

# Nihara Marie Thomas

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## SUMMARY

Currently completed her doctoral studies from Mahatma Gandhi University, Kottayam and was a Senior Research Fellow at Bharata Mata College, Thrikkakara. Her doctoral thesis was on the topic “Credibility of Social Media Influencers and The Role of Opinion Leadership on Purchase Intention.” She holds a Master’s Degree in Commerce with specialisation in Finance from Bharata Mata College, Thrikkakara and Bachelor’s Degree in Commerce from Sacred Heart College, Thevara. She has qualified the UGC-NET for college and University level lectureship with Junior Research Fellowship (JRF) and has prior teaching experience of 1.5 years. She has to her credit various publications in approved journals at national and international levels. She has attended several workshops and seminars. Her area of interest are Marketing Management, Consumer Behaviour, Research Methodology and Data Analysis.

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## QUALIFICATIONS

- 2024     **Doctor of Philosophy**  
Bharata Mata College, Thrikkakara | Mahatma Gandhi University, Kottayam
- 2019     **UGC NET in Commerce with JRF**
- 2018     **Master of Commerce (Finance)**  
Bharata Mata College, Thrikkakara | Mahatma Gandhi University, Kottayam
- 2016     **Bachelor of Commerce (Finance & Taxation)**  
Sacred Heart College, Thevara | Mahatma Gandhi University, Kottayam
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## TEACHING EXPERIENCE

- 2024 - Present   **Nirmala College, Muvattupuzha (Autonomous)**  
Guest Lecturer in Commerce
- CMS College, Kottayam (Autonomous)**
- 2018 - 2020     Assistant Professor in Commerce (On Contract)
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## AREA OF INTEREST (TEACHING/RESEARCH)

- Marketing Management
  - Digital Marketing
  - Consumer Behaviour,
  - Research Methodology
  - Data Analysis
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## PUBLICATIONS

- **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
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## PRESENTATIONS

- 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' - Naipunnya 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

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## SCHOLARSHIPS

- 2022 - 2024     **Senior Research Fellowship by University Grants Commission**  
 2020-2022     **Junior Research Fellowship by University Grants Commission**

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## 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 Educademy, 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.

## CONFERENCES/ SEMINARS/ 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.
  - IIDE’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.
  - **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.
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