

# Dr. Ansuman Jena

Asst.Professor

Regional College of Management

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## Education

- 2010 – 2013, Doctor of Philosophy (Ph.D.) in Management from KIIT School of Management, KIIT University, Bhubaneswar, Odisha, India.  
Thesis title: “Customer Preference in the Virtual Retail Environment – An Empirical Study about Online Shopping in India”.
- 2006 – 2008, Master of Business Administration (MBA) from Bhubaneswar Institute of Management and Information Technology under Biju Pattnaik University of Technology, Rourkela, Odisha, India with CGPA 7.21.
- 2003 – 2006, Bachelor of Science (B.Sc.) from N. C. Autonomous College, Jajpur under Utkal University, Bhubaneswar, Odisha, India with 1<sup>st</sup> class honours.
- 2000 – 2003, Intermediate of Science (+2) from N. C. Junior College, Jajpur under Council of Higher Secondary Education (CHSE), Odisha, India.
- 1999 – 2000, Matriculation (10<sup>th</sup>) from Government High School, Uditnagar, Rourkela under Board of Secondary Education (BSE), Odisha with 1<sup>st</sup> class.

## Career Highlights

- Total Experience: **8 years and 8 months.**  
(5 years and 11 months in research and teaching – 2 years and 9 months in industry)
- Books(in press): **2.**
- Book Chapter Publication: **1.**
- Research Papers Published: **11**(International-7, National-4).
- Publications in Conference Proceedings: **12**(International-2, National-10).
- Magazine and Newspaper Publications: **3.**
- Conference Participations and Paper Presentations: **17**(International-5, National-12).
- FDP and Workshop Participations: **11.**
- PhD Scholar guiding at present: **2.**
- Projects Completed: **2 (ICSSR, New Delhi ongoing major research project - 1).**
- Joint Secretary, ORSI, Bhubaneswar Chapter and Life Member – Operational Research Society of India (ORSI).
- Reviewer (Blind, Peer Reviewed, Refereed Research Journals): **7.**  
(International Journals-5, National Journals-2)
- Mentor / Member, Editorial Board / Expert Advisory Board: **7.**

## Career Objective

Learn to Earn, Earn to Live and Live to Serve.

## Areas of Working, Teaching and Research Interest

Marketing Management, Strategic Management, Digital and Social Media Marketing, E-Commerce, Customer Relationship Management, Industrial Marketing, Strategic Marketing Communication, Consumer Research, Operations Research, Research Methodology, Total Quality Management, Quantitative Techniques, Technology Management, Product and Brand Management and Marketing Information System.

## Work Experience

1. **Assistant Professor – Marketing**, HDF School of Management, Cuttack, Odisha, India continuing from 26.12.2013 to till date.

### **Key Responsibilities:**

- PGDM Course Coordinator
- Hostel Superintendent.
- Faculty in Charge – Marketing Area.
- Faculty in Charge – Category Killers (Marketing Club)
- Faculty in Charge – Management Traineeship Segment (MTS).
- Faculty in Charge – Seminars / Conferences / Workshops / FDP / MDP.
- Faculty in Charge – Research and Innovation.
- Teaching, evaluation and tutorials for PGDM and PGCM students.
- Curriculum development, up gradation, recommend books for library and development of study materials.
- Question paper setting and evaluation.
- Academic counseling of students, mentoring and guiding students for project works.
- Individual and team research works.
- Actively involved in admission, placement, cultural, research, innovation and other related activities.

### **Courses Offering:**

- For Post Graduate Diploma in Management (PGDM): Marketing Management, Quantitative Techniques, Business Research Methods, Strategic Management and Operations Research.  
Specialization papers: Customer Relationship Management, Business to Business Marketing, Product and Brand Management, Services Marketing, Sales and Distribution Management and Advertising Management,
- For Post Graduate Certificate in Management (PGCM): Marketing Management and Micro Insurance and Disaster Risk Management.

- 2. Visiting Faculty**, Centurion University of Technology and Management (CUTM), Jatani, Khurda, Odisha, India from 03.10.2015 to 31.12.2015.

**Course Offered:**

- For Master of Business Administration (MBA): Services Marketing and Customer Relationship Management.
- 3. Guest Faculty**, Kushagra Institute of Information and Management Science (KIIMS), Cuttack, Odisha, India from 16.09.2013 to 31.01.2014.

**Courses Offered:**

- For Master of Business Administration (MBA): Product and Brand Management and Rural Marketing.
  - For Master of Finance and Control (MFC): Economic Analysis for Decision Making and Industrial Economics.
- 4. Assistant Professor**, Department of Business Administration, Dhenkanal Autonomous College, Dhenkanal, Odisha, India from 10.09.2009 to 31.12.2012.

**Key Responsibilities:**

- Teaching, evaluation, tutorials for independent as well as multi-section courses at Master Degree level.
- Member of the Board of Studies for curriculum development and modernization; recommend text books for library and development of study materials.
- Academic counseling of students, mentoring and guiding students for project works.
- Individual and team research works.
- Actively involved in admission related activities and campus placement.
- Organizing seminars and conferences by communicating resource persons, planning, coordinating and monitoring the execution as desired.

**Courses Offered:**

- For Master of Business Administration (MBA): Marketing Management – I, Marketing Management – II, Strategic Management, Business Research Methods, Quantitative Techniques, Operations Research, E-commerce, Customer Relationship Management, Business to Business Marketing, Business Ethics and Corporate Governance, Banking and Insurance Management, Information Technology in Business and Business Regulatory Framework.
  - For Personnel Management and Industrial Relationship (PMIR): Social Research and Statistics.
- 5. Center Manager**, Reliance Money, Bhubaneswar, Odisha, from 02.09.2008 to 17.03.2009.

### **Position Accountability:**

- Achieving sales target per month with a team consisting of twenty people.
- Planning, organizing, directing and controlling the entire team to achieve the target.
- Recruit, train and develop a group of agents / advisors.
- Communicating the management decision & policies to the team.
- Maintaining the team cohesion, discipline and team spirit.
- Helping the team members to achieve the sales target and provide them productive inputs.
- Minimizing the conflicts, indiscipline by taking timely actions.
- Conducting the team meeting on a regular basis and monitor the group activity.
- Follow up the clients and maintaining database.
- Obtaining the daily sales report (DSR) from the team members and maintaining the MIS.

**6. Advertising Executive,** The Samaya, Bhubaneswar, Odisha, from 01.07.2006 to 31.08.2008.

### **Position Accountability:**

- Achieving sales target by coordinating and managing client accounts.
- Managed ad campaigns and promotional events that require knowledge and expertise in marketing, promotions, creative design, and public relations.

### **Book Chapter Publications**

1. **Jena, A.,** and Behera, M. K. (2014). Sustainability through Green and E-HRM Practices: A Conceptual Model. In S. K. Baral (Ed.), *Development Strategies and Innovation Dynamics for Sustainability* (pp. 124-142). AITBS Publishers, India.

### **Book in Press**

1. A book titled “Digital Marketing” is at the final stage of editing with SSDN Publications, New Delhi. It is expected to get published with in 31.08.2016.
2. A book about interview techniques is at the final stage of editing with Partridge India - A PENGUIN RANDOM HOUSE COMPANY.

### **Publications in Refereed Research Journals**

1. **Jena, A.** and Barik, B. (2015). Sunrise brand ‘Santro’ is on the verge of sunset. *Centurion Journal of Multidisciplinary Research*, ISSN: 2395-6216, 1(1), 90-97.
2. **Jena, A.** and Barik, B. (2015). Inclusive Marketing: A Perspective to link Rural India with Corporate India. *DRIEMS Business Review*, ISSN: 2320-6241, 2(1), 24-35.
3. Mohapatra, J.P., Sundaresan, B. and **Jena, A.** (2014). Development of Public Service Broadcasting in India: Roles, Challenges and Possibilities. *International Journal of Social Science Tomorrow*, ISSN: 2277-6168, 3(1), 1-8.

4. Pradhan, P. K., Sahoo S. and **Jena, A.** (2012). Empowerment of Youth through Micro, Small and Medium Enterprises: An empirical study. *The Management Gospel*, ISSN: 2277-1514 (print), 1(2), 15-20.
5. **Jena, A.**, Pradhan, P. K. and Chakraborty, D.(2012). Student's Perception about Case Study Method of Teaching: A comparative study among MBA students of KIIT University and Jadavpur University.*International Journal of Business and Management Tomorrow*, ISSN: 2277-176X (print), 2(5), 1-35.
6. **Jena, A.**, Das, B. and Pradhan, P. K. (2012). A Critical Analysis of the Role, Importance and Implications of Case Study Method of Teaching for MBA Students at School of Management, KIIT University. *Parikalpana, KIIT Journal of Management*,ISSN: 0974-2808, 7, 42-59.
7. Mohapatra. M., **Jena, A.**, Patra. H. K. and Das. B. (2012). An Empirical Investigation on the Effectiveness of the Pollution Controlling and Environmental Regulatory Bodies Using the Service – Quality Model for the Eastern Indian State Odisha. *International Journal of Contemporary Management and Research Application*, ISSN: 2249-3514 (print), 1(3), 257-274.
8. Mohapatra. M., **Jena, A.** and Patra. H. K. (2012). An Empirical Research on Sustainable Pollution Control and Environment Management of Bhubaneswar. *International Journal of Business and Management Tomorrow*, ISSN: 2277-176X (print), 2 (1), 1-12.
9. Mohapatra. M., **Jena, A.** and Patra. H. K. (2012). An Empirical Research on Sustainable Pollution Control and Environment Management of Bhubaneswar. *International Journal of Business and Management Tomorrow*, ISSN: 2249-9962 (online),2(1), <http://www.ijbmt.com/issue/152.pdf>, 1-12.
10. **Jena, A.**and Pradhan. P. K. (2011). Financial Inclusion: Way to Reality. *International Journal of Contemporary Management and Research Application*, ISSN: 2249-3514,1 (2), 89-97.
11. **Jena, A.**, Das. B. and Pradhan. P. K. (2011). Managing Human Resources: A Major Challenge for Indian Firms Ten Years DownThe Line. *International Journal of Contemporary Management and Research Application*, ISSN: 2249-3514,1(1), 20-24.

### Publications in Conference Proceedings

1. **Jena, A.**, Das, B, and Sahoo, A., (2015). An Empirical Analysis of Women's Online Purchase Behaviour. 16<sup>th</sup> National Seminar on “Retail Marketing at Crossroads: Emerging challenges due to Liberalization and Globalization” (P. 53-70). Srusti Academy of Management, Bhubaneswar, Odisha.
2. Swain, A.K., and **Jena, A.**, (2014). Climate Change and its Worst Effect on Sea Erosion of Coastal Odisha – An Analytical Approach of Remote Sensing and GIS Techniques. (P. 84-89). Odisha Environment Congress – 2014 on the theme “Climate Change and Environment – Issues and Challenges for Odisha”.
3. Swain, A.K., and **Jena, A.**, (2014). Information Based Geospatial Visualization of the International Tourist Spot – Chilka Lake. National Seminar on “Science and Technology for Human Development” on the occasion of the 17<sup>th</sup> Odisha Bigyan Congress. (P. 108).

4. **Jena, A.**, and Das, B., (2013). Innovative Approach to the Value Based Corporate Social Responsibility: A Dimension to Combat Pseudo-CSR Initiatives. *6<sup>th</sup>National Management Convention* (P. 79). School of Management, KIIT University, Bhubaneswar.
5. **Jena, A.**, and Pradhan, P.K., (2012). Role of Youth in Socio-Economic Development through Micro, Small and Medium Enterprises (MSMEs): An Empirical Study. *5<sup>th</sup>National Management Convention* (P. 30). School of Management, KIIT University, Bhubaneswar.
6. Mohapatra, M., Das, B., &**Jena, A.** (2012). A Critical Perspective to Approach Sustainable Pollution Control and Management of Environment of Bhubaneswar: An Empirical Research. *99<sup>th</sup> Indian Science Congress* (p. 87). Indian Science Congress and KIIT University, Bhubaneswar.
7. **Jena, A.** Das, B., Swain R.N., Kandel B.K. and Mohapatra M. (2011). *Strategic Disaster Management in India: A Cross Sectional Analysis*. In the proceedings of the *National Conference on Interdisciplinary Sciences – Key to Navel Innovations*, on the Occasion of 14<sup>th</sup> Orissa Bigyan Congress organized by *Indian Science Congress Association, Bhubaneswar Chapter* in collaboration with *Orissa Environmental Society* and *Orissa University of Agriculture and Technology (host institute), Bhubaneswar*, from November 12 - 14, (pp. 162).
8. **Jena, A.** and Das, B. (2011). *Can TARAhaat Connect Rural India?* In the Conference Proceedings (in CD format) of the 2<sup>nd</sup> International Case Conference, Goa organized by Institute of Management Technology (IMT), Nagpur and Case Research Society of India (CRSI), on November 03, 2011.
9. **Jena, A.**, Das B. and Satpathy I. (2011). *Emergence of E-commerce: A positivistic change agent of Indian economy*. In the 'Book of Abstracts' of the *National Management Convention* organized by *School of Management, KIIT University, Bhubaneswar* from March 03 - 05, 2011 (pp. 10), *Excel India Publishers, New Delhi*.
10. Das, B., Satpathy I., **Jena A.**, Das D. and Mohapatra M. (2011). *Organic Food: Emerging Green Business Strategy in the Organized Market*. In the proceedings of the *International Conference on Green Business Strategy*, organized by *JK Business School, Gurgaon, India* from January 06 - 07, 2011 (pp. 47).
11. Das, B., **Jena A.** and Mohapatra M. (2010). *Organic Farming: Prospects, Opportunities and Challenges in Indian context*. In the proceedings of the *National Conference on New Frontiers in Life Sciences*, on the Occasion of 13<sup>th</sup> Orissa Bigyan Congress organized by *Indian Science Congress Association, Bhubaneswar chapter* and *Indian Society of Life Sciences* in collaboration with *Orissa Environmental Society* and *Regional Museum of Natural History, Bhubaneswar*, from December 09 - 11, 2010 (pp. 107).
12. Das, B., Satpathy I., **Jena A.**, Das D. and Mohapatra M. (2010). *Redefining marketing through continuous innovation: A radical approach*. In the proceedings of the *National Seminar on Global leadership through continuous innovation* organized by *IIPM – School of Management, Kansbahal, Rourkela*, on 23<sup>th</sup> October, 2010 (pp. 1-14).

## **Ph.D. Scholars Guiding at Present**

1. Mr. Bhagabat Barik; Regd. No.-110505MGP009/2011-2012, Centurion University of Technology and Management (CUTM), Odisha.  
Title: “Micro Insurance Purchase Preference in Rural Area - A Study among BPL families in Balasore District of Odisha”.
2. Mr. Rakesh Kumar Patra; Regd. No.-1130104, Centurion University of Technology and Management (CUTM), Odisha.  
Title: “Factors affecting the purchase of Private Labels in the consumer durable segment in selected organized retail chains in Bhubaneswar”.

## **Invited Lectures and Keynote Addresses Delivered as Resource Person**

1. Delivered the Keynote Address as a Resource person at the Govt. College Koraput on the occasion of UGC sponsored Interdisciplinary Seminar on “Human Rights Agenda for Working People – Living Wages and Youth Employment, 30<sup>th</sup> January, 2015.

## **Faculty Development Programme (FDP) and Workshop Participations**

1. Participated in the Faculty Development Programme on “Innovative Management Teaching: Methodology and Case Writing” held on 11<sup>th</sup> and 12<sup>th</sup> March, 2016 at Asian School of Business Management (ASBM), Bhubaneswar.
2. Participated in the Certificate Programme on “Research Methodology – 2015” held on 29<sup>th</sup> and 30<sup>th</sup> June, 2015 at Asian School of Business Management (ASBM), Bhubaneswar.
3. Participated in the Faculty Development Programme on “Quality Delivery in Classroom Teaching” organized by Srusti Academy of Management, Bhubaneswar, Odisha on 01.04.2015.
4. Participated in the Faculty Development Programme on “Effective Learning and Teaching” organized by Srusti Academy of Management, Bhubaneswar, Odisha on 23.02.2014.
5. Participated in the 1<sup>st</sup> ‘Summer School’ organized by Indian Institute of Management, Ahmedabad (IIM-A) from 04.06.2012 to 09.06.2012 on “Quantitative Research Methodology” with special focus on Multivariate and Panel Data Analysis.
6. Successfully completed the Workshop on “Research Methodology” of 2 credit points organized by School of Management, KIIT University, Bhubaneswar from April 19 – 22, 2012.
7. Successfully completed the AICTE, Government of India sponsored Faculty Development Programme on “Marketing” organized by Institute of Management and Information Science (IMIS), Bhubaneswar from May 24 – 28, 2011.
8. Attended a National Workshop on “Research Methodology” organized by KIIT School of Management, Bhubaneswar from April 02 – 03, 2011.
9. Attended a National Workshop on “Multivariate Statistical Analysis” organized by Indian Institute of Technology (IIT), Bhubaneswar on March 26, 2011.



10. Participated in a Workshop on “India Innovation Growth Programme - 2011” organized by Federation of Indian Chambers of Commerce and Industry (FICCI) on January 14, 2011.
11. Participated in a Workshop on “Contemporary Management Education: Trends and Prospects” organized by the Department of Business Administration, Dhenkanal (Autonomous) College, Dhenkanal on December 17, 2010.

### **Conferences Participations and Research Paper Presentations**

1. Participated and Presented a research paper on “Customer Engagement on Facebook through Branded Content” at the 5<sup>th</sup> International Management Convention on “Global Business: Creating, Performing and Sustaining” held on 15<sup>th</sup> and 16<sup>th</sup> January, 2016 organized by Asian School of Business Management, Bhubaneswar, Odisha.
2. Participated and Presented a research paper on “An Empirical Analysis of Women’s Online Purchase Behaviour” at the 16<sup>th</sup> National Seminar on “Retail Marketing at Crossroads: Emerging challenges due to Liberalization and Globalization” held on 31<sup>st</sup> January, 2015 organized by Srusti Academy of Management, Bhubaneswar, Odisha.
3. Participated and presented a research paper on “Climate Change and its Worst Effect on Sea Erosion of Coastal Odisha – An Analytical Approach of Remote Sensing and GIS Techniques” at the Odisha Environment Congress – 2014 on the theme “Climate Change and Environment – Issues and Challenges for Odisha” organized by Regional Museum of Natural History, Bhubaneswar; Center for Environment and Development; Human Development Foundation-cDAR and Regional Center for Development Cooperation between 22<sup>nd</sup> to 24<sup>th</sup> December, 2014.
4. Participated and presented a research paper on “Information Based Geospatial Visualization of the International Tourist Spot – Chilka Lake” in the National Seminar on “Science and Technology for Human Development” on the occasion of the 17<sup>th</sup> Odisha Bigyan Congress under the auspices of the Siksha ‘O’ Anusandhan University, Bhubaneswar and Indian Science Congress Association: Bhubaneswar Chapter in collaboration with the Odisha Environment Society on 05<sup>th</sup> December, 2014.
5. Participated and presented a research paper on “Innovative Approach to the Value Based Corporate Social Responsibility: A Dimension to Combat Pseudo-CSR Initiatives” at the 6<sup>th</sup> National Management Convention held at the School of Management, KIIT University, Bhubaneswar on February 22 and 23, 2013.
6. Participated in the State Level Seminar on “Skills and Employability: Challenges in 21<sup>st</sup> Century” held at the Department of Business Administration, Samanta Chandra Sekhar (Autonomous) College, Puri on January 11, 2013.
7. Participated and Presented a paper on “Role of Youth in Socio-Economic Development through Micro, Small and Medium Enterprises (MSMEs): An Empirical Study” at the 5<sup>th</sup> National Management Convention held at School of Management, KIIT University, Bhubaneswar on February 17 and 18, 2012.
8. Participated and Presented a paper on “A Critical Perspective to Approach Sustainable Pollution Control and Management of Environment of Bhubaneswar: An Empirical



Research” at the 99<sup>th</sup> Indian Science Congress held at KIIT, Bhubaneswar on January 7, 2012.

9. Participated and presented a paper on “Strategic Disaster Management in India: A Cross Sectional Analysis” at the National Conference on Interdisciplinary Sciences – Key to Novel Innovations, on the Occasion of 14<sup>th</sup> Orissa Bigyan Congress organized by Indian Science Congress Association, Bhubaneswar Chapter in collaboration with Orissa Environmental Society and Orissa University of Agriculture and Technology, Bhubaneswar (host institute) from November 12 - 14, 2011.
10. Participated and presented a Case on “Can TARAhaat Connect Rural India?” at the 2<sup>nd</sup> International Case Conference, Goa organized by Institute of Management Technology, Nagpur and Case Research Society of India from November 03 - 05, 2011.
11. Participated and presented a paper on “Emergence of E-commerce: A positivistic change agent of Indian economy” at the National Management Convention, organized by School of Management, KIIT University, Bhubaneswar from March 03 - 05, 2011.  
The paper was recognized as the most outstanding paper and awarded as the “Best Paper”.
12. Participated in the International Conference on Uncertainty Management in Green Field Projects (ICUM) organized by Interscience Institute of Management & Technology (IIMT), Bhubaneswar from January 22 - 23, 2011.
13. Participated and presented a paper on “Organic Food: Emerging Green Business Strategy in the Organized Market” at the International Conference on Green Business Strategy, organized by JK Business School, Gurgaon, India from January 06 - 07, 2011.
14. Participated and presented a paper on “Organic Farming: Prospects, Opportunities and Challenges in Indian context” at the National Conference on New Frontiers in Life Sciences, on the Occasion of 13<sup>th</sup> Orissa Bigyan Congress organized by Indian Science Congress Association, Bhubaneswar chapter and Indian Society of Life Sciences in collaboration with Orissa Environmental Society and Regional Museum of Natural History, Bhubaneswar from December 09 - 11, 2010.
15. Participated and presented a paper on “Redefining marketing through continuous innovation: A radical approach” at the National Seminar on Global leadership through continuous innovation, organized by IIPM – School of Management, Kansbahal, Rourkela from 23<sup>th</sup> October, 2010.
16. Participated in the International Conference on Economics and Business (ICEB) organized by KIIT University, Bhubaneswar in collaboration with National Taipei University, Taipei, Taiwan, Czech University of Life Sciences, Prague, Czech Republic and Ataturk University, Erzurum, Turkey from September 30 – October 01, 2010.
17. Participated and presented a paper on “Business Ethics and Corporate Governance” at the 30<sup>th</sup> Annual Conference of Orissa Commerce Association, organized by PG Department of Commerce, Ravenshaw University, Cuttack from November 28 - 29, 2009.

### **Magazine and Newspaper Publications**

1. Jena A. 2011. “Smokers are not Better Lovers: Cigarette could slow you down in bed”, Instant Health Care, October, 2 (1), 28.

2. Jena A. and Pradhan P. K. 2011. "Practicing Healthy Habit for Longer Life", Instant Health Care, September, 1 (11), 25.
3. Jena A. and Das B. 2011. "Organic Food: Concept, Significance and Need for the modern world", Instant Health Care, August, 1 (10), 17-20.

### Working Papers

1. Completed a research paper titled "An Exploratory Study on the Growth of Private Label Brands in India".
2. Completed a Case titled "*Dr. Achyuta Samanta and His Transformational Leadership in the Making of KIIT University: The Success Story of a Man Who Leads With Smile*".
3. Working (at the data collection stage) on a Research Paper titled "*Consumer Behaviour towards Mobile Handsets: An Empirical Study in Orissa*".
4. Developing a Research Paper titled "*Next Generation Management Education: Through Virtual Global Networking*".

### Ongoing Major Research Project

**Sponsor:** Indian Council of Social Science and Research(ICSSR), Ministry of HRD, Govt. of India, New Delhi

**Duration:** 11.11.2014

**Budget:** 10 lacs

**Title:** *Process Documentation of Best Practices for Innovations in Sarva Siksha Abhiyan (SSA)*

**Description:** The aim of the process documentation is to identify and understand the best practices leading to innovation from implementation experience and diagnose deficiencies for taking corrective measures in SSA.

### Project Works Completed

1. **Sponsor:** ICICI Bank, Bhubaneswar, Orissa  
**Duration:** 07.06.2007 – 31.07.2007  
**Title:** *Perception of ICICI bank Credit Cards for Urban Youth*  
**Description:** This study was designed to find out the level of awareness and the perception about ICICI Bank Credit Cards.
2. **Sponsor:** Dr. Reddy's Foundation, Hyderabad  
**Duration:** 20.07.2007 – 11.08.2007  
**Title:** *Economy analysis of Khurda, Cuttack, Puri and Dhenkanal districts of Orissa*  
**Description:** The study was aimed to find out the feasibility of setting up 'Livelihood Advancement Business School' (LABS) in these districts and the potential livelihood opportunities for LABS of Dr. Reddy's Foundation, Hyderabad.

### Personal Information

Father's Name: Pramod Kumar Jena

Mother's Name: Swapna Manjari Jena  
Spouse's Name: Rojalin Swain  
Date of Birth: 18.06.1985  
Gender: Male  
Marital Status: Married  
Nationality: Indian  
Languages known: English, Hindi and Oriya  
Hobbies: Writing something own, Designing, Driving, Reading, Surfing internet, Gaming, Playing Tabla.  
Present Address: First Floor, HIG-24, Sailashree Vihar, Bhubaneswar-751021, Odisha, India.

### Professional Associations

- **Life Member – Operational Research Society of India** from 06.02.2015.  
Membership Number: 1118/A/15/ML.  
**Joint Secretary** – Operational Research Society of India, Bhubaneswar chapter since 09.02.2016.
- 2016 – Present, **Assistant Editor, European Journal of Economic and Business.**
- 2016 – Present, **Assistant Editor, Frontiers of Marketing Research.**
- 2016 – Present, **Assistant Editor, Frontiers of Accounting and Finance.**
- 2015 – Present, **Reviewer**
  - **Amity Global Business Review**, ISSN: 0975-511X. A double blind peer reviewed annual research journal of Amity International Business School.
- 2015 – Present, **Mentor**
  - **Institute for Research and Development India.** An independent, private non-profit scientific association engaged in multidisciplinary research and implementation. <http://ird-india.com/our-mentors/>
- 2015 – Present, **Honorary Member**  
Membership No. – 509520150000016.
  - **3E Innovative Foundation**, A-364A, Palam Vihar Gurgaon – 122 017, India.
- 2012 – Present, **Reviewer and Member of the Expert Advisory Board**
  - **The Management Gospel**, ISSN: 2277-1514 (print). A double blind peer reviewed quarterly research journal.
- 2012 – Present, **Founder Member**
  - Society for Promoting International Research and Innovation (SPIRI)
- 2012 – 2015, **Reviewer and Chief – Content Manager**
  - **International Journal of Social Science Tomorrow (IJSST)**, ISSN: 2277-6168. A monthly peer reviewed and refereed e-journal.
- 2012 – 2015, **Reviewer and Chief – Content Manager**
  - **International Journal of Business and Management Cases (IJBMC)**. A monthly peer reviewed and refereed e-journal.
- 2011 – 2015, **Reviewer and Chief – Content Manager**

- **International Journal Business and Management Tomorrow (IJBMT)**, ISSN: 2277-176X (print) and ISSN: 2249-9962 (online). A monthly peer reviewed and refereed journal.
- 2010 – Present, **Reviewer and Member of the Expert Advisory Board**
  - **International Journal of Contemporary Management and Research Application (IJCMRA)**ISSN: 2249-3514 (print). A double blind peer reviewed quarterly research journal.
- 2010 – Present, **Member, Advisory Board and Editorial Co-ordination Board**
  - **Instant Health Care**. A monthly bilingual magazine. RNI No. – ORIBIL/2010/35864.
- 2009 - 2012, **Member, Board of Studies**
  - Department of Business Administration, Dhenkanal Autonomous College, Dhenkanal.

### Awards, Achievements and Recognitions

- Awarded as “Best Teacher” at HDF School of Management, Cuttack, Odisha in 2015.
- “Emergence of E-commerce: A positivistic change agent of Indian economy” recognized as the *Most Outstanding Paper* and awarded as the “Best Paper” at the National Management Convention, organized by School of Management, KIIT University, Bhubaneswar during March 03 - 05, 2011.
- Awarded as “*Gladiator – Center Manager*” of Reliance Money, Orissa in the year 2009.
- Winner of Systematic Investment Plan (SIP) Contest by Reliance Mutual Fund, Birla Sun Life & Franklin Templeton in the month of November, December (2008) & March (2009) respectively.
- Represented as a member of “*Hand Ball Team*” of Utkal University in Inter University Athletic Meet at Rohtak, Haryana in the year 2005.
- Elected as the “*Dramatic Secretary*” of N.C. (Autonomous) College, Jajpur for the academic session 2005 – 2006.
- Participated in more than ten B – School Meets including all the reputed management colleges and won several prizes in the events like *New Product Launch, Ad Mad Show, Case Study Analysis, Brand Findings, Role Play, Comedy Show, and Dance Competition* during 2006 – 2008 while pursuing MBA.
- Won several prizes and awards in District level, State level and National Level *Debate, Quiz, Essay writing, Short story and Poetry writing* competitions and also in *Sports and Athletic Meets*.
- Participated and won many prizes in District level, State level and National Level *Yoga* competitions.

### References

1. **Dr. Abhishek Kumar**, Associate Professor, KIIT School of Management, KIIT University, Bhubaneswar, Odisha. Email: [abhishekr5@ksom.ac.in](mailto:abhishekr5@ksom.ac.in). Mobile No. +91 7894006305.

2. **Dr. Biswajit Das**, Professor, KIIT School of Management, KIIT University, Bhubaneswar, Odisha. Email: [biswajit@ksom.ac.in](mailto:biswajit@ksom.ac.in). Mobile No.+91 9438064555.

*Updated on:*27.06.2016

**Dr. Ansuman Jena**