

## Thanika Devi Juwaheer CV

### **Address**

2<sup>nd</sup> Floor, Faculty of Law& Management  
New Academic Complex  
Tower Block  
University of Mauritius  
Reduit  
Mauritius  
Tel: (230) 403 7451  
Email: [roubina@uom.ac.mu](mailto:roubina@uom.ac.mu)

### **Recent Employment History**

<b>Sept 2005 - Current date</b>	Associate Professor in Marketing and Management – University of Mauritius
<b>April 1<sup>st</sup>, 2014 - March 31<sup>st</sup>, 2017</b>	Pro Vice-Chancellor (Planning and Resources), University of Mauritius
<b>Dec 20<sup>th</sup> - 24<sup>th</sup>, 2010</b>	Acting Vice-Chancellor, University of Mauritius
<b>March 2008 - March 2011</b>	Dean, Faculty of Law & Management, University of Mauritius

### **Education**

<b>Ph.D.</b>	<b>University of Mauritius, 2004</b> Major: Management /Marketing Minor: Services Marketing
<b>MBA</b>	University of Delhi, India (1988-1990) (Award: First Class) <b>Major:</b> Marketing
<b>B.Com (Hons)</b>	University of Delhi, India (1985-1988) (Award: First Class)

**Language**                      **English (both written and spoken)**  
French (both written and spoken)

### Honours

#### **AWARD FOR RECOGNITION TO HONOUR EXCELLENCE IN THE PUBLIC SECTOR BY CEO GLOBAL – SOUTH AFRICA- EDUCATION SECTOR (2017-2018)**

Africa's Most Influential Women in Business and Government: Building Nations-Indian Ocean Countries (IOC) - Country, Regional and Continental Winner.

### Publications (Selected)

**Juwaheer T D ,Pudaruth S, Vencataya L and Sannegadu R (2021)**, Post Covid 19 Cashless Societies - Merchants Acceptance of Plastic Cards Payments in Mauritius, *Academy of Marketing Studies Journal*, Volume 25, Issue 2 pp 1-23, Allied Business Academies, London , UK

**Juwaheer T D, Sannegadu R , Sahye K, Pudaruth S, L Vencataya (2020)**, Post Covid 19 Cashless societies: Merchants Acceptance of plastic cards payments in Mauritius - *Academy of Marketing Studies Journal (AMSJ)* Volume, (Print ISSN: 1095-6298; Online ISSN: 1528-2678, Allied Business Academies, London , UK

**Juwaheer T D, Sannegadu R , Sahye K, Pudaruth S (2020)**, Impact of Type Fonts on Branded Product Purchase in Sustainable Emerging Economies of the African Region – Evidence from Mauritius on a Gendered Based Study, *Academy of Marketing Studies Journal (AMSJ)* Volume 24 (4) pp 1-20 , (Print ISSN: 1095-6298; Online ISSN: 1528-2678, Allied Business Academies, London , UK

**Juwaheer T D, Vencataya L, Pudaruth S, Dirpal G and Sumodhee N Z, (2019)**, Assessing The Impact of Service Quality Dimensions on Customer Satisfaction In Commercial Banks of Mauritius, *Studies in Business and Economics* Vol. 14 No. 1, pages 259-270.

**Juwaheer T D & Sahye K (2019)**, The use of colours in Marketing in Shopping Malls of Mauritius, *Journal of Marketing Development and Competitiveness*, Volume 13 ( 3), ISSN 2155-2843, North American Business Press.

**Juwaheer T D & Tin Wan Yuen K (2019)**, Rethinking the destination branding of Mauritius-perspectives from the local community, *Journal of Hospitality*, 2019, 1 (2), 63-68, ISSN 2643-0924 (online).

**Juwaheer TD, Planel-Ratna C, Pudaruth S (2018)**, Assessing the impact of technology adoption on human touch aspects in healthcare settings in Mauritius, *Studies in Business and Economics Journal*, <http://www.degruyter.com/view/j/sbe>.

**Juwaheer Thanika D, Pudaruth S and Umme Yusra Koodruth, (2017)**, Understanding the Ecological Adoption of Solar Water Heaters among Customers of Island Economies, *Studies in Business and Economics*.

**Juwaheer, Thanika Devi, Sharmila Pudaruth, Indeeren Vencatachellum and Robin Nunkoo (2017)**, Non Standard Work Practices and Its Impact on Children Development, Family Functioning and Health and Safety Concerns in a 24/7 Economy, *Studies in Business and Economics*.

**Juwaheer Thanika Devi, Sharmila Pudaruth, Yogini Devi Seewoo, (2015)** "Gender-based differences in understanding the purchasing patterns of eco-friendly cosmetics and beauty care products in Mauritius: a study of female customers", *Social Responsibility Journal*, Vol. 11 Issue: 1, pp.179 – 198.

**Juwaheer Thanika Devi , Sharmila Pudaruth , Kharisma Puttoo, (2014)** A quick glance at consumer's adoption of impulsive buying behavior in emerging retail settings of Mauritius *International Journal of Business and Management Studies*,. ISSN: 2158-1479 :: 03(02):323–339 (2014) Copyright c 2014 by University Publication

**Juwaheer T D, Pudaruth S, Ramdin P, (2013)** "Enhancing Customer Shopping Experience in Malls of Emerging Countries – The 'Mauritius' Experience", *World Journal of Entrepreneurship, Management and Sustainable Development*.

**Juwaheer, T.D, Vencatachellum, I, Pudaruth, S, Ramasawmy D and Ponnusami, Y., (2013)** Factors influencing the selection of mobile phones among young customers in Mauritius, *International Journal of Advanced Research* , Vol. 1,No.4, 2013, pp 326-339, ISBN 2320-5407.

### **Recent Conference participation ( Selected)**

**June 2019:** Use of colours in Marketing of shopping malls in Mauritius - a gendered perspective, *9th Business and Management Conference*, International Institute of Social and Economic Sciences, Faculty of Economics, University of Economics from 17-20 June 2019. Prague 2019, Czech Republic

**April 25, 2019:** Planet Ratna MHC & Juwaheer TD (2019), *Fear in Mauritian's healthcare settings - myth or reality*, Impactful Research, University of Mauritius Research Week 2019, 11<sup>th</sup> Edition.

**Juwaheer T D, Sannegadu R, Gunesh R, Seethiah D, Seethiah K and Dookhony-Ramphul K, ( 2019)** *Impact of Artificial Intelligence (AI) AND Robotics in the Workplace from a SIDS perspective- a case study of perceptions of hotel employees in Mauritius*, Poster presentation, Impactful Research, University of Mauritius Research Week 2019, 11<sup>th</sup> Edition.

**Juwaheer T D, Sanneguadu R, Nundun Y, Seethiah K, Dookhony-Ramphul K, Pudaruth S and Lamport M, ( 2020)** Virtual UoM Research Week 2020, *Exploring the Prospects of Mobile Marketing in Small Island Developing States*, University of Mauritius Research Week 2019, 12<sup>th</sup> Edition.