



St. Joseph's College of Commerce (Autonomous)

#163, Brigade Road, Bengaluru - 560025, Karnataka, India

Affiliated to Bengaluru City University

Accredited with 'A++' Grade by NAAC in 4th Cycle (CGPA of 3.57/4)

College with Potential for Excellence (CPE)

Ranked 55th in NIRF 2024 by the Ministry of Education, Government of India

CURRICULUM VITAE

Name: Dr. Nihara Marie Thomas

Designation: Assistant Professor

Gender: Female

Email-ID (Official): nihara@sjcc.edu.in

Education: M.Com, NET, JRF, SRF, PhD

Areas of specialisation: Finance, Statistics, Marketing

Research Interest: Digital Marketing, Social Media Marketing, Consumer Behaviour

Teaching Interest: Finance, Business Statistics, Principles of Management, Marketing Management, Research Methodology

Work Experience with current institution:

Total Experience (including Teaching and Research)

Name of the Institution	Position Held	Experience from – to	Total Years of Experience
St. Joseph's College of Commerce (Autonomous)	Assistant Professor	May 2025 - current	

Work Experience with previous employer:

Teaching Experience :

Designation	Teaching Experience from – to	Total Years of Experience
Assistant Professor	2018 - 2020	1.2
Assistant Professor	2024 - 2025	.6

Research Fellowships :

Designation	Teaching Experience from – to	Total Years of Experience
Junior Research Fellow	2020 - 2022	2
Senior Research Fellow	2022 - 2024	2

REPRESENTED AS RESOURCE PERSON

- Served as Resource Person –One Day Workshop on “Write it Right” Research Report Writing in Social Sciences organized by the Research Development Cell in Association with Post Graduate Department of Commerce, Nirmala College (Autonomous), Muvattupuzha on 07th February 2025.
- Served as Resource Person – Value Added Course on “Academic Writing for Management Students” organized by the Department of Management Studies, Nirmala College (Autonomous), Muvattupuzha on 06th February 2025.
- Served as Resource Person – One Day Workshop on “Data Analysis using SPSS” organized by the School of Commerce and Management Studies, Bharata Mata College (Autonomous) Thrikkakara on 21st November 2024.

RESEARCH PAPER PUBLICATIONS & PRESENTATIONS

- **Nihara Marie Thomas**, Gimson D Parambil titled "The Impact of Product Design on Purchase Intention of Semi-Durable Products" published in The Orissa Journal of Commerce (*UGC CARE Listed, Group-I*), ISSN 0974-8482 , Vol XXXXI, Issue No. III, July -Sept 2020, Page no. 103-119.
- Ajay Joseph, Dr. Gireesh Kumar, **Nihara Marie Thomas** titled “A Study on Influence of Online Reviews on Purchase Intentions” in International Journal of Emerging Technologies and Innovative Research (*UGC Approved*), ISSN:2349-5162, Vol. 5, Issue 10, October-2018. Page no. 606-614.
- **Nihara Marie Thomas** titled “The Effect of Brand Hashtag on Brand Image” published in AJANTA, a Peer Reviewed Refereed and UGC Listed Journal (No. 40776), ISSN 2277-5730, Vol XI, Issue I, January- March 2022, Page no. 69-79.
- **Nihara Marie Thomas**, Gimson D Parambil titled “The Impact of Instagram Influencer Credibility on Purchase Intention” published in *Conference Proceedings* of the International Seminar on Digital Innovation in Business & Finance: Emerging Trends and Potentials Sponsored by ICSSR published by Bharata Mata College, Thrikkakara, Kerala, ISBN:978-81-962550-0-8, April 2023, Pg 31-35.
- **Nihara Marie Thomas**, Gimson D Parambil titled “A Study on YouTube Influencers based on Generation Z Audience” published in *Conference Proceedings* of “Innovative Trends in Business Commerce and Management” published by Naipunnya Institute of Management and Information Technology, Pongam, Kerala, ISBN: 978-81-953626-0-8, March 2023, Pg 48-56.
- **Nihara Marie Thomas** titled “Credibility of Greenfluencers and Impact on Green Purchase Intention of Millenials” published in *Book of Abstracts* of GYAN SAMAVESH – The National Multidisciplinary Research Conclave 2024 published by Nirmala Academic & Research Publications, Nirmala College, Muvattupuzha (Autonomous), ISBN: 978-81-966264-1-9, December 2024, Pg 86.

- Presented a paper titled “Credibility of Greenfluencers and Impact on Green Purchase Intention of Millenials” in GYAN SAMAVESH – The National Multidisciplinary Research Conclave 2024 – Nirmala College, Muvattupuzha (Autonomous) in December 2024.
- Presented a paper titled “Social Media Influencer Credibility and Purchase Intention among Millennials” and became a finalist in National Paper Presentation Competition - St. Berchmans College, Changanacherry in February, 2024.
- Presented a paper titled “The Impact of Instagram Influencer Credibility on Purchase Intention” in the ICSSR Sponsored International Seminar on ‘Digital Innovations in Business and Finance: Emerging Trends and Potentials’ - Bharata Mata College, Thrikkakara in collaboration with the University of Colombo, Sri Lanka and Sankara College of Science and Commerce , Coimbatore in association with Mahatma Gandhi University in April 2023.
- Presented a paper entitled “Credibility of Social Media Influencers: A Millennial Generation Perspective” in the ICSSR Sponsored International Conference on ‘Need of Digital Transition and CSR for Innovative Sustenance in the 2023 Economy’ - MES College Marampally, Kerala, India in March 2023
- Presented a paper titled “A Study on YouTube Influencers based on Generation Z Audience” in the International Conference on ‘Innovative Trends in Business Commerce and Management’ - Naipunnnya Institute of Management and Information Technology, Pongam in March 2023.
- Presented a paper titled “The Effect of Brand Hashtag on Brand Image” in the National E-Conference on “ Sustainable Development and Social Innovation in Economics, Finance and Information Technology” organised by Shri G.P.M. Degree College of Science and Commerce, Mumbai in January 2022.
- Presented a paper titled “A Study on Recognition Heuristics Cues in Investment Decisions” and became a finalist in National Paper Presentation Competition - St. Berchmans College, Changanacherry in February, 2021.
- Participated in the “Dr. Seena Memorial National Paper Presentation Competition” held in February 2020 at Bharata Mata College, Thrikkakara.
- Participated and presented a paper titled “A Study on Influence of Online Reviews on Purchase Intentions” in the One Day International Seminar on Digital Marketing held at St. Teresa’s College, Ernakulum (Autonomous) in March 2018
- Participated and presented a paper titled “A Study on Influence of Online Reviews” in Intercollegiate Project Presentation held at MES College, Marampally in March 2018.
- Presented a paper titled “Influence of Online Reviews on Purchase Intentions” in the National Paper Presentation Competition held at Bharata Mata College, Thrikkakara in February 2018.
- Participated and presented a research paper titled “A Study on Internet Purchasing Intention by using Theory of Planned Behaviour (TPB)” in Com Arena 11.0, the South Indian Commerce and Management Fest held at St. Thomas College, Pala in August 2017

CONFERENCES/SEMINARS/FDP’S/TRAINING/WORKSHOPS/ORIENTATIONS ORGANIZED:

- Coordinated and organized - a PG Dissertation Presentation “National Students Research Conclave and 3rd James Mathew Endowment Research Award” held at Nirmala College, Muvattupuzha (Autonomous) in August 2024.

- Coordinated and organized – a One- Day Workshop on “Goods and Services Tax” held at Nirmala College, Muvattupuzha (Autonomous) in July 2024.
- Coordinated and organized – an All-Kerala GST Quiz Competition and Career Mentoring “GST Wiz” held at Nirmala College, Muvattupuzha (Autonomous) in July 2024.
- Coordinated and organized - a One-Day Seminar on “Systematic Literature Review” held at Bharata Mata College, Thrikkakara in April 2023.
- Organized and coordinated - a National Paper Presentation Competition titled “Dr. Seena Memorial National Paper Presentation Competition” held at Bharata Mata College, Thrikkakara in 2018.

WORKSHOPS ATTENDED

- National Workshop on “Data Analysis for Social Science Research on Structural Equation Modeling using SMART PLS” - Bharata Mata College, Thrikkakara in March 2023.
- National Online Workshop on “Moderated Mediation in SPSS using Hayes PROCESS Macro” - Primax Eduacademy, Bengaluru in June 2022.
- International Online Workshop on “Literature Review: Narrative & Systematic” - NSS Hindu College, Changanacherry and Lore & Ed Research Associates, Kottayam in May 2022.
- National Online Workshop on “Hypothesis Formulation & Testing and Questionnaire Preparation” - St Thomas College of Teacher Education, Pala and Lore & Ed Research Associates, Kottayam conducted in January 2022.
- Online National Workshop on “Project Proposal Writing” - the Nodal Office, CHRIST [Deemed to be University], Thiruvanthapuram, Kerala during April 2021.
- Online Workshop on “Statistical Analysis and Interpretation Using SPSS and AMOS” - Mahatma Gandhi College, Thiruvanthapuram during November 2020.
- Online Training of “IEEE Xplore Digital Library” - Mahatma Gandhi University, Kerala in May 2020.
- Online Workshop on “Data Analysis using SPSS” - Institute of Management Technology, Hyderabad during April 2020.
- Online Workshop on “Reference Management Tools and Online Citation Database” - Indian Academic Researchers Association, Tiruchirappalli, Tamil Nadu during April 2020.
- Online Research Methodology Workshop - REST Society for Research International (RSRI), Krishnagiri, Tamil Nadu, India during April 2020.
- National seminar cum Workshop on “Enhancing Research Skills and practices” - Bharata Mata College, Thrikkakara on February 2020.
- Workshop on “Research Methodology: Foundations of System Modelling and Data Analysis” - the CUSAT in February 2020.
- National Level Workshop on “The Art of Writing and Publishing Research Articles in Top Tiered Journals” - Newman College, Thodupuzha on January 2020.
- National Workshop in Advanced Data Analysis using SPSS and AMOSS -Bharata Mata College, Thrikkakara in October 2017.
- Workshop on “Capital Markets and Financial Planning” - The Bombay Shareholders’ Association (SEBI Recognized Association).

DEVELOPMENT PROGRAMMES AND CONFERENCES

- FDP on “Data-Driven Marketing: R Application for Effective Market Research” - Sahrdaya SIMS Research Centre of Sahrdaya Institute of Management Studies (SIMS) during October, 2024.
- One Week National Level Online FDP on “Outcome Based Education and Application of Generative AI in Teaching and Research” - The University of Engineering & Management Jaipur, Rajasthan and Nirmala College, Muvattupuzha (Autonomous), Kerala during September 2024.
- FDP on “Deriving Insights from Data: A Social Science Perspective” - CUSAT in January 2023.
- Research Development Programme on “ Research Paper Writing and Systematic Review Paper” - Bharata Mata College, Thrikkakara in June 2022.
- Online Short term Programme in “Research and Publication Ethics” - Mar Thoma College, Tiruvalla in association with Mahatma Gandhi University, during November 2020.
- FDP on “ Statistical Analysis of Data & Publication Ethics” - Bishop Caldwell College, Thoothukudi during September 2020.
- Executive Development Programme on “ Model Building” - Pondicherry University during August 2020.
- National Faculty Development Programme on "Data Analysis for Research in Social Sciences" - Ramanujan College, Delhi during June 2020.
- Course in “E-Teaching with Learning Management Systems” - All Kerala private College Teachers’ Association in June 2020.
- Skill Development Programme on “Qualitative Research Methodology in Social Sciences” - Rajagiri College of Social Science (Autonomous), Kalamassery during March 2020.
- Skill Development Programme on “Social Science Research Design” - Rajagiri College of Social Science (Autonomous), Kalamassery during January 2020.
- International Conference on Multidisciplinary Research “Albertian Knowledge Summit” - St. Albert's College(Autonomous), Ernakulam in January 2020.
- Digital Innovation Conference 2016 - Bharata Mata College, Thrikkakara in December 2016.

SEMINARS AND WEBINARS

- Seminar on “Effective review of Literature and Conditional Process Modelling” - Bharata Mata College, Thrikkakara in April 2023.
- Seminar on “Philosophical Foundations of Research” - Bharata Mata College, Thrikkakara in April 2023.
- Hands on Training on “Scholarly Communication in the Networked Environment” - Bharata Mata College, Thrikkakara in April 2023.
- International Seminar on “Finance and Technology” - the Bharata Mata College, Thrikkakara in October 2022.
- National Webinar on “Research and Career Development” - Government College, Tripunithura in July 2020.
- Webinar on “Managing Academic Research and publishing in Top-tier journals” - St. Thomas College (Autonomous), Thrissur in June 2020
- National Webinar on “Research Methodology” - Loyola College (Autonomous), Chennai in June 2020.

- Online Awareness Test on “Methodology for Social Sciences Research” - Sree Sankara Vidyapeetom College, Perumbavoor, Kerala in May 2020.
- National Webinar on “Use of Elsevier Tools in Research Workflow” - University of Madras and Elsevier in May 2020.
- IIIDE’s Online Webinar on “Digital Marketing 101” in May 2020.
- National Webinar Series I & II on “Social Science Research” - Sree Sankara Vidyapeetom College, Valayanchirangara, Ernakulam in May 2020.
- Webinar on “Behavioural and Psychological dimension of Analytics” - International Journal of Advance Study and Research Work and University of Madras, Chennai in May 2020.
- National Webinar on “Fine Tuning Your Research Papers: Publication in Scopus, Web of Science Indexed and ABDC rated Journals” - Bharata Mata College, Thrikkakara in May 2020.
- Webinar on “Introduction to Research Designs-From Theory to Practice” - Elphistone College, Mumbai in April 2020.
- International webinar on “Academic Publishing in Top Rated Journals” - Government College, Tripunithura on April 2020
- National Level Webinar on “Research Methodology in Social Sciences” - Government College, Tripunithura in April 2020.