



# Dr. Meera Prathapan

Post Doctoral Fellow



## Contact

### Address

Thrissur, KL, 680733

### Phone

8943284573

### E-mail

meerapathapan@gmail.com

### LinkedIn

<https://www.linkedin.com/in/dr-meera-prathapan-460>

### WWW

<https://www.youtube.com/c/TechaBreak>



## Skills

Research



Data processing



Presentation



Administrative support



## Other Information

- Conference/Seminar Organised - 7
- Conference Paper Presented/Participated - 6
- FDP/MDP/Workshops Attended - 6



## Professional Summary

- Motivated Postdoctoral Research Fellow looking to further advance understanding in Marketing and Tourism.



## Work History

2020-09 -  
Current

### Post Doctoral Fellow

DDUKK KAUSHAL Kendra, CUSAT, Kochi, KL

2019-08 -  
2020-08

### Assistant Professor

Holy Grace Academy of Management Studies, Thrissur, KL

2017-12 -  
2018-05

### Assistant Professor

MES College, Marampally, Ernakulam, KL

2014-10 -  
2017-11

### Assistant Professor

School of Management Studies, CUSAT, Ernakulam, KL

2012-07 -  
2013-05

### Assistant Professor

Avinashilingam Institute for Home Science and Higher Secondary for Women , Coimbatore, TN



## Education

2014-06 -  
2019-03

### Ph.D.: Social Sciences

School Of Management Studies, CUSAT - Ernakulam

School of Management Studies, CUSAT under the supervision of Dr. Zakkariya K. A

2010-07 -  
2012-05

### MBA: Specialisation in Marketing And Tourism

School Of Management Studies, CUSAT - Ernakulam

2007-07 -  
2010-05

### Bachelors in Commerce: Computer Applications

Rajagiri College Of Management & Applied Sciences - Ernakulam

2012-12 -  
2012-12

### NET: Tourism Administration And Management

NET

2013-06 -  
2013-06

### NET: Management

NET



## Accomplishments

- Post Doctoral Fellowship awarded by RUSA in association with CUSATECH Foundation. The only awardee under Social Science domain.
- First Rank in department aptitude test (DAT) conducted by School of Management Studies, CUSAT for the PhD admissions in 2013. Only two candidates were selected.
- IQAC Coordinator at Holy Grace Group of Institutions.
- Resource Person for Research Classes for  
- Edu Learning Hub & SNIGIST Arts and Science College  
- MES College, Marampally  
- St' Paul's College, Kalamassery



## Additional Information

### Research Papers in Journals

Meera Prathapan & Zakkariya K. A (2018). "Perceived Value on Different Types of Accommodation: An Empirical Study among International Tourists", International Journal of Advance and Innovative Research, Volume 5, Issue 4 (XI), ISSN NO: 2394-7780, pg- 42- 47.

Meera Prathapan, Sajin Sahadevan & Zakkariya K. A (2018). "Effectiveness of Digital Marketing: Tourism Websites Comparative Analytics Based on AIDA Model.International Journal of Innovative Research & Studies, Volume 8, Issue IV, ISSN NO: 2319-9725, pg- 262- 273.

Meera Prathapan & Zakkariya K. A (2017). "Role of Awareness and Commitment towards Responsible Tourist Behaviour: A Study among Young Tourists". Indian Journal of Tourism & Hospitality Management, Kerala Institute of Travel and Tourism Studies, ISSN 2229- 404X, Vol 8, No 1 & 2 December, pg- 223- 232.

Meera Prathapan & Zakkariya K. A (2016). "An Analysis on the Contribution of Tourism for the Economic Growth of Kerala". International Journal in Commerce, IT & Social Sciences, IJCISS, Vol.2, Issue- 10, ISSN: 2394-5702.

Meera Prathapan, Sajin Sahadevan & Sujitha P.N (2015). "Building Brand Trust and Brand Loyalty Through Corporate Social Responsibility". Dominican Discern, ISSN 2454 708, Vol. 1, No.1, July- September, pg- 58- 63.

Meera Prathapan & Biji Xavier (2013). "SWOT Analysis of Barlikadu - A Developing Ecotourism Destination in Coimbatore District". International Conference Proceedings on Eco Tourism, ISBN 978- 81- 922144- 4- 3, pg 204-210.

Meera Prathapan, Dr. Manoj Edward, Dr. Zakkariya K.A (2014). Kerala Tourism: A Snapshot. Kman, Kerala Management Association Magazine.

Meera Prathapan (2013). "Prospects and Impacts of Business Tourism in Tiruppur; With Special Reference to Textile Industry". International Journal of Exclusive Management Research, ISSN 2249-8672, Vol 3, June- July, Issue 3, pg- 95- 101.