

CURRICULUM VITAE

Dr. SUBHRA R MONDAL
RESEARCHER & LECTURER
THE HONORS PROGRAMME
DUY TAN UNIVERSITY
VIETNAM



Seeking to work in a self-propelled committed adaptable association with high moral norms in a development oriented position that gives enough degree to hone my abilities through a consistent learning at standard to the most recent requests of industry.

OFFICIAL DETAILS

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Mobile: +84 0779439684

Official E-mail: subhranimondal@duytan.edu.vn

Research E-mail: drsubhramondal@gmail.com

Personal E-mail: subhra.mondal05@gmail.com

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PROFESSIONAL SNAPSHOT

1. Ph.D. completed in Marketing Management from SoA University, Bhubaneswar which is ranked 41st in UGC ranking.
 2. 1 Web of Science indexed publication (SSCI) and 2 ISI publications under production.
 3. 4 SCOPUS indexed publications till date.
 4. 3 chapters published in IGI global books & 1 chapter in SEPIKE publication, Germany
 5. 12+ years of progressive teaching experience across with proven abilities in class room teaching, management of departmental activity till date.
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ACADEMIC EXPERIENCE

1. **Duy Tan University, Da Nang, Vietnam (From August 2019 – Till date)**
Researcher & Lecturer : Currently working in the Honors Department, Employee Code-252198093 and dealing with the subjects like Marketing, Economics and Organizational Behavior.
2. **Teerthankar Mahaveer University, (TMIMT), Moradabad, U.P. (From Sep 2016 – 20th December 2018)**
Associate Professor (Marketing Leadership & Innovation): worked with TIMIT, Moradabad and associated with industry partner **INurture Education Solutions, Bangalore**, dealing with the subjects Marketing, Computers, Salesmanship & ideation, Environmental studies for BBA-BMC & MBA_ADM students.
3. **Gandhi Engineering College (GEC), Bhubaneswar, Odisha under Biju Patnaik University of Technology, Odisha with Regd. No. T136129201 (From September'2011 – June 2016)**
Assistant Professor: Worked in Department of MBA, handled subjects like Product & Brand Management, Marketing Management, Consumer Behavior, Organizational Structure, Organizational Behavior and Strategic Management to B-Tech & MBA students.
4. **Suddhanand School of Management and Computer Science, Bhubaneswar, Odisha under Biju Patnaik University of Technology, Odisha with Regd. No. T096135601 (From September'2009 to August' 2011)**
Lecturer (Marketing): Worked in Department of MBA, handled subjects like Marketing Management, Consumer Behavior, Organizational Structure, Organizational Behavior and Strategic Management to B-Tech & MBA students.

PUBLICATIONS IN SCOPUS & WEB OF SCIENCE INDEXED JOURNAL (SSCI)

(Web of Science Researcher ID : AAF-9439-2020)
(SCOPUS Author ID: 57198887149)

Scopus: [https:// https://www.scopus.com/authid/detail.uri?authorId=57198887149](https://www.scopus.com/authid/detail.uri?authorId=57198887149)

ORCID: <http://orcid.org/0000-0003-1194-5678>

Publons: : <https://publons.com/researcher/3098767/subhra-mondal/>

Research Gate : https://www.researchgate.net/profile/Subhra_Mondal

Google Scholar: <https://scholar.google.com/citations?user=liONW3IAAAAJ&hl=en&authuser=7>

LinkedIn: <https://www.linkedin.com/in/subhra-mondal-38449766/>

1. Singh, S., Mondal, S., Singh, L. B., Sahoo, K. K., & Das, S. (2020). An Empirical Evidence Study of Consumer Perception and Socioeconomic Profiles for Digital Stores in Vietnam. *Sustainability*, 12(5), 1716. ISSN-2071-1050. IF- 3.2 (Q1 Scopus) IF-2.592 (Q2/Q3 SSCI & SCIE). DOI: <https://doi.org/10.3390/su12051716> **(Corresponding & Second Author)**
 2. Singh, L. B., Mondal, S. R., & Das, S. (2020). Human resource practices & their observed significance for Indian SMEs. *Revista ESPACIOS*, 41(07). Retrieved from <http://www.revistaespacios.com/a20v41n07/20410715.html> . ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Second Author)**
 3. Das, S., Mondal, S., Sahoo, K. Kalyan., Nayyar, Anand., Musunuru, Kamakshaiah. (2018), "Study on Impact of socioeconomic make up of Facebook users on purchasing behavior" *ESPACIOS*: Indexed by: SCOPUS (Elsevier) Volume-39, Issue- 33, August'2018, pp. 28-42(ISSN 0798 1015). <http://www.revistaespacios.com/a18v39n33/18393328.html> ISSN-0798-1015. IF-0.330 (Q3 Scopus) **(Second Author)**
 4. MONDAL, S., MALL, M., MISHRA, U. S., & SAHOO, K. (2017). Investigating the factors affecting customer purchase activity in retail stores. *Revista ESPACIOS*, Indexed by SCOPUS (Elsevier) Volume-38, Issue- 57, December '2017, pp 22- 43, (ISSN 0798 1015). <http://www.revistaespacios.com/a17v38n57/17385722.html> IF -0.330 (Q3 Scopus) **(Corresponding & First Author)**
 5. Mondal, S., Das, S., Dash, Madhusmita., Musunuru, Kamakshaiah. (2017), "Study on the factors affecting customer purchase activity in retail stores by confirmatory factor analysis," *ESPACIOS*: Indexed by: SCOPUS (Elsevier) Volume-38, Issue- 61, December'2017, pp. 30-55 (ISSN 0798 1015). <http://www.revistaespacios.com/a17v38n61/17386130.html> IF-0.330 (Q3 Scopus) **(Corresponding & First Author)**
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BOOK CHAPTER PUBLICATIONS IN INTERNATIONAL FORUMS

1. Mondal, S. (2021) A Systematic Study of New Age Consumer Engagement and Exploration for Digital Entertainment for Over-the-Top Platforms in Various Digital Media. In *Innovations in Digital Branding and Content Marketing* (pp. 113-133). IGI Global. DOI: 10.4018/978-1-7998-4420-4.ch006 **(Corresponding & First Author)**
2. Mondal, S., & Sahoo, K. K. (2020). A Study of Green Building Prospects on Sustainable Management Decision Making. In *Green Building Management and Smart Automation* (pp. 220-234). IGI Global. with DOI: [10.4018/978-1-5225-9754-4.ch011](https://doi.org/10.4018/978-1-5225-9754-4.ch011) **(Corresponding & First Author)**
3. Mondal, S. (2020). "A Systematic Study for Digital Innovation in Management Education: An Integrated Approach Towards Problem-Based Learning in Vietnam" is

published. IGI GLOBAL with: DOI: 10.4018/978-1-7998-5171-4.ch006
(Corresponding & First Author)

4. Das, S. and Mondal, S. (2018) contributed to the chapter “INNOVATIONS IN SOCIAL COMMUNICATIONS AND BRANDING” for SEPIKE Monograph from Germany 'Innovations in the Modern World' (2018). (Second Author) http://docs.wixstatic.com/ugd/b199e2_2d249e20f90540f7b985b4ccf284b658.pdf , Available on AMAZON Amazon.de & BoD: https://www.amazon.de/Monograph-Association-1901-SEPIKE/dp/3748185049/ref=sr_1_1?s=books-intl-de&ie=UTF8&qid=1542884740&sr=1-1&keywords=sepik <https://www.bod.de/buchshop/monograph-3-9783748185048>
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ARTICLE PUBLICATIONS IN NATIONAL JOURNALS

1. An article titled “Changing Corporate Leadership in the New Global Order” is published in Sovereign journal 2010 of C.V Raman College which was sponsored by AICTE.
 2. An article titled “Reverse Mentoring: How Young Employees Can Help to Build the Brand of an Organisation in Post-Recession” is published in Sovereign journal of National Seminar organised by IBCS, sponsored by AICTE, Excel Books bearing ISBN NO-978-81-7446-758-4.(Book Name- Marketing in Emerging Markets)
 3. A paper titled “Entrepreneurship as a Part of Formal Education System in India” is published in Sovereign journal of D Y Patil National Conference 2012 Augmenting Quality: Tool for Reinventing Business Performance.
 4. A research paper titled “A Study on The Role of Demographic and Psychographic Dynamics in Food and Grocery Retailing in Bhubaneswar” is published in Sovereign journal of National Management Convention organized by School of Management, KIIT University, and Excel Publication bearing ISBN 93-80697-71-6. (Book of Abstracts: the Business of innovation).
 5. A research paper titled “A study of fairness cream brand positioning in Odisha with Multi-Dimensional Scaling Approach” is published in DRIEMS Business Review, Bi-Annual Journal of Management & IT Vol:1 No.2 with ISSN 2320-6241 in July 2013
 6. A research paper titled “An Analysis of Impact of E-CRM on Service Quality of E-retail Stores: A study of Bhubaneswar” is published in Research Revolution, an International Journal of Social Science & Management Indexed By Copernicus (Poland), Directory of Open Access Journals (UK), ULRICH’s Directory (USA), Bielefeld Academic Search Engine (BASE) Vol:II, Issue.2 with ISSN:2319-300X in November 2013.
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ARTICLE PUBLICATIONS IN INTERNATIONAL CONFERENCE

1. Mondal, S. (2015), "Impact of Television Advertising On Consumer Buying Behaviour: A Comparative Study of Urban & Rural Teenagers In Khurdha District" Management Doctoral Colloquium And VGSOM Research, Scholars Day (MDC & VRS, 2015) organized by Vinod Gupta School of Management Indian Institute of Technology Kharagpur, India from 11th & 12th February'2015.
 2. Mondal, S. (2013), "Exploratory Study on the Impact of Rapid Growth For Internet on Customer Behaviour in Odisha" International Conference (ICFBM-13) organized by Society of Technical & Management Professionals (STMP) Jaipur, Rajasthan, India from 9th to 10th February' 2013, Bharati Publications, New Delhi, pp. 604-614 (ISBN No. - 9,78-93-81212-33-2)
 3. Mondal, S. (2011), "A Study on Effects of Habermas's "Theory of Communicative Action" for Corporate Brand Management in India." International Conference (IC-2011) organized by Indus Business Academy, Greater Noida from 25th to 26th February'2011, Pragun Publication, pp. 189-197 (ISBN No.- 9380397240)
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ARTICLE PUBLICATIONS IN NATIONAL CONFERENCE

1. Mondal, S. (2013), "A study on the Relationship of Leadership & Ethical Activities on Good Governance in a Company" (Book of Abstracts) 6th National Management Convention organized by School of Management, KIIT University from 22nd to 23rd February'2013.
 2. Mondal, S. and Das, S. (2012), "Entrepreneurship As A Part of Formal Education System In India" (Book of Abstracts) D Y Patil National Conference 2012 Augmenting Quality: Tool For Reinventing Business Performance organized by Padmashree Dr. D. Y. Patil Institute of Management Studies from 16th to 17th March'2012.
 3. Mondal, S. and Das, S. (2010), "Reverse Mentoring: How Young Employees can help to build the Brand of an Organisation in Post-Recession" National Seminar organized by Institute of Business & Computer Studies, Siksha O Anusandhan University, Bhubaneswar, Excel Books, pp. 126-130, ISBN No-978-81-7446-758-4. (Book Name-Marketing in Emerging Markets)
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CASE PUBLICATIONS IN INTERNATIONAL FORUMS

Das, S., & Mondal, S. (2016). Yours Digitally: Patanjali. Available at SSRN 2737299. Social Science Research Network (SSRN) with URL <http://ssrn.com/abstract=2737299>. (Second Author)

DEVELOPMENTAL TRAINING & CONFERENCES ATTENDED

A. FACULTY DEVELOPMENT PROGRAMMES & WORKSHOPS ATTENDED

1. Completed Management Development Programme (MDP) organized by Indian Institute of Kharagpur on “**Multivariate Data Analysis (MDA)-2015**” sponsored by IIT, KGP from 1st to 6th June’2015 (One Week).
2. Attended National Workshop on Research Methodology for Research Scholar, organized by Birla Global Institute (BGI), Bhubaneswar on “**Application of MS Excel & SPSS in Multivariate Analysis**” sponsored by Indian Council of Social Science Research (ICSSR), Kolkata from 2nd to 8th March’2015 (One Week).
3. Completed Faculty Development Programme (FDP), organized by Trident Academy of Creative Technology, Bhubaneswar on “**Application of MS Excel and SPSS in Research**” sponsored by AICTE, New Delhi from 2nd to 15th February’2015 (Two Weeks).
4. Completed Faculty Development Programme (FDP), organized by Institute of Business & Computer Studies on “**Empirical Research Methods & SPSS**” sponsored by S O A University, Bhubaneswar from 27th to 28th July’2013.
5. Completed Faculty Development Programme (FDP), organized by Institute of Business & Computer Studies on “**Case Writing**” sponsored by S O A University, Bhubaneswar from 11th to 12th June’2013.
6. Completed Faculty Development Programme (FDP), organized by 3 P Training Org., Bhubaneswar, India on “**Shikshak**” (Faculty Motivation & Development) sponsored by Gandhi Institute for Technological Advancement (GITA), Bhubaneswar from 23rd to 24th July’2012.

7. Completed Faculty Development Programme (FDP), organized by Centre for IT Education (CITE) on **“Data Analysis Using SPSS”** sponsored by BPUT, Odisha from 5th to 6th December’ 2011.
8. Completed Faculty Development Programme (FDP), organized by Institute of Entrepreneurship Development, Odisha, Bhubaneswar on **“Entrepreneurship Development”** sponsored by NSTEDB, Department of S & T, Govt. of India from 15th July’2011 to 27th July’2011(Two Weeks).
9. Attended Workshop, organized by Indian Institute of Technology (IIT), Bhubaneswar on **“Multivariate Statistical Analysis”** sponsored by IIT, Bhubaneswar on 26th March’2011.
10. Attended Workshop, organized by Institute of Business & Computer Studies on **“Role of Faculty Members in Higher Education”** sponsored by S O A University, Bhubaneswar on 5th February’2010.
11. Completed Faculty Development Programme (FDP), organized by Institute of Business & Computer Studies on **“Business Research: Advanced Tools & Techniques”** sponsored by S o A University, Bhubaneswar **from 16th to 17th January’2010.**

B. SEMINARS & CONFERENCES ATTENDED

1. Attended **Conference on Brand Management (CBM-2016)** organized by Department of Management Studies (DMS), **Indian Institute of Technology, Delhi** from 16th to 17th April’ 2016.
2. Attended Management Doctoral Colloquium and VGSOM Research Scholars Day (MDC & VRS, 2015) organized by Vinod Gupta School of Management, **Indian Institute of Technology Kharagpur, India** from 11th to 12th February’2015.
3. Attended 67th **All India Commerce Conference of Indian Commerce Association & International Seminar** organized by KIIT University & P.G. Department of Commerce, UTKAL University, Bhubaneswar on **“Corporate Social Responsibility & Sustainability”** sponsored by **Indian Commerce Association (ICA), New Delhi** on 27th, 28th & 29th December’2014.
4. Attended 6th **National Management Convention**, organized by School of Management, KIIT University on **“Corporate Social Responsibility in India: Taking the Next Leap forward”** sponsored by **KIIT University, Bhubaneswar** from 22nd to 23rd February’2013.
5. Attended International Conference (ICFBM-13), organized by **Society of Technical & Management Professionals (STMP) Jaipur, Rajasthan, India** **“on Emerging Issues in Finance & Business Management”** from 9th to 10th February’ 2013.

6. Attended 3rd **International Conference**, organized by Gujarat Technical University's P.G. research Center for Business Ethics & CSR on **"Business Ethics, Governance & Sustainable enterprises"** from 8th to 9th February'2013.
 7. Attended International Conference on Supply Chain Management, organized by Dept. of Mechanical Engineering, Institute of Technical Education & Research (ITER) on **"Best Practices in Supply Chain Management (BPSCM-2012)"** sponsored by SoA University, Bhubaneswar from 22nd to 23rd November'2012.
 8. Attended **National Seminar** organized by KIIMS on **"Strategic Resource Management"** sponsored by BPUT, Odisha from 3rd to 4th December'2011.
 9. Attended **International Conference (ICCC-2011)**, organized by Srusti Academy of Management on **"Competition & Competitiveness of Global corporate sector"** sponsored by AICTE, New Delhi from 18th to 19th November'2011.
 10. Attended **National Conference (NCRCRM 2011)**, organized by Department of Commerce, Autonomous on **"Relevance of Customer Relationship Management to India"** sponsored by St. Agnes Centre for Post Graduate Studies and Research, Mangalore from 14th to 15th March'2011.
 11. Attended **International Conference**, organized by University School of Management Studies on **"Strategies & Innovations for Sustainable Development in Organisations"** sponsored by Guru Gobind Singh Indraprastha University, New Delhi from 4th to 6th March'2011.
 12. Attended 5th **National Management Convention**, organized by School of Management, KIIT University on **"New Innovations in Management"** sponsored by KIIT University, Bhubaneswar from 3rd to 5th March'2011.
 13. Attended **International Conference (IC-2011)**, organized by Indus Business Academy, Greater Noida on **"India Emerging: Opportunities and Challenges"** from 25th to 26th February'2011.
 14. Attended **National Seminar**, organized by Institute of Business & Computer Studies, Siksha O Anusandhan University, Bhubaneswar on **"The Economic Meltdown: Challenges for the New Age Managers"** sponsored by AICTE, New Delhi from 17th to 18th December'2010.
 15. Attended **National Seminar**, organized by Dept. of Business Management, C. V. Raman College of Engineering, and Bhubaneswar on **"Changing Corporate Leadership in The New Global Order"** sponsored by AICTE, New Delhi from 21st to 22nd May'2010.
 16. Attended 3rd **National Conference**, organized by Apeejay School of Management on **"Contemporary Management Research"** sponsored by Apeejay School of Management, Dwarka, New Delhi on 14th May'2010.
 17. Attended **National Seminar** organized by Department. of Business Management on **"Talent Management: Roles and Challenges for Human Resource Managers"** sponsored by Gandhi Institute for Technological Advancement, Bhubaneswar on 5th May'2010.
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ACADEMIC CREDENTIALS

1. **Awarded Ph.D. in Marketing (Management) from** Faculty of Management Studies Siksha O Anusandhan Deemed University, Bhubaneswar with **Registration** Number: 1061333,007 in the topic “Factors influencing Store Image, Loyalty & Satisfaction from Customer Perspective: - An Empirical Study in Retail Sector”.
 2. **Acquired a first class Master Degree in Business Administration (MBA) with marketing** specialization from ICFAI University, Dehradun, Uttarakhand, India, in 2009 having CGPA 7.6.
 3. **Obtained first class Bachelor Degree in Science (Botany Hons) with Distinction** from Utkal University, Bhubaneswar, Odisha, in 2004 with 72%.
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PERSONAL DOSSIER

Date of birth : August 10, 1983
Nationality : Indian
Marital status : Married
Blood Group : A⁺
Passport No. : S0056222 (Valid Up to 28/06/2028)
Languages Known : English, Hindi, Bengoli, Odia

DECLARATION

I do hereby declare that the above-furnished information is true to the best of my knowledge and belief.

Date: 24/10/2020

Subhra Rani Mondal.

Place: DaNang

(Subhra R Mondal)