



## Prof. (Dr.) Uma Sankar Mishra

### Summary of points earned for Educational Qualifications and Research Score as per the UGC guidelines

S.No.	Sub Category	Research Score Claimed (Category wise)	Research Score Earned (As per guidelines)
1	I: Research Papers in Peer-Reviewed or UGC listed 08 per paper Journals Publications (other than Research papers)	707.5	707.5
2	II(A): Books authored	20.5	20.5
	II(B): Translation works in Indian and Foreign Languages by qualified faculties	0	0
	Creation of ICT mediated Teaching Learning pedagogy and content and development of new and innovative courses and curricula		
3	III(A): Development of Innovative pedagogy	0	0
	III(B): Design of new curricula and courses	0	0
	III(C): MOOCs	0	0
	III(D): E-Content	0	0
	IV(A): Research guidance	111	111
4	IV(B): Research Projects Completed	5	5
	IV(C): Research Projects Ongoing	0	0
	IV(D): Consultancy	0	0
5	V(A): Patents	0	0
	V(C): Awards/Fellowship	7	7

V(B): Policy Document

0

Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference Proceedings

126

126 #

(Paper presented in Seminars/Conferences and also published as full paper in Conference Proceedings will be counted only once)

**Research Score earned as per UGC guidelines**

977

977

# The combined research score from the categories of "5(b) Policy Document" and "6 Invited lectures/Resource Person/Paper presentation" shall have an upper capping of thirty percent of the total research score of the teacher concerned

1. Personal details

Full Name	UMA SANKAR MISHRA	Gender	Male
Category	Unreserved (UR) PWD:Not Applicable	Nationality	Indian
Date of Birth	17-05-1975	Father's/Mother's Name	Brajabandhu Mishra
Marital Status	Married	Phone No	91--9437035911
Email	connectuma123@gmail.com	Mobile No	91-9437134222
Address for Correspondence	C/O - Mr. A. P. Dash, Plot No: 407 / B Pokhariput New Colony, Aerodrome Area, Pokhariput Bhubaneswar, Odisha 751020, India	Permanent Address	Plot No-109, SAILA NIWAS Aerodrome Main Gate, Bhimpur Bhubaneswar, Odisha 751020, India

2.1 Academic Qualifications

Examination	Name of Degree	Subject(s)	Overall Percentage *	Year	University/Institute
Secondary	Board of Secondary Education, Odisha	English, Math, Science, Sanskrit, Odia, Social Science	71.5	1991	Kantabad High School, Kantabad, PS: Begunia, Dist: Khurdha, Odisha, India
Sr. Secondary	Council of Higher Secondary Education, Odisha	Physics, Chemistry, Mathematics, Biology	61	1993	P. N. College, Khurdha, Dist: Khurdha, Odisha, India
Stream	Faculty of Languages / Humanities / Arts / Social Sciences / Library / Education / Physical Education / Commerce / Management & other related disciplines				
Bachelor's Degree	B.Sc. (Hons)	Physics (Hons.), Chemistry, Mathematics (Distinction)	71.70	1996	B.J.B College, Utkal University, Vanivihar,

					Bhubaneswar, Odisha
Master's Degree	Other Arts/Commerce Degree (MBA)	Marketing Management , Computer & Systems	67.80	2000	Department of Business Administration, Utkal University, Vanivihar, Bhubaneswar, Odisha
M.Phil.	Thesis/Dissertation Title : A STUDY ON CUSTOMERS EXPECTATION AND PERCEPTION OF SERVICE QUALITY IN BANKING INDUSTRY OF INDIA	University : Annamalai University, Tamilnadu	Registration/Admission Date : 01-05-2007	Submission Date : 13-02-2008	Award Date : 20-03-2008 Percentage/Grade Point : 61.80
Ph.D.	Thesis/Dissertation Title : Customer Satisfaction as a Strategic Intervention: A Comparative Marketing Study of Public and Private Sector Banks in Orissa	University : Department of Business Administration, Utkal University, Vanivihar, Bhubaneswar, Odisha	Registration Date : 05-08-2004	Submission Date : 31-05-2010	Award Date : 04-04-2011
	Salient features of your Ph.D. research work  The major problem investigated in the study was to gather information about the customers of both public and private sector banks in Orissa to find out the major determinants of customer satisfaction as well as to measure the current level of satisfaction. The study was mainly based on field survey and exploratory in nature. Structural equation models were developed and tested on the basis of EFA. Results showed that highest level of satisfaction is associated with sincerity in solving customer problems, while highest level of dissatisfaction with safe feeling of customers in transactions and customer's best interests at heart.				
Whether Qualified UGC/CSIR NET/JRF		UGC-CSIR NET : None/Not Applicable			
Are you applying as per eligibility indicated under criteria B as per the qualification prescribed for Professor in the annexure detailing the qualifications required for the applicants					
No					

## 2.2 Additional qualification

#	Name of Degree	Main Subject	Grades/Marks	Percentage/Grade	Year	University/Institution	State	Country
1	Diploma in Computer and	Database Management	Grade Points	3.99	1999-04-07	Indira Gandhi	Odisha	India

#	Name of Degree	Main Subject	Grades/Marks	Percentage/Grade	Year	University/Institution	State	Country
	Office Management	Systems				National Open University, New Delhi		
2	M.Sc	Marine Science (Oceanography)	Percentage	72.2	1998-08-05	Berhampur University	Odisha	India

### 3.1 Full-time Teaching Experience

#	Name of University/College/Institute/Organization	Designation	Status	Programme	Course/Subject	Work equivalent to Asst. Professor or higher	From	To	Effective Time Period
1	Institute of Business & Computer Studies, Faculty of Mangement Sciences, Siksha O Anusandhan Deemed University, Jagamara, Khandagiri, Bhubaneswar-30	<b>Professor</b>	Permanent	Postgraduate	Marketing Management, Marketing Research, Research Methodology, Quantitative Techniques	Yes	25-01-2018	31-10-2019	01 years, 09 months, 07 days
2	Institute of Business & Computer Studies, Faculty of Management Sciences, Siksha O Anusandhan Deemed University, Jagamara, Khandagiri, Bhubaneswar-30	Associate Professor	Permanent	Postgraduate	Marketing Management, Marketing Research, Research Methodology, Quantitative Techniques	Yes	01-09-2011	24-01-2018	06 years, 04 months, 24 days
3	Institute of Business & Computer Studies, Faculty of Management Sciences, Siksha O Anusandhan Deemed University, Jagamara, Khandagiri, Bhubaneswar-30	Assistant Professor	Permanent	Postgraduate	Marketing Management, Marketing Research, Consumer Behaviour, Research Methodology,	Yes	16-06-2007	31-08-2011	04 years, 02 months, 16 days

#	Name of University/College/Institute/Organization	Designation	Status	Programme	Course/Subject	Work equivalent to Asst. Professor or higher	From	To	Effective Time Period
					Quantitative Techniques, Managerial Economics				
4	Institute of Business & Computer Studies, Affiliated to BPUT, Jagamara, Khandagiri, Bhubaneswar-30	Lecturer	Permanent	Postgraduate	Marketing Management, Marketing Research, Consumer Behaviour, Quantitative Techniques, Managerial Economics	Yes	06-11-2001	15-06-2007	05 years, 07 months, 10 days
5	Global Institute of Management, Mahatab Road, Cuttack-1, Odisha	Lecturer	Permanent	Postgraduate	Marketing Management, Marketing Research, Consumer Behaviour, Quantitative Techniques, Management Information System	Yes	01-11-2000	31-10-2001	01 years, 00 months, 00 days

### 3.3 Present Employment Details

Organization Name

Institute of Business & Computer Studies, Faculty of Management Sciences, Siksha O Anusandhan Deemed University, Jagamara, Khandagiri, Bhubaneswar-30; Email: registrar@soa.ac.in; website: www.soa.ac.in

Position Held	Date of Appointment	Present Status
Professor	2001-11-06	Permanent

### 4.1 (I) Research Papers in Peer-Reviewed or UGC listed Journals

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
1	Peer Reviewed	Relationship between Customer Loyalty and Customer Satisfaction in Telecom Sector	The Research Network: Journal of Creative Thinkers	2017	10	80-85	0975 0517	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
2	Peer Reviewed	Emotional Acumen for Adolescent's Health, Contentment, and Happiness: A descriptive study	Indian Journal of Commerce & Management Studies	2017	8	63-67	2249 0310	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
3	Peer Reviewed	Psychological Capital and Employee Commitment	CPJ Global Review, India	2017	9	59-64	0975 1874	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
4	Peer Reviewed	Maggi Saga in India: An Ethical issue or Uncontrolled Viral Marketing	Journal of Advances in Business Management	2016	2	140-145	2395 7328	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
5	Peer Reviewed	Effect of Brand Personality Congruence on Brand Loyalty in CCD Outlets – A Structural Equation Modelling Approach	Mediterranean Journal of Social Sciences	2015	6	352-359	2039 2117	No Impact factor	Other/Joint Author	Yes	No	Level 0: Similarities up to 10%	4.5
6	Peer	Impact of Cyber	Mediterranean	2015	6	260-	2039	No	Other/Joint Author	Yes	No	Level 0: Similarities	4.5

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
	Reviewed	Atmospherics on Buyers of Different E-retailing sites: Literature Review and Conceptual Model Proposal	Journal of Social Sciences			266	2117	Impact factor				up to 10%	
7	Peer Reviewed	Measuring Quality of Work life: A Case of Paradeep Port Trust	International Journal of Management, IT & Engineering	2015	5	75-90	22490558	No Impact factor	Single Author	Yes	No	Level 0: Similarities up to 10%	15
8	Peer Reviewed	Customer Perception and Expectation: A Comparative Analysis between Private & Public Cell Phone Service Providers	International Journal of Marketing & Technology	2015	5	51-67	22491058	No Impact factor	Single Author	Yes	No	Level 0: Similarities up to 10%	15
9	Peer Reviewed	Assessment of Service Quality in Health Care Sector: A Survey of Patients	International Journal of Physical and Social Sciences	2015	5	240-253	22495894	No Impact factor	Single Author	Yes	No	Level 0: Similarities up to 10%	15
10	Peer Reviewed	Vegetable Supply Chain: A Conceptual Study	Food Science and Quality Management	2013	15	30-35	22246088	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
11	Peer Reviewed	Customer Satisfaction and	European Journal of	2013	5	81-86	22221905	No Impact	One of the two author/ First and	Yes	No	Level 0: Similarities up to 10%	10.5

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
12	Peer Reviewed	Loyalty: A Comparative Study in Mobile Telecommunication Industry	Business and Management	2012	98	145-154	1450 2887	factor	Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
		Perceived Benefit Analysis of Sales Promotion: A Case of Consumer Durables	International Research Journal of Finance and Economics					No Impact factor	One of the two author/ First and Principal/Corresponding author				
13	Peer Reviewed	Impact of Sales Force Satisfaction on Motivation: An Empirical Study in Pharmaceutical Industry	European Journal of Social Sciences	2012	34	70-77	1450 2267	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
		Perception and Adoption of E-Commerce in Indian SMEs: A Study in the State of Orissa	International Journal of Advanced Computer and Mathematical Sciences					No Impact factor	Other/Joint Author				
14	Peer Reviewed	Customer Satisfaction as a Strategic Intervention: A Comparative Marketing Study of Public and Private Sector Banks	FOCUS: The Journal of Management Digest	2012	8	29-47	0973 9165	No Impact factor	Single Author	Yes	No	Level 0: Similarities up to 10%	15



#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
16	Peer Reviewed	Inbound Logistics: A Challenge for Steel Industry in Odisha	The Research Network: Journal of Creative Thinkers	2012	7	33-42	0975 0517	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
17	Peer Reviewed	Customers Expectations and Perceptions: An Empirical Analysis in the UBI branches of Orissa	CALYX: Journal of Business Management	2010	1	76-82	2229 4260	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
18	Peer Reviewed	Impact of Advertisement on Children Buying Behaviour: An Empirical Study	The Research Network: Journal of Creative Thinkers	2009	4	64-71	0975 0517	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
19	Peer Reviewed	Measurement of Customer Satisfaction and Performance Growth in the Banking Sector of India	The Magnus Journal of Management	2008	4	62-76	0973 094X	No Impact factor	One of the two author/ First and Principal/Corresponding author	Yes	No	Level 0: Similarities up to 10%	10.5
20	Peer Reviewed	E-CRM: An effective marketer's tool for building long term relationship	The Research Network: Journal of Creative Thinkers	2008	3	29-35	0975 0517	No Impact factor	Other/Joint Author	Yes	No	Level 0: Similarities up to 10%	4.5
21	Peer Reviewed	Management Education in India:	The Research Network:	2006	1	111-115	0975 0517	No Impact	One of the two author/ First and	Yes	No	Level 0: Similarities up to 10%	10.5

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
		Challenges & Future Direction	Journal of Creative Thinkers					factor	Principal/Corresponding author				
22	Peer Reviewed	Consumer Behavioral Analysis: A Must for Marketers	The Chanakya, The Journal of RIMS	2005	1	15-22	-	No Impact factor	Single Author	Yes	No	Level 0: Similarities up to 10%	15
23	UGC Listed	Moderating role of perceived brand image in service supply chain of telecommunication sector	Espacios	2019	40	11-20	0798 1015	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
24	UGC Listed	Impact of customer life style on the perception towards innovative features of 4G cellular services: An empirical investigation	Espacios	2019	40	21-27	0798 1015	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
25	UGC Listed	Analyzing the Role of Employee Commitment in the Relationship between Organizational Culture and Employee Performance in	Journal of Advanced Research in Dynamical & Control Systems	2019	11	837-843	1943-023X	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
26	UGC Listed	Sector Steel Sector An Enquiry in to the Frame and Factorial Relationship in Environmental Reporting Practices of Indian Pharmaceutical Industry	Journal of Advanced Research in Dynamical & Control Systems	2019	11	885-894	1943-023X	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
27	UGC Listed	An Empirical Study on the Use and User's Perception of Narrative Disclosures in Corporate Annual Report	Journal of Advanced Research in Dynamical & Control Systems	2019	11	859-871	1943-023X	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
28	UGC Listed	Groundnut price forecasting using time series model	Espacios	2019	40	27-39	0798-1015	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
29	UGC Listed	Green gram weekly price forecasting using time series model	Espacios	2019	40	15-19	0798-1015	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
30	UGC Listed	Prevalence of oral habits among 6-12 yrs old children of Bhubaneswar, Odisha	Indian Journal of Public Health Research and Development	2018	9	2413-2417	0976-5506	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
31	UGC Listed	Caries prevalence among preschool children of 3-5 yrs old in Bhubaneswar, Odisha	Indian Journal of Public Health Research and Development	2018	9		2397-2400 0976 5506	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
32	UGC Listed	Study on effectiveness of celebrity endorsements in print & social media advertisements on the buying behaviour of consumers	Espacios	2018	39	28-43	0798 1015	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
33	UGC Listed	Investigating the factors affecting customer purchase activity in retail stores	Espacios	2017	38	22-44	0798 1015	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
34	UGC Listed	An Empirical Study on Relationship between Training Outcomes and Employee involvement creating organizational growth in Hotel	International Journal of Economic Research	2017	14		491-497 0972 9380	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
35	UGC Listed	Industry An Empirical Investigation on Relationship between Training service quality and Employee Satisfaction	International Journal of Applied Business and Economic Research	2017	15	153-159	0972-7302	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
36	UGC Listed	Impact of Organizational Culture on Employee Commitment: An Empirical Investigation in Steel Industry of India	International Journal of Economic Research	2017	14	481-490	0972-9380	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
37	UGC Listed	Legal and ethical issues central to the transfusion medicine: An Indian scenario	Man in India	2017	97	49-59	0025-1569	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
38	UGC Listed	Human Resource attributes influence organizational effectiveness in opencast mines	Espacios	2017	38	1-17	0798-1015	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
39	UGC Listed	Analyzing the Mediating Effect of Customer	International Journal of Applied	2017	15	243-251	0972-7302	less than 1	One of the two author/ First and Principal/Corresponding	Yes	Yes	Level 0: Similarities up to 10%	14

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
		Satisfaction on the Relationship between Service Quality and Customer Loyalty in Indian Organized Retail Sector	Business and Economic Research						author				
40	UGC Listed	Retail Store Brand Commitment Study of Big Bazaar and Pantaloons	International Journal of Supply Chain Management	2017	6	139-145	2050 7399	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
41	UGC Listed	Performance Management in Construction Supply Chain-Review, Implication and Direction for future Research	International Journal of Applied Business and Economic Research	2017	15	1 to 10	0972 7302	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
42	UGC Listed	Investigating the mediating role of affective commitment in the relationship between perceived organizational support and turnover intention: A case of Indian insurance industry	International Journal of Economic Research	2017	14	455-464	0972 9380	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
43	UGC Listed	Investigating the Moderating Effect of Advertisement Liking on the Relationship between Customer Satisfaction and Loyalty in Indian Organized Retail Sector	International Journal of Economic Research	2017	14	367-378	0972 9380	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
44	UGC Listed	Mediating Role of Job Satisfaction in the Relationship between Perceived Organizational Support and Organizational Citizenship Behavior: An Empirical Study in Indian Insurance Sector	International Journal of Applied Business and Economic Research	2017	15	1-10	0972 7302	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
45	UGC Listed	Role of Training and Development in Odisha Police Service System: An Empirical Investigation	International Journal of Applied Business and Economic Research	2017	15	75-83	0972 7302	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
46	UGC Listed	Impact of HRM Practices on Job	International Journal of	2017	14	95-105	0972 9380	less than 1	One of the two author/ First and	Yes	Yes	Level 0: Similarities up to 10%	14

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
		Satisfaction and Performance: An Empirical Study in Health Care Sector	Economic Research						Principal/Corresponding author				
47	UGC Listed	Employee Involvement, Empowerment and Satisfaction in Service Sector of India: An Empirical Study	International Journal of Applied Business and Economic Research	2016	14		9097-9111 / 0972-7302	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
48	UGC Listed	Attributes affecting production and productivity in opencast mines: A review	International Journal of Advanced Operations Management	2016	8		225-245 / 1758-9398	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
49	UGC Listed	Investigating the impact of Service Quality on Customer Satisfaction and Loyalty: An Empirical study in Indian Telecom Sector	International Journal of Applied Business and Economic Research	2016	14		3765-3780 / 0972-7302	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
50	UGC Listed	Augmenting Human Potential at Work - An Investigation on the Role of Self-	Polish Journal of Management Studies	2016	13		134-144 / 2081-7452	between 1 and 2	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	17.5



#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
51	UGC Listed	Efficacy in Workforce Commitment and Job Satisfaction Role of optimism on Employee Performance and Job Satisfaction	Prabandhan: Indian Journal of Management	2016	9	35-46	0975 2854	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
52	UGC Listed	Role of Hope in Job Satisfaction and Stress	International Business Management	2016	10	1729-1736	1993 5250	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
53	UGC Listed	Mystery shopping for customer satisfaction in the retail industry: A descriptive study	Indian Journal of Marketing	2015	45	55-63	0973 8703	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
54	UGC Listed	Assessment of need for vertical coordination in supply chain of vegetable industry	International Food Research Journal	2015	22	1417-1423	1985 4668	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
55	UGC Listed	Supply Chain Management through Vertical Coordination in Vegetable Industry	International Journal of Supply Chain Management	2014	3	148-154	2050 7399	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
56	UGC Listed	Vertical coordination for optimization of the	International Food Research Journal	2014	21	1352-1357	1985 4668	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
57	UGC Listed	vegetable supply chain Evaluating Performance of Supply Chain Management System: A Conceptual Analysis in BSNL	International Journal of Supply Chain Management	2013	2	84-91	2050 7399	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
58	UGC Listed	Emerging Issues and Opportunities in Disaster Response Supply Chain Management	International Journal of Supply Chain Management	2013	2	55-61	2050 7399	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
59	UGC Listed	CRM in Banks: A Comparative Study of Public and Private Sectors in India	European Journal of Social Sciences	2011	24	265-277	1450 2267	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
60	UGC Listed	Money, Price and Output: A Causality Test for India	International Research Journal of Finance and Economics	2010	53	26-36	1450 2887	less than 1	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	6
61	UGC Listed	Employee Evaluation of Customer Satisfaction: A Comparative Study between Public and	International Research Journal of Finance and Economics	2010	59	134-144	1450 2887	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14

#	Publication Type	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Impact Factor	Authorship	UGC listed Journal	Scopus Index	Plagiarism/Similarity Level	Research Score
62	UGC Listed	Private Banks in India Capital Market Efficiency and Economic Growth: The Case of India	European Journal of Economics, Finance and Administrative Sciences	2010	27	130-138	1450-2275	No Impact factor	Other/Joint Author	Yes	Yes	Level 0: Similarities up to 10%	4.5
63	UGC Listed	Service Quality Assessment in Banking Industry of India: A Comparative Study between Public and Private Sectors	European Journal of Social Sciences	2010	16	663-679	1450-2267	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14
64	UGC Listed	Service Quality Attributes Affecting Customer Satisfaction in Banking Sector of India	European Journal of Economics, Finance and Administrative Sciences	2010	24	88-99	1450-2275	less than 1	One of the two author/ First and Principal/Corresponding author	Yes	Yes	Level 0: Similarities up to 10%	14

#### 4.2 (II) Publications (Other than Research Papers)

#	Publication Type	Title	ISSN/ ISBN No.	Author/Co-Author	Publisher`s Details	Year	Level	Plagiarism/Similarity Level	Research Score
1	Chapter in Edited Book	Sustainability in Indian Banking Industry	978-93-86754-37-0	Other Author/Co-author	Indu Book Services, New Delhi	2019	Any	Level 0: Similarities up to 10%	3.5
2	Chapter in Edited Book	Effect of sales promotion on consumer buying behaviour in	978-81-923066-8-1	Single Author	Himalaya Publishing House	2016	Any	Level 0: Similarities up to 10%	5

		purchasing white goods						
3	Chapter in Edited Book	Impact of Indian Economy upon the Performance of Public and Private Sector Banks: A Comparative Analysis	93-80697-39-2	First and Principal/Corresponding author	Excel India Publishers	2010 Any	Level 0: Similarities up to 10%	3.5
4	Chapter in Edited Book	Economic Down Turn Sparks increased need for Search Engine Marketing	81-89045-03-2	First and Principal/Corresponding author	Department of Business Management, C V Raman College of Engineering	2009 Any	Level 0: Similarities up to 10%	3.5
5	Chapter in Edited Book	Bank Marketing in India: A Strategic Dimension	-	Single Author	Sowmi Publication, Chidambaram, Tamilnadu	2007 Any	Level 0: Similarities up to 10%	5

Note: In "Publication Type" column "Other" stands for "Other forms of duly recognized research work (applicable to faculty of music and fine arts and department of physical education)".

4.3 (III) Creation of ICT mediated Teaching Learning pedagogy and content and development of new and innovative courses and curricula

4.4 (IV (a)) Research Guidance

Research Supervision	Ph.D. Thesis Submitted (No. of Candidates)	Degree Awarded (No. of Candidates)	M.Phil./PG Dissertation Degree Awarded	Research Score
Sole Supervision	0	3	30	21
Joint Supervision	0	3	0	90

4.5 (IV (b), (c), (d)) Research Projects and Consultancy

#	Title	Type	PI/Co-PI	Duration (in months)	Total Grant/Funding received(Rs.)	Name of Sponsoring/ Funding Agency	Outcome of the Project	Research Score
1	Impact of Psychological Capital on Employee Performance at Survika Distributors Pvt. Ltd.	Research Project Completed	Sole PI	24	Less than 10 lakhs	Survika Distributors Pvt. Ltd.	Policy Document	5

4.6 (V(a), (b)) Patents and Policy Documents

4.7 (V(c)) Awards/Fellowship

#	Name of Awarding Body	Name of Award/Honor	Date	Level	Research Score
1	ICFAI Business School, Mumbai	Best Paper Presenter in International	2007-12-14	International	7

Conference

4.8 (VI) Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference Proceedings  
(Paper presented in Seminars/Conferences and also published as full paper in Conference Proceedings will be counted only once)

#	Title of the Invited Lecture delivered/Paper presented	Details of Conference / Seminar/ FDP and Organising Institution	Category/Type of Event	Date of Presentation (yyyy-mm-dd)	Duration (in mins.)	Please select Invited Talk/Paper Presented	Research Score
1	Basics of Research Methodology and Modelling techniques in Social Science	Refresher Course on Research Methodology in Social Science, Conducted by HRDC, Utkal University, Bhubaneswar	State/University	2019-09-05	360	Resource Person	2
2	Research Methodology in Engineering and Technology	Workshop on Research Methodology, Conducted by NIT, Meghalaya	National	2019-08-31	720	Invited Lecture	3
3	Need of Qualitative Research	FDP on "Mixed Methods for Research", Srusti Academy of Management, Bhubaneswar	State/University	2019-06-17	120	Invited Lecture	2
4	Basics of Research Methodology	Teachers' refresher course on Research Methodology, DAV School of Business Management, Unit 8, Bhubaneswar	State/University	2019-05-24	180	Invited Lecture	2
5	Social Science Research related Data Analysis in SPSS	ICSSR sponsored capacity building programme for social science faculty members , Central University of Punjab, Bhatinda, Punjab	National	2019-05-10	360	Invited Lecture	3
6	Pharmaceutical Science related Research Design and Data Analysis	Continuing Education programme for Pharmacy teachers, Conducted by School of Pharmaceutical Science, Siksha O Anusandhan University, Odisha,	National	2018-09-18	180	Invited Lecture	3
7	SEM in AMOS	National Workshop on " Analysis of Moment Structures (AMOS)", Conducted by G. M university, Sambalpur, Odisha	National	2018-07-21	180	Invited Lecture	3
8	Teaching pedagogy in digital era	FDP on "Teaching Methods in Digital	State/University	2018-02-25	90	Invited	2

		Age: Issues and Challenges", Srusti Academy of Management, Bhubaneswar				Lecture	
9	Medical science research design and bio statistics	Annual research methodology training program, Organised by IMS & SUM Hospital, SOA University, Bhubaneswar	State/University	2017-11-13	720	Invited Lecture	2
10	Research methodology in Nursing sciences	FDP on Empirical Research Methods in Nursing & Health Care Services for the Professional Development, Organised by SUM Nursing College, SOA University, Bhubaneswar, Odisha	State/University	2017-08-11	480	Invited Lecture	2
11	How to write good research paper and publish it in indexed journals	Faculty Training Programme on "Publishing Research Papers in SCOPUS indexed Journals", Organised by Srusti Academy of Management, Bhubaneswar, Odisha	State/University	2017-07-05	120	Invited Lecture	2
12	Testing Research Hypotheses through SPSS in Pharmaceutical Research	Workshop on "Data Analysis & Interpretation through SPSS"; School of Pharmaceutical Science, Siksha O Anusandhan University, Odisha	National	2016-07-30	300	Invited Lecture	3
13	Preparing Research Design in Pharmaceutical Industry	Seminar on "Drug Research Design and Analysis"; School of Pharmaceutical Science, Siksha O Anusandhan University, Odisha	National	2016-07-29	180	Invited Lecture	3
14	SEM using Amos	FDP on "Multivariate Data Analysis"; Asian School of Business Management (ASBM), Bhubaneswar	International (within country)	2016-06-30	180	Invited Lecture	5
15	Introduction to SPSS, Factor & Cluster Analysis through SPSS, ANOVA, ANCOVA	AICTE sponsored FDP on "Application of MS-EXCEL and SPSS in Research"; TRIDENT Academy of Creative Technology (TACT), Bhubaneswar in collaboration with AICTE	National	2015-02-02	600	Invited Lecture	3
16	Overview of program management under	1st Professional Development Course in	National	2014-12-29	180	Invited	3

	NHM	Management, Public Health & Health Sector Reforms for Sr. Medical Officers; KIMS, KIIT University, Bhubaneswar; Sposored by National Health Mission; FDP on “Research Essentials and Data Analysis using SPSS”; School of Management, Centurion University, Bhubaneswar, Odisha					Lecture	
17	Parametric Tests of Research Hypothesis, SPSS		National	2014-05-22	360		Invited Lecture	3
18	How to make multivariate data analysis in SPSS	Short Term Course on “Use of SPSS in Data Analysis”; UGC-Academic Staff College, Sambalpur University, Sambalpur, Odisha	National	2014-04-19	360		Invited Lecture	3
19	Research Model development and testing, Correlation and Regression Analysis	Refresher Course on “Research Methods and Techniques”; UGC-Academic Staff College, Sambalpur University, Sambalpur, Odisha	National	2013-03-20	360		Invited Lecture	3
20	Literature Review, Format of Research Thesis	Short Term Course on “How to write research projects (Social Science)”; UGC-Academic Staff College, Sambalpur University, Sambalpur, Odisha	National	2013-01-22	180		Invited Lecture	3
21	Scaling techniques, Sampling, Reliability analysis, parametric and non-parametric hypothesis tests	Short Term Course on “Research Methodology in Social Science”; UGC-Academic Staff College, Sambalpur University, Sambalpur, Odisha	National	2013-07-09	360		Invited Lecture	3
22	Is E-Tailing a life long integral part of Retailing?	National Seminar on Retail Marketing at Crossroads: Emerging challenges due to Liberalisation & Globalisation; Organised by Srusti Academy of Management, Bhubaneswar, India	National	2015-01-31	15		Paper Presentation 3 in Seminar	
23	Information Revolution: Redefine HR’s Role	National Seminar on “Modern Management Techniques and IT”; Organised by IMIT, Cuttack	National	2003-04-06	15		Paper Presentation 3 in Seminar	

24	The D-Theory of Corporate Governance	National Seminar on “Corporate Governance: Emerging Trends and Vision 2010”, Organised by Institute of Business & Computer Studies, Bhubaneswar	National	2002-06-22	15	Paper Presentation 3 in Seminar
25	Relationship between training service quality and employee satisfaction: A structural equation modelling approach in hotel industry	National Seminar on "Envisioning skilling, Entrepreneurship and employability in hospitality sector", Organised by School of Hotel Management, Siksha O Anusandhan deemed to be University, Bhubaneswar	National	2018-02-16	15	Paper Presentation 3 in Seminar
26	Impact of customer life style on the perception towards innovative features of Reliance Jio mobile phone services: An empirical investigation	National Seminar on "Contemporary Issues in Management research and managerial decision making"; Organised by Birla Global University, Bhubaneswar	National	2018-01-06	15	Paper Presentation 3 in Seminar
27	Role of Psychological capital in organization citizenship behaviour and workforce well-being	International Seminar on "Cross-cultural dimensions of Management: issues and Challenges in the era of globalization"; Organised by Dept. of Business Administration, Berhampur University , Berhampur, Odisha	International (within country)	2016-11-25	15	Paper Presentation 5 in Seminar
28	SHG and Bank Linkage-A study in Odisha	National Seminar on "Emerging trends and challenges of micro finance in northeast-India"; Organised by Dept. of Management, North East Hill University , Tura, Meghalaya	National	2016-11-24	15	Paper Presentation 3 in Seminar
29	Impact of Service Quality and Customer Satisfaction on Customer Loyalty in Telecom Sector: An SEM Approach	International Seminar on "Sustaining Competitive Advantage in Service Sector"; Organised by IBCS, SOA University, Bhubaneswar	International (within country)	2015-05-15	15	Paper Presentation 5 in Seminar
30	Assessment of Challenges with Agricultural Credit for Bankers	International Conference on Business and Finance; Organised by IBS, Hyderabad and Spears School of Business, Oklahoma State University	International (within country)	2014-01-09	15	Paper Presentation 5 in Seminar



31	Service Quality: An Introspection of Consumer Perception in Health Care Sector	International Seminar on "MARCON: Sustainability, and Marketing to Socially-Connected Consumers"; Organised by IIM Calcutta	International (within country)	2012-12-28	15	Paper Presentation 5 in Seminar
32	Perceived Service Quality Dimensions Affecting Customer Satisfaction in Banking Sector: A Structural Equation Modelling Approach	International Seminar on "MARCON: Emerging issues in marketing theory and practice: Challenges and prospects"; Organised by IIM Calcutta	International (within country)	2010-12-27	15	Paper Presentation 5 in Seminar
33	CRM in Banks: A Comparative Study of Public and Private Sector Banks in India (Got Best Paper Presentation award)	International Seminar on "CRM: Concepts, Tools and Applications"; Organised by ICFAI Business School, Mumbai	International (within country)	2007-12-14	15	Paper Presentation 5 in Seminar
34	Brand Equity: A Tool for Creating Values	National Seminar on "Creating Value: Challenges for Firms"; Organised by Institute of Business & Computer Studies, Bhubaneswar in collaboration with AICTE, MHRD	National	2007-07-13	15	Paper Presentation 3 in Seminar
35	Customer Satisfaction as a Strategic Intervention: A Comparative Marketing Study of Public and Private Sector Banks	National Seminar on "Designing and Implementing Marketing Strategies"; Organised All India Management Association, New Delhi	National	2007-05-22	15	Paper Presentation 3 in Seminar
36	Fuzzy Multi-Criteria Decision Making: A case of Capital Budgeting	National Seminar on "Artificial Intelligence and Emerging Technologies in Finance & Accounting"; Organised by Institute of Business & Computer Studies, Bhubaneswar in collaboration with AICTE, MHRD	National	2003-01-27	15	Paper Presentation 3 in Seminar
37	When will the Clicks click?	International Seminar on "Information Technology in Management"; Organised by IMIT, Cuttack	International (within country)	2001-11-21	15	Paper Presentation 5 in Seminar
38	Globalization- The Challenges & Opportunities for India in 21st Century	National Seminar on "Marketing: New Dimensions & Challenges"; Organised by Dept. of Business Administration, Utkal	National	2001-02-27	15	Paper Presentation 3 in Seminar

39 Ethical Issues in Business and Customer	University, Bhubaneswar; Date: 27 Feb 2001 National Seminar on "Values & Ethics in Business"; Organised by Dept. of Business Administration, Utkal University, Bhubaneswar; Date: 20 April 2000	National	2000-04-20	15	Paper Presentation 3 in Seminar
5 Miscellaneous Information					
Which language are you comfortable in teaching?	Both (English and Hindi)				
For assessment of teaching which mode would you prefer?	<ul style="list-style-type: none"> <li>• Student feedback</li> </ul>				
How would you create an innovative learning environment?	<p>Learning must be on the basis of activity based. I would prefer to create positive attitude of students' learning by conducting various business games, case study analysis, Management Labs, Presentations, minor project analysis etc. Besides these, I prefer to engage my students in various co-curricular activities like, business quiz, Ad Mad Show, Field visits, Role plays etc. Overall, the learning environment should be student friendly and frequent interaction with corporate world have to be there.</p>				
Outline your most significant contribution to research	<p>My core research area is in the field of consumer behaviour and service marketing. The major research contribution of mine is the assessment of service quality in various service industries, like telecommunication, banks, retail sectors. Analysis of psychological capital of employees in business organization linking with the performance factors is also one of my major research contributions. Updating myself with latest research methodology in other multi-disciplinary areas of health science is one of my greater research interests.</p>				
Outline your proposed roadmap for teaching and research for the next five years	<p>Students' feedback towards my teaching quality has always been remaining above 9 points rating score in 10 point rating scale. As I treat my students like my friends, they also give me lots of respect. Most of my peer group members take guidance from me for their PhD scholars. They also treat me as an expert in research data analysis and interpretation. So in this context, my teaching and research activities in next 5 years will be in direction of forming team and achieving the target of excellence in group manner. I am keenly interested in investigating sponsored research projects.</p>				
Membership/Fellowship of Academies/Institutions/Professional Societies	No				
Present your vision for the department for the next five years	Major difficulties I have faced is lack of exposure. I am not getting any major research projects from any sponsored agency, because I have been working in one private deemed university since 2001. I wish to join				

in one government undertaken university, so that getting approval of major research projects will be easier for me. I want to take good research scholar under me who will be then engaged in doing these research projects. Besides these, I would like to organize various workshops at departmental level on latest methodology of business research.

Currently working as Professor and Head, Department of Marketing Management, IBCS, Faculty of Management Sciences, Siksha O Anusandhan deemed to be University, Bhubaneswar. In addition to this, I am also the Coordinator of PhD programme of Management discipline.

I am engaged in question paper setting and moderation work in MBA, BBA and PhD programme since last 13 years. As per the instruction, I do invigilation duty and engaged in paper evaluation also.

Organised 2 FDPs, 2 MDPs, 2 Workshops and 1 International Conference in my tenure at present university so.

Other activities/responsibilities:  
(academic/administrative)

Since 2012, I have been teaching "Research Methodology" subject in PhD course work related to all the disciplines of my University. Six phd scholars are already awarded with PhD degree under my supervision and at present, five scholars are doing their PhD under my guidance.

I am always engaged in activity based learning through students' club. I always organize marketing fair, B-Quiz competition , case study presentation, survey based projects, students' seminars, etc. Again, in each and every year I take the charge of coordinator of cultural committee in students' annual function since 2004.

Any other relevant information, if not given above

I have successfully done 4 months training course (FDP) in management from IIM, Ahemedabad during 2004-05.

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