

Subhankar Das, Ph.D.



CURRENT POSITION

Subhankar Das, Ph.D., is an Assistant Professor/Lecturer & Researcher of The Honours Programme at Duy Tan University of Đà Nẵng in the Department of Marketing & Socioeconomics, Vietnam.

OFFICIAL CORRESPONDENCE

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Research E-mail: dassubhankar26@yahoo.com
Personal E-mail: info.subhankardas@gmail.com
drsubhankardas26@gmail.com
Skype Id: subhankar.das26

PROFESSIONAL SNAPSHOTS

- [1]. Ph.D. completed in Marketing Management from S o A University, Bhubaneswar which is ranked 41st in UGC ranking.
- [2]. UGC NET qualified in Management in 2011
- [3]. 2 Web of Science indexed publication (SSCI, SCIE)
- [4]. 4 articles in advance stage of review in Q2 & Q3 ISI journals.
- [5]. 14 SCOPUS indexed publications till date.
- [6]. 7 chapters published in Internationally published books.

- [7]. Qualified IELTS (International English Language Testing System) in 2017.
 - [8]. Editor of a Book for Palgrave-Springer titled "Digital Entertainment: The Next Evolution in Service Sector" (Ongoing)
 - [9]. Editor & Author of a Book for Digital marketing with CRC press Routledge, India. Titled "SEO-SEM: A conjugal recipe for success in digital marketing" (in Production)
 - [10]. Guest editor for a special issue with Int. Journal of Environmental Engineering (Inderscience)
 - [11]. Winner of 4 International Awards in my field of study & research from reputed organizations.
 - [12]. IIM Lucknow, University of British Columbia & IIM Bangalore, Manipal & Google certified faculty in Case based pedagogy and digital branding.
 - [13]. Member of Center of Excellence for TISS-SVE for 'Management & Entrepreneurship and Professional Skills' Vertical, Mumbai.
 - [14]. 11+ years of progressive teaching experience across with proven abilities in class room teaching, management of departmental activity till date along with 3 years of Industry experience.
 - [15]. 10 associations with various International & national governing bodies.
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ACADEMIC EXPERIENCE

- [1]. **2019 – To Date** Working as **Assistant Professor/Lecturer and Researcher in Honours Department under Duy Tan University, Vietnam** from July 2019 with employee code **253198085**.
- [2]. **2017 – 2019** Working as **Member of Center of Excellence for TISS-SVE for 'Management & Entrepreneurship and Professional Skills' Vertical, Mumbai**. I validate course content for digital marketing, management courses, take interviews of faculties and act as a trainer for TISS.
- [3]. **2016 – 2018** Working as **Associate Professor – Marketing Leadership & Innovation at Teerthankar Mahaveer University, Moradabad** in the College of management (TMIMT) associated with industry partner **iNurture Education Solutions, Bangalore**. I am working as a faculty of Brand Management & Digital Marketing in BBA (Brand management & Communication) & MBA (Digital Marketing & Advertising) with **employee No. 834**.
- [4]. **2016 – To Date** Working as a **Reviewer and Member in Editorial Board** of prestigious journal "**International Journal of Advanced Research in Management, Engineering and Technology (IJARMET)**." Certificate No.: **IJARMET / 2016 / Editorial Team / 002**.
- [5]. **2016 – To Date** Working as a **Reviewer and Member in Editorial Board** of prestigious journal "**International Association of Research and Development Organisation**." **Membership number is MDO2217031700**.
- [6]. **2016 – To Date** Working as a **Reviewer and Member in Editorial Board** of prestigious journal "**International Journal of Marketing & Financial Management**." It is from Academic Research in Science, Engineering, and Art & Management (**ARSEAM**) Foundation.

- [7]. 2014 – To Date Working as **Deputy Chief Editor of National Research Journal of Sales & Marketing Management of National Press Associates, New Delhi**; a freelance research outfit, engaging in training, publications and research consulting.
 - [8]. 2010 – 2015 Working as **Assistant Professor** in Department of Business Administration, Gandhi Institute for technological Advancement (GITA), Bhubaneswar, Odisha **under Biju Patnaik University of Technology, Odisha with Regd. No. T106128702.**
 - [9]. 2009 – 2010 Worked as **Academic Coordinator & Lecturer in Marketing Management** in Department of Management Studies, TEAM Business School, Bhubaneswar.
 - [10]. 2009 Worked as **Lecturer in Marketing Management** in Department of Management Studies, NIIS Institution of Business Administration, Bhubaneswar.
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INDUSTRY EXPOSURE

- [1]. 2006 – 2007 Worked as **Business Development Executive at Cipla Pharmaceutical Pvt. Ltd (Guntur, Andhra Pradesh)** where my KRA is to generate awareness about the pharmaceutical products of Cipla & manage the relation of stockiest & doctors with the company.
 - [2]. 2002 – 2003 Worked as **Business Development Executive at Brigade Corporation Pvt. Ltd. (Hyderabad)** where my KRA is to deal with various customer relation activities of HP & Factset Research System.
 - [3]. 2001 – 2002 Worked as **Non-Technical Executive at TechProcess Solution Pvt. Ltd (Kolkata)** where my KRA is to deal with CRM & the non-technical queries.
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MEMBER OF FOREIGN CONFERENCE ORGANISING COMMITTEE

- [1]. International Scientific and Practical Conference on Digital Economics (ISCDE 2019), November 7-8, 2019, Chelyabinsk, Russia , Editorial board and organizing committee of the conference <http://iscde2019.com/ru/orgkomitet-konferentsii>
 - [2]. Communications Research Symposium on "Individual - Society- Technology" on 16 to 18 April 2020 will be held in Turkey's Alanya district of Antalya province, Organising committee for International Communication Research Symposium 2020. <https://www.icomres.com/boards.html>
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Ph.D. GUIDANCE AS GUIDE

- [1]. **Appointed as Lead Supervisor for Mr. Joseph Donkor.** For title “Corporate Governance the role of Board of Directors, CEOs’ risk management and challenges facing the Ghanaian Insurance Industry” under **Management University of Africa**, ^[1]_{SEP} P.O BOX 29677-00100.Nairobi, Kenya in 2019.
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EDITORIAL EXPERIENCE

- [1]. **First Editor** of a book titled “Digital Entertainment: The Next Evolution in Service Sector” under Palgrave-Springer Publication.
 - [2]. **First Editor** of a book titled “ SEO-SEM: A conjugal recipe for success in digital marketing” under CRC Press, Taylor & Francis Publication.
 - [3]. **Reviewer** of Scopus indexed IGI, Springer & Inderscience journals.
 - [4]. **Deputy Chief Editor** of National Research Journal of Sales & Marketing Management of National Press Associates (NPA) New Delhi
 - [5]. Member of **Editorial board** of International Journal of Advanced Research in Management, Engineering and Technology (IJARMET)
 - [6]. **Reviewer and Member in Editorial Board** of prestigious journal “**International Journal of Marketing & Financial Management.**” (ARSEAM)
 - [7]. Member of the **Board of Reviewers** for the “**IASET: Journal of Sales & marketing Management.**”
 - [8]. Member of **Advisory Board in International Academy of Science, Engineering and Technology (IASTE)** group of Journals.
 - [9]. Nominated as **Editorial Board Member & Reviewer of the International Journal of Applied Theoretical Science & Technology (IJATST)**
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PUBLICATIONS IN SCOPUS & WEB OF SCIENCE INDEXED JOURNAL

(Web of Science Researcher ID G-9554-2015)
(SCOPUS Author ID 55605761930)

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=55605761930>

ORCID: <http://orcid.org/0000-0001-7344-4583>

Publons: <https://publons.com/researcher/2395993/subhankar-das/>

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

Google Scholar:<https://scholar.google.com/citations?user=s1U6BWwAAAAJ&hl=en>
<https://scholar.google.com/citations?user=Yy3yZBAAAAAJ&hl=en&authuser=1>

SCI Profile: <https://sciprofiles.com/profile/921283>

Academia.edu: <https://forumduytan.academia.edu/SubhankarDas>

LinkedIn: <https://www.linkedin.com/in/subhankar-das-32213015/>

Growkudos: https://www.growkudos.com/profile/subhankar_das_1

2020

- [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 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) **(Corresponding Author)**
- [3]. Sharma, E., & Das, S. (2020). Measuring impact of Indian ports on environment and effectiveness of remedial measures towards environmental pollution. *International Journal of Environment and Waste Management*, 25(3), 356-380. DOI: [10.1504/IJEWM.2020.106295](https://doi.org/10.1504/IJEWM.2020.106295) ISSN- 1478-9876. IF-0.323 (Q4 Scopus) & ERA **(Second Author)**

2019

- [1]. Das, S., Nayyar, A. and Singh, I. (2019), "An assessment of forerunners for customer loyalty in the selected financial sector by SEM approach toward their effect on business", *Data Technologies and Applications*, Vol. 53 No. 4, pp. 546-561. ISSN: [2514-9288](https://doi.org/10.1108/dta-04-2019-0059), IF- 2.3 (Q2 Scopus) & Q4 SSCI. DOI: [10.1108/dta-04-2019-0059](https://doi.org/10.1108/dta-04-2019-0059) **(First & Corresponding Author)**
- [2]. Subhankar, D., & Anand, N. (2019, May). Digital sustainability in social media innovation: a microscopic analysis of Instagram advertising & its demographic reflection for buying activity with R. In *1st International Scientific Conference "Modern Management Trends and the Digital Economy: from Regional Development to Global Economic Growth" (MTDE 2019)*. Atlantis Press. ISBN: [9789462527218](https://doi.org/10.2991/mtde-19.2019.72) (Web of Science indexed) DOI: [10.2991/mtde-19.2019.72](https://doi.org/10.2991/mtde-19.2019.72) **(First & Corresponding Author)**
- [3]. Singh, I., Nayyar, A., Le, D.H., & Das, S. (2019). A conceptual analysis of internet banking users' perceptions. An Indian perceptive. *Revista ESPACIOS*, 40(14). ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Corresponding Author)**
- [4]. Gupta, D. K., Jena, D., Samantaray, A. K., & Das, S. (2019). HRD climate in selected public sector banks in India. *Revista ESPACIOS*, 40(11). ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Corresponding Author)**
- [5]. Singh, I., Nayyar, A., & Das, S. (2019). A study of antecedents of customer loyalty in banking & insurance sector and their impact on business performance. *Revista ESPACIOS*, 40(06). ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Corresponding Author)**
- [6]. Mohanty, P.C.; Dash, M.; Dash, M. & Das, S. (2019). A study on factors influencing training effectiveness. *Revista Espacios*. Volume (40), page. 7-15. Retrieved from <http://www.revistaespacios.com/a19v40n02/19400207.html> ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Corresponding Author)**
- [7]. Behera, M; Dash, M.; Ayasa Kanta Mohanty, A.K. & Das, S. (2019). Entrepreneurial ecosystem: A geographical upliftment. *Revista Espacios*. Volume (40), page. 26-36. Retrieved from <http://www.revistaespacios.com/a19v40n01/19400126.html> ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Corresponding Author)**

2018

- [1]. Jain, S., Jain V., & Das, S. (2018). Relationship analysis between emotional intelligence and service quality with special evidences from Indian banking sector. *Revista ESPACIOS*, 39(33). ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Corresponding Author)**

- [2]. Das, S; Mondal, S.R.; Sahoo, K.K; Nayyar, A. & Musunuru, K. (2018). Study on Impact of socioeconomic make up of Facebook users on purchasing behavior. *Revista Espacios*. Volume (39), page. 28-42. Retrieved from <http://www.revistaespacios.com/a18v39n33/18393328.html> ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(First & Corresponding Author)**
- [3]. Singh, S., & Das, S. (2018). Impact of post-merger and acquisition activities on the financial performance of banks: a study of Indian private sector and public sector banks. *Revista Espacios Magazine*, 39(26), 25. ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Corresponding Author)**
- [4]. Das, S., Dash, M., Sahoo, K., & Mishra, U. S. (2018). Study on effectiveness of celebrity endorsements in print & social media advertisements on the buying behaviour of consumers. *Revista ESPACIOS*, 39(06). ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Corresponding Author)**

2017

- [1]. Mondal, S., Das, S., Musunuru, K., & Dash, M. (2017). Study on the factors affecting customer purchase activity in retail stores by confirmatory factor analysis. *Revista ESPACIOS*, 38(61). ISSN- 0798-1015. IF-0.330 (Q3 Scopus) **(Second Author)**

BOOK CHAPTER PUBLICATIONS IN INTERNATIONAL PUBLICATIONS

IGI-USA-2020

- [1]. Das, S., & Nayyar, A. (2020). Effect of Consumer Green Behavior Perspective on Green Unwavering Across Various Retail Configurations. In *Green Marketing as a Positive Driver Toward Business Sustainability* (pp. 96-124). IGI Global. with DOI: [10.4018/978-1-5225-9558-8.ch005](https://doi.org/10.4018/978-1-5225-9558-8.ch005) **(First & Corresponding Author)**
- [2]. Das, S. (2020). Sustainability of Green Building Practices in Residential Projects. In *Green Building Management and Smart Automation* (pp. 235-249). IGI Global. with DOI: [10.4018/978-1-5225-9754-4.ch012](https://doi.org/10.4018/978-1-5225-9754-4.ch012) **(First & Corresponding Author)**
- [3]. Das, S. (2020). Innovations in Digital Banking Service Brand Equity and Millennial Consumerism. *Digital Transformation and Innovative Services for Business and Learning* (pp. 62-79). IGI Global. DOI: 10.4018/978-1-7998-5175-2.ch004 **(First & Corresponding Author)**
- [4]. Siri R., Mondal S.R., Das S. (2020) Hydropower: A Renewable Energy Resource for Sustainability in Terms of Climate Change and Environmental Protection. In: . *The Handbook of Environmental Chemistry*. Springer, Berlin, Heidelberg. https://doi.org/10.1007/978-3-662-63563-5_635
- [5]. Das, S. (2021) A Systematic Study of Integrated Marketing Communication and Content Management System for Millennial Consumers. In *Innovations in Digital Branding and Content Marketing* (pp. 91-112). IGI Global. DOI: 10.4018/978-1-7998-4420-4.ch005 **(First & Corresponding Author)**
- [6]. Dua, S., Singh, I., & Das, S. (2021) Banking Innovative Service With Digital Brand Equity for New Age Consumers: Internet Banking and Millennial Consumerism.

In *Innovations in Digital Branding and Content Marketing* (pp. 134-159). IGI Global.
DOI: 10.4018/978-1-7998-4420-4.ch007 **(Corresponding Author)**

IGI-USA-2019

- [1]. **Das, S., & Nayyar, A.** (2019). Innovative Ideas to Manage Urban Traffic Congestion in Cognitive Cities. In *Driving the Development, Management, and Sustainability of Cognitive Cities* (pp. 139-162). IGI Global. with DOI: [10.4018/978-1-5225-8085-0.ch006](https://doi.org/10.4018/978-1-5225-8085-0.ch006) **(First & Corresponding Author)**

SEPIKE-GERMANY

- [1]. **Das, S.** and Mondal, S. (2018) contributed to the book "INNOVATIONS IN SOCIAL COMMUNICATIONS AND BRANDING" for SEPIKE Monograph from Germany 'Innovations in the Modern World' (2018). **(First & Corresponding 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

PUBLICATIONS IN NON SCOPUS JOURNALS

- [1]. **Das, S.** and Sahoo, K.K. (2013), "A Study on Fairness Cream Brand Positioning in Odisha with Multi-Dimensional Scaling Approach," *Research Revolution: 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) Volume-I, Issue- 11, August'2013, pp. 24-27 (ISSN 2319-300X). **(First & Corresponding Author)**
- [2]. **Das, S.** and Mondal, S (2013), "Corporate Social Responsibility in Sustainable Development and Environmental Protection" *SANKALPA: Journal of Management & Research*, pp. 157-169 (ISSN 2231-1904). **(First & Corresponding Author)**
- [3]. **Das, S.** and Mondal, S (2011), "IPL: A Case Study For Management Students" *M.S. Ramaiah Management Review: A Research & Academic Journal of Business Management, International Journal* (Biannual Publication), Vol. 3, Issue 2, July-Dec, 2011, pp. 67-73 (ISSN- 0975-7988). **(First & Corresponding Author)**

CASE PUBLICATIONS IN INTERNATIONAL FORUMS

- [1]. **Das, S., & Mondal, S.** (2016). Yours Digitally: Patanjali. Available at SSRN 2737299. Social Science Research Network (SSRN) with URL <http://ssrn.com/abstract=2737299>. **(First & Corresponding Author)**
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CONTRIBUTION TO OTHE PROFESSIONAL ORGANISATIONS

- [1]. Got certificate of Appreciation & Mentoring for contributing to the INSTITUTE OF MANAGEMENT ACCOUNTS (IMA), USA organized Student Case Study Development in 2016 and 2017.
 - [2]. Acted as a resource person for KCL institute of Business Studies, Punjab, India for one day workshop on Digital marketing in July 11th 2020.
 - [3]. Acted as a resource person for International School of Informatics and Management for International Conference on Management and IT (ICMIT-2020) conference held online during **August 7-8, 2020**.
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PUBLICATIONS IN INTERNATIONAL NATIONAL CONFERENCE PROCEEDINGS

- [1]. Das, S. and 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. **(First Author)**
- [2]. Das, S. and 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). **(First & Corresponding Author)**
- [3]. Das, S. and 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. **(First & Corresponding Author)**
- [4]. 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. **(Second Author)**
- [5]. Das, S. and 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.- 938039724-0). **(First & Corresponding Author)**
- [6]. Das, S. (2011), "A Study on The Role of Demographic and Psychographic Dynamics in Food and Grocery Retailing in Bhubaneswar." 5th National Management Convention, organized by School of Management, KIIT University, Excel

- Publication bearing ISBN 93-80697-71-6. **(Book of Abstracts: the Business of innovation) (First & Corresponding Author)**
- [7]. Das, S. (2011), "A Study on Customer Relationship Management in Insurance Sector in Orissa" National Conference (NCRCRM 2011), organized by Department of Commerce, (Autonomous), St. Agnes Centre for Post Graduate Studies and Research, Mangalore from 14th to 15th March'2011. **(First & Corresponding Author)**
- [8]. Das, S. (2011), "Implicit Measures of Consumer Cognition: A Review". International Conference organized by University School of Management Studies, GGSIU, New Delhi, from 4th to 6th March'2011. **(Single & Corresponding Author)**
- [9]. 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). **(Corresponding Author)**
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DEVELOPMENTAL TRAINING & CONFERENCES ATTENDED

A. FACULTY DEVELOPMENT PROGRAMMES & WORKSHOPS ATTENDED

- [1]. Completed workshop on **"Writing and publishing a high impact (Q1) journal article"** from ACE Learning Excellence and Innovation from 24th October to 25th October'2020
- [2]. Completed workshop on EMERALD sponsored **"Publishing in Top SSCI Journals and Get Recognition For Your Research"** from EIC of Tourism Review, Dr. Dimitros Buhalis on 7th October'2020.
- [3]. Completed Faculty Development Programme (FDP) organized by **Indian Institute of Management Lucknow** on **"Participatory Learning and Teaching Case Studies"** from 31st March to 5th April'2016 **(One Week)**.
- [4]. 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)**.
- [5]. 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)**.
- [6]. 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)**.
- [7]. 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.

- [8]. 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**.
- [9]. 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**.
- [10]. 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**.
- [11]. 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)**.
- [12]. Attended Workshop, organized by Indian Institute of Technology (IIT), Bhubaneswar on **“Multivariate Statistical Analysis”** sponsored by IIT, Bhubaneswar on **26th March’2011**.
- [13]. 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**.
- [14]. 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 **S O A 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**.

- [1]. **Best Young Researcher Award (Male) (Below 40 years)**" by "**International Academic and Research Excellence Awards (IARE-2019)** on 8th June 10, 2019.
 - [2]. **Young Researcher of the year 2019 Award** in Education to Entrepreneurship Summit on 28th February, 2019 by Integrated Chambers of Commerce and Industry
 - [3]. **Excellent Researcher Award** in "Global Education and Corporate Leadership Awards" (GECL-2018)
 - [4]. **International Excellence Teaching Award** from South Asia Management Association (Thailand & India Chapter) on 2nd -4th December 2017 at Bangkok.
 - [5]. **Best faculty & trainer** award from IASTE, Chennai for excellence in teaching & research on 10th September 2017 at Chennai.
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ASSOCIATION WITH PROFESSIONAL BODIES

- [1]. **Life member** of Indian Commerce Association (ICA) Id: O167
 - [2]. **Life member** of International Management Association (IMA)
 - [3]. Life member of IASTE, Chennai.
 - [4]. Life member of Centre for Education Growth & Research (CEGR)
 - [5]. Member of Editorial Board of National Research Journal of Sales & Marketing Management of National Press Associates, New Delhi.
 - [6]. Member of **Editorial board** of International Journal of Advanced Research in Management, Engineering and Technology (IJARMET)
 - [7]. Reviewer and Member **in Editorial Board** of prestigious journal "**International Journal of Marketing & Financial Management.**" (ARSEAM)
 - [8]. Editorial board member & Reviewer of International Academy of Science Engineering & Technology (IASSET).
 - [9]. Member of Center of Excellence for **TISS-SVE for 'Management & Entrepreneurship and Professional Skills'** Vertical, Mumbai.
 - [10]. **Member of Grand Academic Portal (GAP)** and International Society for Applied Commerce (ISAC) ID GAP/ISAC/2018/661
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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: 1061333,008 in the topic "Media Impact of Advertising on Consumer Buying Behavior: - A Comparative Study of Different Media".
- [2]. **Qualified IELTS** in December 2017 .
- [3]. **Obtained Certification in Digital Marketing Professional Program in Association with Google (GDMP)** from Manipal Global Education Services Pvt. Ltd., Manipal University.

- [4]. **Obtained Honor Code Certificate** in Introduction to Marketing (Marketing1x) after successfully completing course from University of British Columbia.
- [5]. **Obtained Verified Certificate of Achievement** in Introduction to Marketing Essentials after successfully completing course from IIM Bangalore.
- [6]. **Passed UGC-NET in Management** (University Grants Commissions National Education Test, eligibility for lectureship) conducted by UGC, Government of India, New Delhi, India, in June' 2011 with Roll No. 60170060.
- [7]. **Acquired a first class Master Degree in Business Administration (MBA)** with **marketing** specialization from ICFAI University, Dehradun, Uttarakhand, India, in 2009 having CGPA 8.08.
- [8]. **Obtained first class Bachelor Degree in Science (Radio Imaging Technology)** with **Medical Microbiology & Radiology** as major subjects from Allahabad Agricultural Institute of Deemed University, Allahabad, India, in 2006 with 83.54%.
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PERSONAL DOSSIER

Father's Name : Late Manmatha Kumar Das
Mother's Name : Mrs. Mamata Das
Spouse's Name : Dr. Subhra R Mondal
Daughter's Name : Ms. Gracy Das
Date of birth : October 26, 1981
Nationality : Indian
Marital status : Married
Blood Group : O⁺
Passport No. : **Z3220305 (Valid till 2025)**
Permanent Address : Subhankar Das

☒ C/o- Mrs. Mamata Das
At/Po- Jaraka
District-Jajpur, State- Odisha, Pin- 75505

DECLARATION

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



Date: 24/10/2020

(Dr. Subhankar Das)