**LAXHMI NARAYAN DAS**

**Qtr. No: E-63/3**

**Unit – IX, Bhubaneswar**

**Pin - 751022 (Orissa) Mobile: -91- 9338214450/7008961063**

**E-Mail id:laxhminarayan@yahoo.com**

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| **Teaching & Training Experience: -** |  |  |
|  | **Asst Prof-MARKETING – Full Time** | **01.01.2020 to Continuing** |  |
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|  | **INSTITUTE** | **Job Description** |  |
|  |  |  |  |
|  | GOLAP INSTITUTE OF | Teaching to BBA students, Conducting |  |
|  | MANAGEMENT AND TECHNOLOGY | University Examination, placement coordinator, Looking after the |  |
|  | (A BBA COLLEGE AFFILIATED COLLEGE TO UTKAL |  |
|  |  day to day administrative and academic |  |
|  | UNIVERSITY), BHUBANESWAR |  |
|  | activities of the college. |  |
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| **Asst. Prof (Marketing) – Full Time** | **18.08.2018 – 26.12.2019** |  |
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| **INSTITUTE** | **Job Description** |  |
|  |  |  |
| GLOBAL INSTITUTE OF | Teaching the core paper of Marketing |  |
| MANAGEMENT, BHUBANESWAR (A | Management and specialization papers of |  |
| AFFILIATED COLLEGE OF BPUT, |  |
| Marketing on Sales and Distribution and |  |
| ODISHA) |  |
| CB, Entrepreneurship Development, CRM |  |
|  |  |
|  | to MBA students, Arranging Seminars for |  |
|  | the Institute, Academic coordinator, MDP |  |
|  | Coordinator and Placement coordinator. |  |
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| **Asst. Prof (Marketing) – Adjunct** | **01.10.2015– 17.08.2018** |  |
| **INSTITUTE** | **Job Description** |  |
|  |  |  |
| MADHUSUDHAN INSTITUTE OF | Teaching the core paper of Marketing |  |
| COOPERATIVE MANAGEMENT, CRP | Management and specialization papers of |  |
| SQUARE, UNIT-VIII, BHUBANESWAR |  |
| Marketing to MBA students, Arranging |  |
| ( A GOVERNMENT OF INDIA |  |
| Seminars for the Institute, |  |
| ORGANIZATION AN AFFILIATED |  |
|  |  |
| COLLEGE OF BPUT ) | Placement-coordinator, soft skill trainer |  |
|  | and examiner to many national institutes |  |
|  | and international bodies. |  |
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**Lecturer (Marketing) Full Time cum Placement Coordinator 2012 September-2015 September**

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| **UNIVERSITY** | **Job Description** |
|  |  |
| Ravenshaw Business School, Ravenshaw | Teaching Marketing Management, Retail |
| University, Cuttack | Management, Services Marketing, |
|  | E-Commerce, Marketing Financial |
|  | products. Responsible for placement activities as the capacity of Placement Officer of the university. I am also the  |
|  |  Seminar coordinator, Admission |
|  | Coordinator and looking after the |
|  | Examination activities. |
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| **Asst. Professor (Marketing) Full Time** | **2011 September – 2012 September** |
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| **INSTITUTE** | **Job Description** |
|  |  |
| Capital Engineering College, Bhubaneswar | Teaching Organization Behaviour, Soft |
| (Under BPUT, Rourkela) | skill trainer, Head- Administration, |
|  | Looking after the Examination activities, |
|  | Admission coordinator. |
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| **Asst. Professor (Marketing) Full Time** | **2010 September – 2011 August** |
|  |  |
| **INSTITUTE** | **Job Description** |
|  |  |
| United School Of Business Management, | Teaching Marketing Management, |
| Patia, Bhubaneswar | Business Structure and Principles, |
| (Under BPUT, Affiliated to AICTE) | Advertising Management, Looking after |
|  | placement activities. |
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| **Asst. Professor (Marketing) Full Time** | **2009 August-2010 August** |
|  |  |
| **INSTITUTE** | **Job Description** |
|  |  |
| Hi-Tech Institute of Technology, | Teaching Marketing Management, |
| Bhubaneswar | Organization Structure and Management, |
| (Under BPUT, Affiliated to AICTE) | Soft skill trainer, Admission coordinator, |
|  | placement coordinator, HOD to MBA |
|  | department, Examination activities, and |
|  | Seminar coordinator. |
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| **Lecture (Marketing) – Full time** | **2006 Aug – 2009 July** |
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| **INSTITUTE** |  | **Job Description** |
|  |  |
| B.I.I.T.M. | Teaching Marketing Management, Sales & Distribution |
| Under B-PUT, Rourkela, | Management, International Marketing, Consumer |
| Orissa | Behavior, Strategic Management, Product and brand |
|  | management, Soft skill trainer, Placement activities, |
|  | Admission coordinator. |
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|  | **Faculty (Marketing) – Full time.** | **2002 August – 2006 July** |
|  |  |  |  |
|  | **INSTITUTE** | **Job Description** |
|  |  |  |  |
|  | AAI-DU (Allahabad University Distant | Teaching Marketing Management, |
|  | Learning Centre) | Advertising Management, Services |
|  |  |  | Marketing, Admission coordinator. |
|  |  |  |  |

* Worked **as Asst. Branch Manager** in Sahara India for a period of Twoyear covering the entire Sales and & Marketing activities for Rourkela from April 1994 to April 1996.
* Worked as a Management Trainee and later as **Development Officer** for **ICFAI** **(Institute of Chartered Financial Analysts of India)**, Hyderabad a premier educationalinstitute imparting the various distant learning programs on Finance, Insurance, Management and Accounting from **July 2000 to July 2002**.Founder of Odisha Chapter of Distance Education Program. Promoting and branding the Distance education programs of ICFAI through seminars, conferences.

 Highest Qualification: **MBA-MARKETING** from Sambalpur University Odisha

**Project guide:**

Guiding the Process, evaluating project reports, enlighten guiding factors. The same has been done for IPSAR, Ravenshaw College, BIITM, HIT, USBM, Ravenshaw University and several other educational institutes.

Conducts personality development workshop in various placement consultancy firms time to time.

 Underwent 3 days Senior’s Certificate Program on **First Aid** by Saint John’s Ambulance in my Institute**.**

**ACADEMIC ACHIEMENT:**

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| **Exam Passed** | **Board/University** | **Year of Passing** | **Percentage of Marks/Division** |
| HSC | BSE ODISHA | 1986 | 74/1st |
| 10+2 | CHSE ODISHA | 1988 | 54/2nd |
| B.SC | SAMBALPUR UNIV. | 1991 | 56/Distinction |
| MBA-MARKETING | SAMBALPUR UNIV. | 1998 | 69/1st |

**Awards & Achievements**:

* National Scholarship holder throughout the career.
* Invited as Guest Speaker by various Management Institutes of Orissa to deliver the Lecturer on Marketing & Advertising.

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| **Seminar/FDP/Training Attended** | **:** | 1. | Attended a two days seminar on “Case Analysis |
|  |  |  | and Case ware Preparation” jointly conducted by |
|  |  |  | B-PUT and ICFAI, Kolkata Chapter. |  |
|  |  | 2. | Attended a 15 days Faculty Development Program |
|  |  |  | jointly organized by AICTE and Krupajal Business |
|  |  |  | School, Bhubaneswar, Orissa |  |
|  |  | 3. | Attended 1 day work shop on Teaching Pedagogy of |
|  |  |  | Management Teacher’s conducted by BIITM; an |
|  |  |  | AICTE | affiliated | ManagementCollege | in |
|  |  |  | Bhubaneswar. |  |  |
|  |  | 4. | Attended 1 week Teacher’s Training program in |
|  |  |  | “Principles of Management” conducted by NITTTR, |
|  |  |  | Kolkata at the Regional center of Bhubaneswar |  |
|  |  | 5. | Attended a 15 days FDP by Affinity Business School in |
|  |  |  | Entrepreneurship conducted jointly by ABS and |
|  |  |  | NIMSME, Government of India. |  |
|  |  | 6. | Attended a 3 days FDP program on UNIVERSAL |
|  |  |  | HUMAN VALUES for student induction by AICTE |
|  |  |  | and organized by SOA University, Bhubaneswar from |
|  |  |  | 6th to 8th of July 2019. |  |  |
| **Papers in National Seminar Presented** | **:** | 1. | An article titled **“Internet Advertising: It’s Just a** |
|  |  |  | **Beginning”**, Published in the Journal of International |
|  |  |  | Seminar in Information Technology jointly conducted |
|  |  |  | by IMIT & Govt. of Orissa. |  |
|  |  | 2. | An article titled **“Emerging Trends of E-Advertising** |
|  |  |  | **in Indian Corporate”** has been published in the |
|  |  |  | journal of National Seminar conducted jointly by |
|  |  |  | Institute of Management and Information Technology |
|  |  |  | (IMIT) and Government of Orissa. |  |
|  |  | 3. | An article titled **“The innovative route of online** |
|  |  |  | **advertising in India”** has been published in the journal |
|  |  |  | of National Seminar conducted jointly by Institute of |
|  |  |  | Management and Information Technology (IMIT) and |
|  |  |  | Government of Orissa. |  |  |
|  |  | 4. | An article titled **“An Innovative Approach to** |
|  |  |  | **Emerging Market Consumers”** has been published in |
|  |  |  | the journal of National Seminar conducted by Rajdhani |
|  |  |  | College of Engineering and Management and |
|  |  |  | sponsored by All India Council of Technical |
|  |  |  | Education, New Delhi. |  |  |
|  |  | 5. | Presenting a Seminar paper on Retail Management |
|  |  |  | titled **“Innovations** | **in Retail Management”** | in |
|  |  |  | Hi-Tech Institute of Technology, Bhubaneswar, Orissa. |
|  |  | 6. | Presented a Paper in National seminar titled **“Retailing** |
|  |  |  | **in India-A Futuristic Approach”** in PJ College of |
|  |  |  | Management and Technology sponsored by AICTE, |

New Delhi.

1. A paper titled **“APAIK: The Assessment Tool for** **Faculty Evaluation”** published in the Journal of PMIRDept. of Utkal University, Orissa.
2. A paper titled **“Application of Supply Chain**

**Management in Turnaround Strategy: Special reference to Vishal Retail**, published in NationalSeminar conducted by Institute of Engineers, Bhubaneswar Chapter, Odisha.

1. A paper titled **“Indian healthcare: upcoming** **possibilities and challenges journey in Indian society”** has been accepted for national seminarconducted by ISPAR, Cuttack.

**Papers Published in International Journal** 1. A paper titled **“Supply Chain Management & its**

**recent trends in India is published in All India**

**Seminar on Supply Chain Management in Sponge**

**Iron Industries”**, organized by The Institute of

Engineers (India), Mechanical Engineering Division,

Odisha State Centre, Bhubaneswar.

1. A Paper Titled **“Growing Trends Of E-Commerce**

**And Its Role In Consumers’ Buying Pattern”** Published By Oct 2012 Issue Of International Journal Of Marketing Financial Services And Management Research (ISSN Online: 2277-3622).

1. A Paper Titled **“Social Marketing: A Classic Case of**

**Sustainability Model by Hindustan Unilever Ltd.”** Published by IOSR Journal of Business and Management (IOSRJBM) ISSN: 2278-487X Volume

2, Issue 1 (July-Aug. 2012), PP 06-08 [www.iosrjournals.org](http://www.iosrjournals.org) AQCJ(AFRICAN QUALITY CENTRE FOR JOURNALS) FOCTOR-3.52

1. A research paper **titled “ Internet advertisement on** **social media: Impact of consumer behavior**” inJournal of Economics Management and Technology, ISSN NO: 2278-5175
2. A research paper titled **“Influence of attitude and** **lifestyle on online shopping among young college and university going youths” A case of Bhubaneswar and Cuttack city Odisha** has beenpublished by Biannual Journal BIZCRAFT Journal of Contemporary Management. ( ISSN NO: 2231-0231)
3. A research paper titled” **Influence of lifestyle an** **attitude on online shopping among IT professionals-A case of Odisha State** has been published byInternational Journal of current trends in Science and Technology. ( ISSN NO: 0976-9730)Impact factor-10.349
4. A research paper titled **“ Attitude and Lifestyle’s** **influence on online shopping among newly married women: A case of Bhubaneswar city Odisha”** hasbeen published by Asia Pacific Journal of Research having an impact factor of 6.58 and **UGC approved** (S.N 45979 ISSN NO: 2320 5504)Impact factor-6.58

**ONLINE NATIONAL AND INTERNATIONALSEMINAR/WORKSHOP/SYMPOSIUM/:**

Attended around **70** national and international seminars, workshops and symposium conducted by various national and international institutions of repute in the field of management studies, education research and education administration.

**CONFERENCE CHAIR FOR INTERNATIONAL WEB CONFERENCE:**

Chairperson for one technical session for 2 days **International web conference in Current Trends and Challenges in Education, Research and Social Sciences conducted by ICERT, NEWDELHI.**

**AWARD:**

**Awarded Life time Achievement award for service towards Education sector “CHANAKYA AWARD” by ICERT, NEWDELDI IN 2022.**

**Papers in International Conference Presented**

**Papers Published in National Journal**

1. Presented a Paper on **“Impact of Modern retail on** **the Fast moving consumer goods (FMCG) Sector”**,in an international seminar conducted by KIIMS, Cuttack an affiliated institute under AICTE & BPUT.
2. Presented a paper titled **“Green Marketing and** **its impact in Global Business”** in InternationalConference on Technology and Business Management (ICTBM-12), at University of Wollongong, Dubai.

3. Presented a paper titled” **Product Innovation and**

**several marketing techniques to sell low cost water filter product from IMMT, Bhubaneswar to the Emerging market in India**”

In International conference on Management at IIM, Bangalore.

1. Presented a paper titled “**Role of Humanitarian**

**Supply Chain Management in various disaster situations across the Globe** at IIM, RAIPUR Fullpaper will be **published by Springer Publication.**

1. A paper titled **“E-Learning: An innovative** **approach towards modern education, a case study of Sikkim Manipal University and Symbiosis University, Pune.”** In Journal ofHigher Education.
2. A paper titled **"Marketing Techniques of**

**OTDC(Orissa Tourism Development Corporation) A futuristic approach to build Orissa a tourist spot in global market"** has beenpublished in the Management journal GBAMS VIDUSHI Vol.5 No.1 Impact factor-0.629

1. A paper titled **“SAMSUNG AT**

**CROSSROAD-THE SMARTPHONE WAR IN INDIAN MARKET”** has been published inResearchers World-Journal of Arts, Science and Commerce in July, 2013, volume-IV, Issue-3 (ISSN: 2231-4172)Impact factor-0,765

**Book/Book Chapter Publication** **:**

1. A chapter on “**Role of E-commerce in**

**Indian Economy and its impact in**

**Changing life style of Indian consumers**”

Has published in the ISBN bearing book by

**EXCEL PUBLICATION HOUSE** through

Prime Institute of Management, Dewas, MP

2. A chapter on “**Quadricycle: A new hope for**

**Rapid urban transportation system in**

**India”** has published in Engineering,

Technology and Business Management

Practices by Yadav Publication, Indore

(ISBN 978-81-926982-0-5)

**3.** A chapter on “**Smartphone Advantages in**

**Indian Market”** has been accepted and will

Publish in a book titled **Global Management**

**Practices.( ISBN NO: 978-81-928178-1-1)**

**4.** A chapter titled **“E- commerce trends in**

**India” to be published in a book titled**

**“Strategic Marketing in Fragile Economic**

**Conditions”** by IGI-GLOBAL, **SCOPUS INDEXED, DOI-10.4013**

**5.** A chapter titled **“Sales techniques for 21st**

**Century Market”** has been published in

Global Business Strategies” by Agricultural

 **BOOK, ISBN: 978-81-7622-361-4**

|  |  |  |  |
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| **Article Published** |  | : An article on **“Management Education in India:** |  |
|  |  | **The sinking titanic of Management studies”** will |  |
|  |  | be published in **The Education Post**, May edition, |  |
|  |  | 2012 |  |  |  |  |  |  |  |
| **Workshop Attended** | **:** | 1. Attended National Workshop on Teaching Ethics, |  |
|  |  | Ethics-2009 on 14th and 15th of March, organized |  |
|  |  | by Hi-Tech Institute of Technology, in |  |
|  |  | association with Akshaya Patra Foundation, |  |
|  |  | Bangalore. |  |  |  |  |  |  |  |
|  |  | 2. Participated a 2 days’ workshop on Bharat |  |
|  |  | Operating System Solutions jointly conducted by |  |
|  |  | Hi-Tech Institute of technology and C-DAC, |  |
|  |  | Govt. of India. |  |  |  |  |  |  |
| **Personality traits** | **:** Good communication Skill, honest, diligent, |  |
|  |  | extrovert, Positive approach, ability to work in a |  |
|  |  | group, believe in team work, consulting people, an |  |
|  |  | efficient listener, a good planner and avoid conflict. |  |
| **Reviewer of Journal** | **:** | Reviewer | of Global | Journal | of | Management |  |
|  |  | Science and Technology. |  |  |  |  |  |
|  |  | Reviewer to Panel of the MERLOT Journal of |  |
|  |  | Online Learning and Teaching (JOLT) |  |  |
|  |  | Member, | Editorial | board | for” | Sales | and |  |
|  |  | Marketing | Journal” | published | by Research |  |
|  |  | Publisher (www.researchpub.org) |  |  |  |
|  |  | Reviewer |  |  |  |  |  |
|  |  | toresearch | initiatives | from |  |
|  |  | FAYETTEVILLE | STATE |  | UNIVERSITY |  |
|  |  | (ISSN: 2168-9083) |  |  |  |  |  |  |
|  |  | Reviewer to AFRICA DEVELOPMENT AND |  |

RESOURCES RESEARCH INSTITUTE

(ADRRI) JOURNAL*ADRRI JOURNAL*

*(*www.adrri.org*)PISSN*: 2343-6662 *ISSN-L*:

2343-6662

Reviewer to African Journal of Agricultural

Science and Technology (AJAST)

(//www.oceanicjournals.org/ajast)

 Reviewer to American Association for Science

and Technology, USA (http://www.aascit.org)

Reviewer to Common Ground Publishing

Organization, UK.

English Editor and peer-review member of

KHAZAR journal of Humanities and Social

Sciences, KHAZAR UNIVERSITY.

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| **Trainer** |  |  | Conduct training program for senior Sales |
|  |  |  | Executives of **Govt. of Odisha from Handlooms and Handicrafts Dept. and Dept. of Textiles time to time** |
|  |  |  |  **since 2010** to upgrade the skills of the Officials |
|  |  |  | and sharing the new ideas in Sales and Marketing |
|  |  |  | at MICM, Bhubaneswar, OdishaAlso conducts GDR program of Govt, of India time to time as required by the institute. Prepare the study materials for the program.Delivered talk on SALES TECHNEQUES at EMEMI CEMENT |  |  |
|  |  |  | Received Guide certificate of Excellence from |
|  |  |  | **Om oil and Flour Mills Limited,** an ISO |
|  |  |  | 22000-2005 certified company, which is a leading |
|  |  |  | manufacturer and exporter of Ruchi spices and |
|  |  |  | pasta products. |  |  |  |  |
|  |  |  | Empanelled Trainer for TISS, Mumbai |  |
|  |  |  Attended 1 week FDP program at **TISS Mumbai** |
|  |  |  | with the collaboration of **WADHWANI** |
|  |  |  | **FOUNDATION** as **Facilitator of Success.** |
|  |  |  Trainer cum placement coordinator to **GLOBAL** |
|  |  |  | **SKILL VENTURE,** a subsidiary skill training |
|  |  |  | institute of **GLOBAL INSTITUTE OF** |
|  |  |  | **MANAGEMENT.** |  | Train | personality |
|  |  |  | development and career counseling to trainees of |
|  |  |  | various skill development programs imparted by |
|  |  |  | The center under | **ODISGA** | **SKILL** |
|  |  |  | **DEVELOPMENT** | **AUTHORITY** | **FROM** |
|  |  |  | **AUG. 2018 ONWARDS.** |  |  |  |
| **Examiner cum question setter** | **:** |   : Examine the papers and set the question papers |
|  |  |  | For **ICWAI** in Management subjects since 2012. |
|  |  |   : Examiner to SIKKIM MANIPAL UNIVERSITY |
|  |  |  | from 2011 and also set the question papers for |
|  |  |  | Management subjects for MBA and BBA |
|  |  |  | Programs from 2011 onwards.: Examiner to **ICAI, Newdelhi** from 2020 onwards. |  |  |
|  |  |   Question paper setter | to | **BPUT** | (Biju | Patanaik |
|  |  |  | University of Technology), Odisha for Supply |
|  |  |  | Chain Management. An examiner and University |

External supervisor to conduct the semester

examination across the state from 2006 onwards

 : Freelance Examiner to **British Council** to

conduct the IETLS examination throughout the

State from 2016 to 2018.

 **ATAL AICTE FDP ATTENDED:**

1. **Attended a 1 week online FDP by ATAL-AICTE collaboration with VSSUT-BURLA in the area of “Emerging techniques and application in IoT 09.08.2021 TO 13.08.2021**
2. **Attended a 1 week online FDP by ATAL-AICTE collaboration with INSTITUTE OF MANAGEMENT STUDIES, IIT-BHU in the area of “Emerging issues and recent advancement in Demand and Supply Chain Management” from 07.01.2022 to 11.01.2022.**
3. **Attended a 1 week online FDP by ATAL-AICTE collaboration with IMI, Bhubaneswar in the area of SUPPLY CHAIN MANAGEMENT from JANUARY 17 TO JANUARY 21.**
4. **Presented a Research paper titled ‘Role of Digital Marketing in consumer decision making process” at the International conference at NATIONAL FOUNDATION OG ENTREPRENEURSHIP DEVELOPMENT TAMILNADU.**
5. **Attended one week online FDP in “HOW TO DO RESEARCH METHODOLOGY” organized by REST SOCIETY FOR RESEARCH INTERNATIONAL from February 7-11 2022.**
6. **Attended one week online FDP program organized jointly by ATAL AICTE and IIM NAGPUR on “ENTREPRENEURIAL FINANCE” From February 21-25 2022**
7. **Attended 2 weeks online INTERNATIONAL ENTREPRENEURSHIP SUMMIT organized by Center for Management Studies, JAIN UNIVERSITY, Bangalore from January 10-22, 2022.**
8. **Attended 10 days International workshop cum FDP on “DEVELOPING YOUR RESEARCH PROJECT” jointly organized by NORTH EASTERN HILL UNIVERSITY(NEHU) and INDIAN SOCIETY FOR TRAINING AND DEVELOPMENT(ISTD) from 2ND of March to 11th of March 2022.**

**Consultancy Services**

**Proficiency in Languages**

**Skill Development Training:**

**ONLINE TRAINING:**

**Placement**

**PERSONAL PROFILE**

: Freelance Recruiter to **AB INFOWAYS**, an IT company at Bhubaneswar.

: **Freelance recruiter to a few companies across the country in IT as well as NON IT profiles.**

**: Conducts campus drive program for a few MBA colleges at BHUBANESWAR.**

* English, Hindi, Oriya & Bengali.

: A skill development trainer in Retail and personality development domain and an assessor in Retail domain by NSDC from 2015 onwards.

1. Attended **2 weeks FDP program on DESIGN AND DEVELOPMENT OF CONTENT FOR E-LEARNING conducted by NITTTR, KOLKATA from JUNE 14-JUNE 28, 2021**
2. Attended **1 week FDP program on ENTREPRENEURSHIP DEVELOPMENT conducted by NITTTR, Kolkata from JUNE 28-JULY 4, 2021**

**: Around 12 years of experience in Placement coordination in various Institutes as a capacity of placement coordination member and worked as placement coordinator at Ravenshaw University (for 3 years) besides core teaching.**

**Freelance recruiter to few companies across the country.**

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| **NAME** | **:** | **LAXHMI NARAYAN DAS** |
| **FATHER'S NAME** | **:** | Sri Khagendra Narayan Das |
| **DATE OF BIRTH** | **:** | 14.03.1971 |
| **NATIONAILITY** | **:** | Indian |
| **MARTIAL STATUS** | **:** | Married |
| **SEX** | **:** | Male |
| **References:** |  |  |  |

1. **Prof. (Dr.) Surjya Kumar Mishra**

Retired Professor cum Dean-MBA, BPUT, Rourkela

Odisha Ph: 09861047886

1. **Mr. Surya Kumar Sahoo, Chairman**

Golap Group of Management and Technology Plat no: HIG/1, Kapila Prasad Bhubaneswar

 MOB: 9438132750