Organised by Sona School of Management in collaboration with The Case Centre UK. held at Salem on 22nd and 23rd of September 2017.
- iii. Case” A Skin for Products: A Differentiation Dilemma “along with Khadeeja Bilquees A. at Case Conference 2017 – A Symposium on Business Case Studies, held at Loyola Institute of Business Administration Chennai on April 7th 2017.
- iv. Case “Riding The Knowledge Cycle- The Infosys Route” at National Seminar on

- Organisational Development through Knowledge Management in Digital India(NSODKMDI_2017, held at MotiLal Rastogi School of Management , Lucknow on February 11th 2017.
- v. Paper on “Economics of Building an Eco friendly Low Cost Housing Unit “along with Indira A at 8Th National Conference on Innovations for Sustainable Business held at Apeejay School of Management Dwaraka, NewDelhi.on February 3rd 2017.
 - vi. Case “ Mountains and Beyond – Ford Ecosport ” along with Shanthi Venkatesh at One day National Conference on ‘Marketing Matters in Emerging Landscape ‘held at Rajagiri Centre for Business Studies on February 04 2017.
 - vii. Case “Awakening the Real Indian Beauty –Dove” at Case Conference 2016 organised by Jansons School of Business, Coimbatore in collaboration with The Case Centre .UK. May 23 & 24, 2016.
 - viii. Paper on “Clustering Technique for mapping Behavioural Loyalty: A Conceptual Study using RFM Model in Apparel Retail Segment of India “, along with Shanthi Venkatesh, Indian Retail Conference ,(IRC-2016) School of Business, Public Policy & Social Entrepreneurship, Ambedkar University Delhi. February 26- 27· 2016.
 - ix. Paper on “Analysis of Attributes and Marketing Strategies for Ecotourism” at the ICSSR sponsored National Conference themed Managerial Innovative Management Practices for Sustainable Development and Global Competitiveness IMPETUS ‘15” hosted by Department of Management Studies , Pondicherry University, Pondicherry on the 8th and 9th of October 2015.
 - x. Paper on “Facebook for Business-The New Entrepreneurial Portal” at the ICSSR sponsored National Conference themed Creativity and Innovation for Contemporary Managerial Issues” hosted by School of Humanities , Science & Management Department of Management Studies Periyar Maniammai University, Thanjavur on the 26th of March 2014.
 - xi. Paper on “Africa-An Emerging Market For Indian Investments” at the 3rd National Conference themed Management Strategies for Emerging Global Markets-Prabandhan2013 hosted by the Lokmanya Tilak Institute Of Management Studies, Nagpur on the 28th of February 2013.
 - xii. Presented a paper on “Sensory Marketing – Creating The Experience” at the National Conference on Recent Trends in Marketing Opportunities and Challenges hosted by Department of Management Studies, National Institute Of Technology ,Thiruchirapalli on the 20th of February 2013.
 - xiii. Presented a paper along with Vandhana Sriram on “Retaining The Best Talent- Challenges and Strategies for Higher Education Sector” at the 4th National Seminar on Service Management Strategy and Challenges in The Era of Globalisation” hosted by the Indian Academy School Of Management Studies, Bangalore on the 19-20th April 2012.
 - xiv. Presented a paper on “Eco-friendly Marketing-A Reconnaissance Study to Pave a Way Forward” at the National Level Conference on Disruptive Marketing — the Way Forward? Hosted by the CMR Institute of Management Studies, Bangalore on the 27th April 2012.
 - xv. Presented a paper on “Motivating Knowledge Workers” at the National Management Development Programme seminar on HR Innovations & Interventions for Resurgent India hosted by the CMR Institute of Management Studies, Bangalore on the 25th of

February 2011.

FUNDED PROJECTS

- I. Josephine Gemson, Deepa Ittimani Tholath “An Analysis of Private Equity Investments in India”.Mini Research Studies at LIBA 2014-2015.
- II. Deepa Ittimani Tholath, A.Indira “Demand forecasting of a Personal Marine Navigational System for Indian Fishermen”.July 2014.
- III. Deepa Ittimani Tholath, A.Indira “Study on Slum Rehabilitation through Private public Partnership”. August 2013.
- IV. Deepa Ittimani Tholath, A. Indira “Market Profiling and Financial Product Development for Low Cost Housing”. July 2013.
- V. Deepa Ittimani Tholath, A.Indira “A study to determine Key Factors in Affordable Housing Development”.June 2013.
- VI. Deepa Ittimani Tholath, A.Indira “A study to identify the Opportunities and Challenges for Sustainable Building Practices in Low Income Housing”. June 2012.

ADDITIONAL INFORMATION

- Adjudged as the best Civil Engineering student at Govt. Engineering College Trichur in 1996 by the Architects and Engineers Association.
- Recipient of National Merit Scholarship
- Head Girl at School.
- Conversant in English, Hindi, Tamil, Kannada, German and Malayalam.