**Pinaz Tiwari**

*Senior Research Fellow, Department of Tourism and Hospitality Management, Jamia Millia Islamia  
Email:* [*tiwaripinaz@yahoo.com*](mailto:tiwaripinaz@yahoo.com) *Address: B5/619, Ekta Gardens Apartment, I.P Extension, Patparganj, New Delhi (India).*

Dear Sir/Madam

*Chhatrapati Shivaji Maharaj University*

*Mumbai, India*

**RE: Application for the role of Assistant Professor (Management)**

I am writing this letter regarding the job application for the role of Assistant Prof (Management) at the Chhatrapati Shivaji Maharaj University, Mumbai. Given the requirements mentioned in your job description, I am certain that I have the necessary skills to successfully do the job adeptly and perform above expectations.

I am a diligent professional who has been consistently praised as proactive by my co-workers and management. I'm currently pursuing PhD in the Department of Tourism and Hospitality Management, Jamia Millia Islamia and looking forward to starting my teaching career at your eminent institute. **I shall be submitting my PhD thesis by July 2022**. Currently, I’ve **seven Scopus-indexed articles including one article in ABDC- A and one in ABDC-B category journals. My Google Scholar h-index is 05**. I’ve published several book chapters in renowned publications and international conference papers and presentations. Although my specialisation is tourism marketing, I’ll be willing to teaching general management/marketing or entrepreneurship based on my expertise.

Throughout my academic and professional journey, I have developed the necessary skill set relevant to the role you are hiring for, including teaching at the undergraduate level, researching, fulfilling administrative related tasks, and nurturing students to develop industrial competencies. Overall, I have consistently demonstrated teamwork, communication and management abilities in every aspect of my academic and professional roles.

I invite you to review my detailed achievements in the attached resume. After reviewing my resume, I hope you will find my profile suitable for the job. I look forward to elaborating on how my specific skills and abilities will benefit your prestigious institution. Please contact me via email at [tiwaripinaz@yahoo.com](mailto:tiwaripinaz@yahoo.com) for communicating the selection and interview process.

Thank you for your consideration, and I look forward to hearing from you soon.

Sincerely,  
Pinaz Tiwari

**Pinaz Tiwari**

***Senior Research Fellow***

*Jamia Millia Islamia, New Delhi*

Email: [tiwaripinaz@yahoo.com](mailto:tiwaripinaz@yahoo.com); [rs.tiwaripinaz22@jmi.ac.in](mailto:rs.tiwaripinaz22@jmi.ac.in)

Phone: +91 7838 65 0098

 [LinkedIn Profile](https://www.linkedin.com/in/pinaz-tiwari/)

[ORCID](http://orcid.org/0000-0003-0631-3377)



[This Photo](https://commons.wikimedia.org/wiki/File:ORCID_iD.svg) by Unknown Author is licensed under [CC BY-SA](https://creativecommons.org/licenses/by-sa/3.0/)

[Google Scholar Profile](https://scholar.google.com/citations?hl=en&user=JKBYiBUAAAAJ)



[This Photo](https://commons.wikimedia.org/wiki/Category:Google_Scholar_logos) by Unknown Author is licensed under [CC BY-SA](https://creativecommons.org/licenses/by-sa/3.0/)

**My Profile**

I am a Senior Research Fellow (SRF) in the Department of Tourism and Hospitality Management in Jamia Millia Islamia, New Delhi. I’m a Commerce graduate from Delhi University (2015). I completed MBA in Tourism with a specialization in International Tourism Business in 2017. I have been accredited with several academic excellence awards during my graduation and post-graduation. I started working as a travel consultant in 2017 in a travel start-up and gained expertise in customer management and relationship building with business stakeholders. In 2018, I cleared the NET-JRF exam conducted by UGC and decided to pursue PhD from Jamia. My interest areas are consumer behaviour, marketing and management. I have over 20 publications to my credit including book chapters in edited books published by Routledge, Palgrave Macmillan, Springer, Edward Elgar and Emerald, SCOPUS- listed research articles, and conference papers. I look forward to making a career in teaching and creating a difference in the tourism academia. My hobbies include reflective writing, reading books and watching movies & documentaries.

**Objective**

I am a lifelong learner who is looking forward to opportunities to explore the academic world.  I want to make valuable contributions to management and tourism related fields.

**Educational Qualification**

**Feb 2019 – present**

* Pursuing PhD, Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi.
* **Research topic- *“***Tourists’ motivation and their response at overcrowded destinations”
* Qualified **Junior Research Fellowship**- National Eligibility Teaching criteria organised by University Grant Commission of India for Assistant Professor in July 2018.

**July 2015 – 2017**

* **MBA (Travel and Tourism Management)**
* Indian Institute of Tourism and Travel Management (**IITTM**), Gwalior
* Specialisation in **International Tourism Business**
* Secured first rank (Gold Medallist) in all semesters with a CGPA of 8.2

**July 2012 – 2015**

* **Bachelors in Commerce** *(*CGPA 8.7*)*
* Mata Sundri College for Women Studies, Delhi University, Delhi
* Completed 3-year advanced Diploma in Tourism and Travel Management with specialisation in Airfare ticketing, CRS, and GDS.

**High School**

* **Vivekanand School, Higher and Secondary Education, Delhi**

*2010-2012: Senior Secondary in Commerce*

*2009-2010: Secondary*

**Work Experience**

**During PhD**

* ***Responsibilities*** 
  + Taught **five different subjects** at the Under-graduate level
  + Undertook training sessions in 2019 at the DTHM, Jamia Millia Islamia under the scheme of **Hunar Se Rozgar Tak initiative** by the Ministry of Tourism, Government of India.

***Lectures Delivered***

|  |  |  |  |
| --- | --- | --- | --- |
| **Subject Taught** | **Course** | **Sem.** | **Duration** |
| **Events Management** | Bachelors in Tourism & Travel Management | 7 | Aug 2021 - Nov 2021 |
| **Tourism Entrepreneurship** | Bachelors in Tourism & Travel Management | 4 | Mar 2020- May 2020  Mar 2021- May 2021 Feb 2022- present |
| **Tourism Entrepreneurship** | MBA (tourism and hospitality management)  IIM Sirmaur (co-teach) | 2 | Feb 2021 - Apr 2021 |
| **Tourist Behaviour** | Bachelors in Tourism & Travel Management | 5 | Sep 2020- Nov 2020 |
| **Basics of Tourism** | Certificate in Ticketing and Airfare Calculation | 1 | Sep - Nov 2019 |
| **Basics of Economics** | Bachelors in Tourism & Travel Management | 2 | Apr - May 2019 |

**Holiday Travel Triangle Pvt Ltd** *(2017- 2018)*

***Work Profile: Senior Travel Consultant***

* ***Responsibilities*** 
  + Worked as a senior travel consultant in Outbound destinations, mainly ***Mauritius and Hong Kong***
  + Co-ordinated with travel agents (b2b platform) and help in improving stakeholders’ capacity in understanding consumer requirements
  + Involved with **organisational strategic projects** related to travellers’ need identification, delivering services as per their requirements, and post-trip feedback evaluation

**Publications**

**Papers in Journals (Peer-reviewed) – 07 SCOPUS - 05**

1. Kainthola, S., Chowdhary, N., Kaurav, RPS., & **Tiwari, P** (2021). Motivations of Urban Millennials for Spiritual Travel in India. *Tourism Recreation*, Ahead of Print. Doi: <https://doi.org/10.1080/02508281.2021.2008210>. ***[SCOPUS listed; ABDC- A Category]***
2. Kaurav, RPS., Narula, S., Baber, R & **Tiwari, P** (2021). Theoretical Extension of the New Education Policy 2020 using Twitter Mining. *Journal of Content, Community and Communication*, 13(7), 16-26. Doi: <https://doi.org/10.31620/JCCC.06.21/03>. ***[SCOPUS listed]***
3. Kainthola, S., **Tiwari, P.,** & Chowdhary, N. (2021). [Overtourism to zero-tourism: Changing tourists' perception of Crowding Post-COVID-19](https://jsod-cieo.net/journal/index.php/jsod/article/view/276). *Journal of Spatial and Organisational Dynamics*, 9(2), 115-137. Retrieved from <https://jsod-cieo.net/journal/index.php/jsod/article/view/276>
4. **Tiwari, P.,** & Chowdhary, N (2021). Has COVID-19 brought a temporary halt to overtourism? *Turyzm/Tourism*, 31(1), 89-93. <https://doi.org/10.18778/0867-5856.31.1.20> ***[SCOPUS listed]***
5. Kainthola, S., **Tiwari, P.,** Chandra, S., & Chowdhary, N. (2021). The Mediating role of psychological capital between the impact of lockdown on Indian restaurant owners and their coping strategy: A Qualitative Analysis. *Journal of Hospitality*, *3*(2), 65-88. Retrieved from <http://htmjournals.com/jh/index.php/jh/article/view/36>
6. **Tiwari, P**., Seraphin, H., & Chowdhary, N. R. (2020). Impact of COVID-19 on Tourism Education: Analysis and Perspectives. *Journal of Teaching in Travel and Tourism, 21(4), 313-338. DOI:* <https://doi.org/10.1080/15313220.2020.1850392> ***[SCOPUS listed; ABDC “B” category]***
7. Kainthola, S., **Tiwari**, **P.**, & Chowdhary, N. R. (2020). Tourist Guides' Perspective of Demarketing of Taj Mahal. *International Journal of Tour Guiding and Research*. Vol. 2: Iss. 1, Article 4. Available at: <https://arrow.tudublin.ie/ijtgr/vol2/iss1/4>

**Book Chapters[[1]](#footnote-1) (International - 12; National - 02) SCOPUS- 02**

1. **Tiwari, P.** (Forthcoming 2022). “Marketing Analytics”, Buhalis, D. (Ed.) *Encyclopedia of Tourism Management and Marketing*. Edward Elgar
2. **Tiwari, P.** (Forthcoming 2022). “Aversion to Tourism”, Buhalis, D. (Ed.) *Encyclopedia of Tourism Management and Marketing*. Edward Elgar. <https://doi.org/10.4337/9781800377486>.
3. **Tiwari, P**., & Kaurav, RPS. (Forthcoming 2022). “Nvivo”, Buhalis, D. (Ed.) *Encyclopedia of Tourism Management and Marketing*. Edward Elgar.
4. [**Tiwari, P**.](https://www.emerald.com/insight/search?q=Pinaz%20Tiwari), [Kainthola, S.](https://www.emerald.com/insight/search?q=Snigdha%20Kainthola) & [Chowdhary, N.R.](https://www.emerald.com/insight/search?q=Nimit%20R.%20Chowdhary) (January 2022). “Overtourism and Technology: A Paradoxical Perspective”, [Hassan, A.](https://www.emerald.com/insight/search?q=Azizul%20Hassan) and [Sharma, A.](https://www.emerald.com/insight/search?q=Anukrati%20Sharma) (Ed.) *Overtourism, Technology Solutions, and Decimated Destinations*. Singapore: Springer Nature. Doi: <https://doi.org/10.1007/978-981-16-2474-2>
5. [Kainthola, S.](https://www.emerald.com/insight/search?q=Snigdha%20Kainthola), [**Tiwari, P.**](https://www.emerald.com/insight/search?q=Pinaz%20Tiwari) & [Chowdhary, N.R.](https://www.emerald.com/insight/search?q=Nimit%20R.%20Chowdhary) (2022). “Overtourism: Limits to Growth”, [Sharma, A.](https://www.emerald.com/insight/search?q=Anukrati%20Sharma) and Hassan, A. (Ed.) *Future of Tourism: An Asian Perspective*, Singapore: Springer Nature. Doi: <https://doi.org/10.1007/978-981-16-1669-3>
6. [Kainthola, S.](https://www.emerald.com/insight/search?q=Snigdha%20Kainthola), [**Tiwari, P.**](https://www.emerald.com/insight/search?q=Pinaz%20Tiwari) & [Chowdhary, N.](https://www.emerald.com/insight/search?q=Nimit%20R.%20Chowdhary) (2021). “Deconstructing Volunteer Tourism”, Holmes K., Lockstone-Binney, L., Smith, K and Shipway, R (Ed.) *The Routledge Handbook of Volunteering in Events, Sport and Tourism*. Routledge.
7. Mukherjee., M & **Tiwari., P** (2021). “Publication Misconduct”, Chowdhary N. and Hussain, S (Ed.) *Handbook of Research and Publication Ethics*, Bharti Publications, pp. 95-110.
8. **Tiwari., P** & Chandra S.(September 2021). “Research Metrics”, Chowdhary N. and Hussain, S (Ed.) *Handbook of Research and Publication Ethics*, Bharti Publications, pp. 211- 231.
9. Bhalla, R., **Tiwari, P.,** & Chowdhary, N. R. (2021). Digital Natives leading the world: the leadership styles of Generation Z. In S. Williams, N. Stylos, R. Rahimi & B. Okumus, *Generation Z Marketing and Management in Tourism and Hospitality*. Cham: Palgrave Macmillan. Doi: <https://doi.org/10.1007/978-3-030-70695-1_1>
10. **Tiwari, P**., Kainthola, S. & Chowdhary, N.R. (2021). "Overtourism Conflicts and Their Resolution", Sharma, A. and Hassan, A. (Ed.) *Overtourism as Destination Risk* (*Tourism Security-Safety and Post Conflict Destinations*), Emerald Publishing Limited, Bingley, pp. 151-165. <https://doi.org/10.1108/978-1-83909-706-520211011>
11. Kainthola, S., **Tiwari, P.**  & Chowdhary, N.R. (2021). "Myths and Realities of Overtourism", Sharma, A. and Hassan, A. (Ed.) *Overtourism as Destination Risk* (*Tourism Security-Safety and Post Conflict Destinations*), Emerald Publishing Limited, Bingley, pp. 19-31. <https://doi.org/10.1108/978-1-83909-706-520211002>
12. **Tiwari**, **P.**, Kainthola, S., & Chowdhary, N. R. (2020). Empowering tourism education as a destination management tool. In H. Seraphin, & A. Yallop, *Overtourism and tourism education*, pp. 63-80. London: Routledge.
13. Chowdhary, N., **Tiwari**, **P.**, & Kainthola, S. (2020). PRME: The way forward to deal with Overtourism and related perverse impacts. In H. Seraphin, T. Gladkikh, & T. V. Thanh, *Overtourism*, pp. 319-339. Cham: Palgrave Macmillan. [***SCOPUS listed***]
14. **Tiwari**, **P.**, Kainthola, S., & Chowdhary, N. R. (2020). Demarketing: A marketing framework for overtourism. In C. R. Almeida, A. Quintano, R. H. Moises Simancas, & Z. Breda, *Handbook of Research on the Impacts, Challenges, and Policy Responses to Overtourism,* pp. 94-114. London: IGI Global Edition.

**Books (Forthcoming- 03)**

1. Chowdhary, N., Billa, S., & **Tiwari, P.** (2022). *Indian Tourism: Diaspora Perspective*. Emerald Publications. ISBN: 9781802629385 [***Edited***]
2. **Tiwari, P**., Chowdhary, N., & Nair, S. (2022). *Travel Agency and Tour Operations (Part A)*.

Goyal Prakashan Brothers. [***Authored***]

1. **Tiwari, P**., Chowdhary, N., & Nair, S. (2022). *Travel Agency and Tour Operations (Part B)*.

Goyal Prakashan Brothers. [***Authored***]

**Conferences**

**International Conferences**

1. Kaurav, R., Baber R., Kainthola S., & **Tiwari, P** (2021).India as a preferred tourist destination: an international perspective*. TOURMAN 2021-International Scientific Conference" Restarting tourism, travel and hospitality: The day after",* International Hellenic University, Greece.
2. Kainthola, S., Kaurav, R & **Tiwari, P** (2021). Motivations of Young Tourists for Spiritual Travel in India. *Conference on Managing Tourism Across Continents (MTCON) 2021*, pp. 182, University of South Florida. Retrieved from <https://scholarcommons.usf.edu/m3publishing/vol16/iss9781955833011/1>,
3. **Tiwari, P**., (2021). Analysing the COVID-19 situation from employees' lens: A case of India's tourism sector. *International Hazar Scientific Researches Conference 2021*, (pp. 151-169). Khazar University, Baku (Azerbaijan).
4. **Tiwari**, **P.**, & Kainthola, S. (2020). A perspective study on the application of Visitor Management techniques in the post-COVID-19 phase. *EKIF International Expert Conference,* (pp. 254-264). Slovenia.
5. Kainthola, S., **Tiwari**, **P.**, & Chowdhary, N. R. (2020). Effect of Spirituality on tourists' well-being. *International Conference on Transformational tourism: Shaping Tourism Narratives of Well-being.* New Delhi: Jamia Millia Islamia.
6. **Tiwari**, **P.** (2019). Responsible Marketing of Destinations through Photographs. *International Conference on Responsible Tourism Practices.* Pondicherry.

**Seminars and Workshops attended**

* Attended a 10-days workshop on “**Responsible Tourism in the New Normal**” organised by the Department of Tourism and Hospitality Management, Jamia Millia Islamia, Delhi from 6th Dec – 10th Dec 2021.
* Attended a 7-days workshop on “**Case Writing”** organised by Shri Vaishnav Institute of Management, Indore from 2nd - 7th Nov 2020.
* Attended a one-week Faculty Development Programme on **Structural Equation Modelling using SmartPLS software** organised by Delhi School of Professional Studies and Research from 10th- 16th June 2020.
* Attended a 10-days **Research Methodology Workshop** for M.Phil/PhD/PDF Scholars in Social Sciences in Bits Pilani, Department of Management organised by ICSSR from 17th - 26th Feb 2020.
* Carpe Diem 2-days program on **Soft Skills & Entrepreneurship** at IITTM Gwalior organised by **IIM Calcutta** from 17th March - 18th March 2016.
* Presented an article titled “**How India is going to be one of the global hubs with respect to Wellness tourism industry***”* at Medical and Wellness Tourism Summit- 2015 on the theme Destination- Brand India. Organised by PHD Chamber of Commerce and Industry on 27th August 2015, Indian Habitat Centre, New Delhi.

**Honours and Awards**

* Secured the **award for best Case Study Presentation** in the INBUSH Era World Summit International Online Case Conference organised by Amity University on 18th Feb 2021. The case title was: *Diversi-flying: a strategy to sustain tourism business during the crisis.*
* Secured **3rd rank in National Article Competition on “COVID-19***, A Global Pandemic: Opportunities and Challenges* organised by Department of Rural Management, Babasaheb Bhimrao Ambedkar University (a central university), Lucknow (India) on 27th May 2020. The article title was “*The New Normal Workplace: How COVID-19 will transform workplaces*”,
* Appreciation for conducting training at Indian Air Force (Hospitality), Arjangarh, Delhi (2019)
* **Star Performer for Outstanding Performance** (Q3- 2017) in Holiday Travel Triangle.
* MBA (Travel and Tourism**) Topper of the batch** 2015-16 and 2016-17 in the Indian Institute of Tourism and Travel Management, Gwalior.
* **Topper of the Batch** in the 3-year Advance Diploma course in Travel and Tourism (2012-13; 2013-14; 2014-15)

**Invited as Guest Speaker**

* ***Central University of Kerala*** on the topic “*UGC-NET/JRF- Paper-II Tourism Administration and Management”* on 12th Oct 2021 (1.5 hr)
* ***Banaras Hindu University*** on the topic “*Research Output Sharing*” on 14th Aug 2021 (1 hr)
* ***Prestige Institute of Management (***Gwalior, MP) on the topic “*Entrepreneurship in Tourism*” on 8th Jun 2021 (1.5 hr)
* The ***Mind Co.*** on the topic “*Career Prospects in the Tourism and Hospitality Sector*” on 6th Jun 2021 (1 hr)
* ***Mata Sundri College (Delhi University)*** on the topic “*Career Prospects in Travel Sector*” on 15th Jan 2021 (1 hr)

# **Referees**

|  |  |
| --- | --- |
| **Prof (Dr) Nimit R Chowdhary**  *Former Head and Professor* *Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi.*  Email: [nchowdhary@jmi.ac.in](mailto:nchowdhary@jmi.ac.in) | **Dr Rahul P Singh Kaurav**  *Associate Professor*  *Fortune Institute of International Business, New Delhi.*  Email- [rsinghkaurav@yahoo.co.in](mailto:rsinghkaurav@yahoo.co.in) |

1. *The list* ***excludes*** *six book chapters as they are currently under-publication process and belong to renowned publishers (CABI, Emerald, Routledge and Edward Elgar).* [↑](#footnote-ref-1)