

Profile

- Work Experience** : 4+ years
- Teaching Interest** : Product and Brand Management, Services Marketing
- Research Interest** : Service Quality, GAP Analysis, Banking
- Administrative Experience** : Looking after students' exam related matter in PGP

Seminar/ Workshop/ Conference/ FDP/MDP attended:

- Staff development programme on “Emerging Issues in 21st Century Managerial Revolution” BIITM, Bhubaneswar, 29th July to 11th August 2010
- Seminar on “Entrepreneurship Awareness camp” KIIT , Bhubaneswar, 16th-18th September 2010
- Entrepreneurship Development Programme by entrepreneurship development institute of India XIM, Bhubaneswar, 15th-20th November 2010
- Seminar on “Economic Meltdown: challenge for new age managers” IBCS, SOA university, 17th-18th December 2010
- workshop on “Methodology for writing business research paper” BIITM, Bhubaneswar, 9th January 2011
- Faculty Development Programme In Entrepreneurship Hotel Dreamland, Puri, 10th -21st January 2011
- National conference and orientation programme on open distance learning DDCE, Utkal University, 12th-13th February 2011
- Marketing strategies for changing Indian market environment Srusti Academy of Management, BBSR, 9th April 2011
- Leveraging HR for Global competitiveness Hotel Mayfair, BBSR, 23rd April 2011
- SPSS: An important tool for research, Srusti Academy of Management, 12th-13th May 2011
- FDP on "Teach to learn & Learn to teach" attended at RCMA 17.04.2012
- Workshop on Research Methodology at KIIT 19.04.12 to 22.04.12
- Workshop on Multivariate Research Methods at IMI, Bhubaneswar, 22-23 December, 2012
- FDP on “Case Writing” at IBCS, SOA University, 11th-12 th June, 2013

Research & Publication work:

- A study on Indian FMCG sector in the light of changing consumer behaviour and marketing strategy, Srusti Management Review (vol-IV, issue-III, April-2011, pp 77-84) ISSN (0974-4274)
- Relevance of open distance education: A retrospection, Siddhant- A journal of decision making, Year 2012, volume-12, Issue-2(April-june), print ISSN: 2231-0649, Online ISSN: 2231-0657
- Green Marketing: A wake-up call for Today's business environment, The Chanakya, Journal of RIMS, vol-x, issue 2, ISSN: (0972-3943)

Hobby : knowing about different places