Curriculum Vitae

Dr. RAJEEV KUMAR PANDA

Professor

School of Management
National Institute of Technology, Rourkela
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EDUCATION:

- Doctor of Philosophy (Ph.D.) in Management, Sambalpur University, India. Specialization Area: Marketing.
  Dissertation: Risk Assessment and Channel Choices in Agricultural Marketing: Application of Multi Criteria Decision Making Model.
- Faculty Development Program in Management (FDPM-IIMA), Indian Institute of Management, Ahmedabad, India.
  Focus Area: Pedagogy and Research Methods; Grade: A+
- Master of Business Administration (MBA), Department of Business Administration, Sambalpur University, India, with first division. Specialization Area: Marketing.
  Dissertation: Marketing strategies through marketing efficiency assessment: Case of small scale & part time vegetable growers in Odisha.
- Bachelor of Science (B.Sc.) from Sambalpur University, India with first class distinction.
  Specialization Area: Chemistry (Honours) with Physics & Mathematics.
  Class Rank: 1st with distinction
- Higher Secondary (10+2) in Science from CHSE, Odisha, India with first division, *Specialization Area: Physics, Chemistry & Mathematics*
  Class Rank: 1st with National Merit Scholarship.
- Matriculation (10th) in English, Science, Math from Board of Secondary Education, Odisha, India with first division.
  Class Rank: 1st with National Merit Scholarship.

ACHIVEMENTS, HONOURS & AWARDS:

- Awarded the Best Research Paper in International Conference on Business Analytics and Intelligence (ICBAI, 2018) at IISC Bangalore for the paper "Understanding Customer Experiences in Indian Railways: Implementation of Machine Learning based Sentiment Analysis"
- Awarded with the Best research paper in the IIM Indore-NASMEI Summer Marketing Conference, 2017 for the paper titled “Users’ Information Privacy Concerns and Privacy Protection Behaviours in Social Networks: Evidence from India”.
- Recipient of Academy of Marketing Science (AMS), Young Researcher Award Travel Grant to attend the AMS Annual Conference in New Orleans, LA, USA.
- Invited by the office of President of India on the occasion of Festival of Innovation, 2016 & 2017 at Rashtrapati Bhavan, New Delhi to showcase institutional innovations and their outcome.
- Recipient of National Merit Scholarship, Govt. of India during the undergraduate year 1997-2002.

- Awarded with the best research paper in the International Conference on "Marketing in Emerging markets", Sept-2009 for the sub theme 'Managing market offering in the emerging markets'.
- Awarded with the best research paper in the National Conference on "Financial Risk Management: A Challenge for Emerging Markets", May-2010 for the sub theme "Inter-disciplinary approach to Financial Risk Management".

SPONSORED RESEARCH PROJECTS:

1. Project Title: Promoting Startup intent for 'Aatma Nirbhar Bharat' among Science and Technology students in Institutes of National Importance.
    a. Sponsoring Agency: ICSSR, New Delhi
    b. Project Duration: April, 2022-March, 2024; Value: Rs. 15.0 lakhs
2. Project Title: Drivers, barriers and enablers of Tribal Women Millet-preneurship in Odisha.
    a. Sponsoring Agency: National Commission for Women, New Delhi
    b. Project Duration: October, 2023-September, 2024; Value: Rs. 8.59 lakhs
3. Project Title: Development of a rural bioresources complex in tribal districts of Western Odisha for primary processing and value addition of Horticultural and Non Timber Forest produce.
    a. Sponsoring Agency: DBT, New Delhi
    b. Project Duration: April, 2012-March, 2024; Value: Rs. 17 lakhs
4. Project Title: Impact of Covid-19 crisis on Start-up Funding Ecosystem in India: Socio-economic and Policy Recommendation.
    a. Sponsoring Agency: ICSSR, New Delhi
    b. Project Duration: July, 2021-March, 2022; Value: Rs. 4.60 lakhs
5. Project Title: Investigation of Institutional & Technical Factors Influencing Vegetable Farmers' Marketing Channel Choices in Odisha
    a. Sponsoring Agency: IMPRESS, MHRD-ICSSR, New Delhi
    b. Project Duration: April, 2019-March, 2021; Value: Rs. 12.0 lakhs
6. Project Title: Assessing Healthcare Service Quality of Primary Health Centers in Rural Odisha
    a. Sponsoring Agency: ICSSR, New Delhi
    b. Project Duration: September, 2015-February, 2017; Value: Rs. 6.0 lakhs
7. Project Title: A Comprehensive Evaluation Study of ST Girls' Hostel in Odisha
    Sponsoring Agency: Planning & Convergence Dept, Govt of Odisha
    Project Duration January, 2018- September, 2018; Value: Rs. 12.80 lakhs
8. Project Title: Evaluation, Reporting and Documentation of Regional SARAS,2017
    a. Sponsoring Agency: DRDA, Govt. Of Odisha
    b. Project Duration September, 2017- November, 2017
9. Project Title: Analysis, Reporting and Documentation of Stakeholders' perception of Pallishree Mela (Rural Fair)
    a. Sponsoring Agency: ORMAS, Govt. Of Odisha
    b. Project Duration September, 2018- November, 2018
10. Project Title: Innovation and Entrepreneurship Development Centre (IEDC)
    a. Sponsoring Agency: NSTEDB, DST, Govt. of India
    b. Project Duration: March, 2015-February, 2020; Value: Rs. 45.30 lakhs

Ph.D. GUIDANCE

SN	Scholar Name	Thesis Title	Status
1	Dr. Ram K. RaoKondasani	Managing Customer Perceived Service Quality in Indian Private Healthcare Sector.	Awarded, 2016
2	Dr. Vivek Pathak	Managing Behavioral Intentions of Management Graduate: A Study of North-East Indian Universities.	Awarded, 2018
3	Dr. Siddharth Mishra	Environmental Consciousness and Brand Equity: Anempirical impact assessment Study	Awarded, 2019
4	Dr. Soma Patnaik	Consumers' Online Impulsive Buying Behaviour: Role of Trust, Shopping Orientation & Recommendations	Awarded, 2020
5	Dr. Kishalay Adhikari	Consumer-Brand Engagement And Brand Loyalty: Conceptualization, Antecedents And Relationship	Awarded, 2021
6	Dr. Dibya Nandan Mishra	Managing customer relationship quality for favourable behavioural intentions: A study on AYUSH system of healthcare in India	Awarded, 2022
7	Dr. Navin Kumar	Risk Assessment & Channel Choices in Agribusiness: An integrated evaluation framework.	Awarded, 2022
8	Dr. Chinmaya K Sahoo	Entrepreneurial Marketing and Business Performance of MSMEs in Odisha: Role of Entrepreneurial Education and Institutional Environment.	Awarded, 2024
9	Dr. Shubham Senapati	Augmenting Patient Engagement for Favourable Behavioural Intention: Role of Service Experience and Perceived Service Quality	Awarded, 2024
10	Dr. Swagatika Sahoo	Fostering the potentials of Technology Incubation Centres as tools for fast-tracking Entrepreneurship.	Awarded, 2025
11	Biswajit Behera	Workplace Deviance and Millennials Innovative Work Behaviour: A study of Indian IT/ITES Sector	Continuing
12	Soham Bardhan	Customer Participation Variation and Its Impact on Service Performance: The Moderating Role of Value Co-Creation	Continuing
13	Sagar Kumar Behera	Entrepreneurial marketing strategy and business performance of Start ups: The role of institutional environment and innovation	Continuing
14	Satpreet Kaur	Entrepreneurial Finance: Emerging Framework, Models & Application in emerging economies.	Continuing
15	Muskan Chaurasia	Role of Masstige Consumption Values and Propensity Traits in Enhancing Consumer Behavioural Intention	Continuing

ADMINISTRATIVE POSITIONS & RESPONSIBILITIES:

- President, Student Activity Centre (SAC), NIT Rourkela
- Founder Director and Ex-Professor in Charge, Foundation for Technology & Business Incubation. NITR
- Coordinator, Innovation & Entrepreneurship Development center, NIT Rourkela.
- Coordinator, Innovation cum Incubation Centre, P&C Dept, Govt of Odisha.

- Nodal Officer, NIT Rourkela for Start up Odisha Prog, MSME Dept, Govt of Odisha
- Ex-Academic Member: Technical Education Quality Improvement Program-II, DST.
- Ex-Convener, Curriculum Development, SM (Coordination, Design & Development)
- Core Committee Member, Non teaching staff recruitment committee, 2012,2014, 2023
- Ex-Committee Member, Website Development
- Ex-Committee Member, Faculty Information Portal Committee
- Faculty Advisor, Grapevine, the Business club & Entrepreneurship cell.
- Local Organizing Committee Member, Central Counseling for M.Tech.(CCMT)-2015

EDITORIAL/REVIEWER RESPONSIBILITY:

Reviewer, Journal of Global Marketing:
Reviewer, Journal of Global Entrepreneurship Research
Reviewer, International Journal of Health Care Quality Assurance

PROFESSIONAL BODIES MEMBERSHIP:

Life Member: Association of Indian Management Scholars (AIMS-International)
Member: Academy of Marketing Science
Member: European Marketing Academy
Life Member: International Economics Development and Research Center (IEDRC)
Life Member: Indian Society of Agriculture Marketing

TEACHING INTERESTS:

Courses Taught:	
Strategic Brand Management	Marketing Research
Services Marketing	Sales & Distribution Management
Entrepreneurship	Marketing Management
Rural & Agricultural Marketing	
Courses Developed:	
Marketing Lab	Marketing Analytics
Agricultural Marketing	Marketing Matrix and Models

Student Feedback: Quantitative scores nearly always exceed 4 on a 5-point scale in which 5 is top score.

PROFESSIONAL DEVELOPMENT

Publications (Journal Papers)

- N. Kumar, R. K. Panda, and K. Adhikari, "Tourists' engagement and willingness to pay behavior during COVID-19: an assessment of antecedents, consequences and intermediate relationships", Journal of Hospitality and Tourism Insights, Emerald Publishing, June 2022, 10.1108/JHTI-02-2022-0050
- N. Kumar, R. K. Panda, and K. Prakash, "Precedence analysis of customer engagement dimensions for tourism destinations: an evidence-based modeling using RIDIT-GRA

approach", Journal of Hospitality and Tourism Insights, Emerald Publishing, May 2022, 10.1108/JHTI-12-2021-0340

- N. Kumar, R. K. Panda, and K. Adhikari, "Transforming tourists' intentions through destination engagement: Insights from transformative learning theory", The Service Industries Journal, vol.42, no.9-10, pp.688-715, Taylor & Francis, April 2022, 10.1080/02642069.2022.2062327
- D. N. Mishra and R. K. Panda, "Decoding customer experiences in rail transport service: application of hybrid sentiment analysis", Public Transport, Springer, February 2022, 10.1007/s12469-021-00289-7
- D. N. Mishra and R. K. Panda, "How delightful is Indian wellness tourism? A Netnographic study", Advances in Hospitality and Tourism Research (AHTR), vol.9, no.1, pp.132 - 156, Akdeniz University Publishing House, Antalya, Turkey, March 2021, 10.30519/ahtr.784232
- N. Kumar and R. K. Panda, "Dark tourism: assessing tourists' experience and intentions for a spooky destination brand", in Bridging Gaps: Marketing in an Age of Disruption, vol.31, pp.328-331, American Marketing Association, August 2020 Inproceedings
- K. Adhikari and R. K. Panda, "Evaluation of brand relationship quality using formative index: a novel measurement approach", Journal of Product & Brand Management, vol.29, no.4, pp.505-516, Emerald, June 2020, 10.1108/JPBM-09-2018-2030
- D. N. Mishra and R. K. Panda, "How delightful is Indian wellness tourism? Assessing service quality using sentiment analysis", in 2020 AMA Winter Academic Conference: Consumers and Firms in a Global World, vol.31, pp.sad-22, American Marketing Association, San Diego, CA, February 2020 Inproceedings
- K. Adhikari and R. K. Panda, "Segmenting consumers using Facebook profile pictures: A hierarchical and k-means clustering analysis approach", in 2020 AMA Winter Academic Conference: Consumers and Firms in a Global World, vol.31, pp.sad-33, American Marketing Association, San Diego, CA, February 2020 Inproceedings
- K. Adhikari and R. K. Panda, "Examining the role of social networking fatigue toward discontinuance intention: The multigroup effects of gender and age", Journal of Internet Commerce, vol.19, no.2, pp.125-152, Taylor & Francis 2020, 10.1080/15332861.2019.1698265
- N. Kumar and R. K. Panda, "Place branding and place marketing: a contemporary analysis of the literature and usage of terminology", International Review on Public and Nonprofit Marketing, vol.16, no.4, pp.255-292, Springer, December 2019, 10.1007/s12208-019-00230-6
- R. R. Kondasani and R. K. Panda, "Better healthcare setting for better healthcare service quality An empirical analysis of Indian consumers' perspective", International Journal of Quality & Reliability Management, vol.36, no.10, pp.1665-1682, Emerald, October 2019, 10.1108/IJQRM-05-2018-0120
- K. Adhikari and R. K. Panda, "The role of consumer-brand engagement towards driving brand loyalty Mediating effect of relationship", Journal of Modelling in Management, vol.14, no.4, pp.987-1005, Emerald, October 2019, 10.1108/JM2-03-2019-0067
- S. Sahoo and R. K. Panda, "Exploring entrepreneurial orientation and intentions among technical university students: role of contextual antecedents", Education+ Training, vol.61, no.6, pp.718-736, Emerald Publishing, July 2019, 10.1108/ET-11-2018-0247 A

- Adhikari, K, Panda, Rajeev Ku (2018). Users' Information Privacy Concerns and Privacy Protection Behaviors in Social Networks, *Journal of Global Marketing,* Taylor & Francis, 31(2), 96-110.
- Pathak, Vivek K, Ashim K. Das, Panda, Rajeev Ku (2018). Application of RIDIT Analysis in Prioritizing Perceived Service Quality Dimensions of Management Graduates in Indian Universities, *Indian Journal of Marketing,* Scopus, *48 (2),* 23-35.
- Panda, Rajeev Ku & Ram K. Rao Kondasani (2017). Customers' Precedence for Service Quality Dimensions in Indian Private Healthcare Setting: A RIDIT Approach, *Hospital Topics*, Taylor & Francis, 95(4), 90-99.
- Misra, Siddharth & Panda, Rajeev Ku (2017). Environmental consciousness and brand equity: An impact assessment using analytical hierarchy process (AHP), *Marketing Intelligence & Planning,* Emerald, 35(1), 40-61.
- Adhikari, K, Panda, Rajeev Ku (2017). Social Media Brand Communities and Brand Loyalty: An Integrated AHP Approach, International Journal of Virtual Communities and Social Networking, IGI, 9(2), 62-79.
- Misra, Siddharth & Panda, Rajeev Ku (2017). Scale transformation of analytical hierarchy process to Likert weighted measurement method: an analysis on environmental consciousness and brand equity, International Journal of Society Systems Science, Inderscience, 9(3),242-255.
- Panda, Rajeev Ku & Swagatika Sahoo (2016). A stitch in time: the story of 'Konark Cinema', *Journal of Global Entrepreneurship Research,* Springer, 6:5,1-11, DOI 10.1186/s40497-015-044-5.
- Panda, Rajeev Ku (2016). To expand or to diversify? The dilemma of Grihasthi Udyog, *The Journal of Entrepreneurship,* Sage, 25 (1), 89-102.
- Kondasani, R. K. Rao & Panda, Rajeev Ku (2015). Service Quality Perception and Behavioural Intention: A study of Indian Private Hospitals, *Journal of Health Management*, SAGE, 18 (1), *188-203*.
- Kondasani, R. K. Rao & Panda, Rajeev Ku (2015). Customer Perceived Service Quality, Satisfaction and Loyalty: A Study in Indian Private Healthcare Sector, *International Journal of Health Care Quality Assurance,* Emerald, 28(5), 452-467.
- Panda, Rajeev Ku & Siddharth Misra (2014). Impact of Country-Of-Origin Image on Brand Equity: A Study on Durable Products in India, Procedia - Social and Behavioral Sciences, Elsevier, 150 (2014) 494 – 499.
- Panda, Rajeev Ku & Ram K. Rao Kondasani (2014). Assessing customers' perceived service quality in private sector banks in India, Serbian Journal of Management, 9(1): 91-104.
- Panda, Rajeev Ku & Sreekumar (2012). Marketing channel choice and marketing efficiency assessment in agribusiness, *Journal of International Food and Agribusiness Marketing, Taylor and Francis*, *Routledge.* 24(3): 213-230.
- Panda, Rajeev Ku (2010). Blind People's Association, *International review on public policy and nonprofit marketing*, Springer, 7 (2): 185-190.
- Panda, Rajeev Ku & Sreekumar (2012). Prioritizing issues in agribusiness using ridit analysis: An Indian perspective, *World Journal of Agricultural Sciences,* IDOSI, 8 (1): 80-88.
- Panda, Rajeev Ku., Das, T.K. & Sreekumar (2012). Identifying the Risk Involved in Vegetable Business: An Empirical Study in India, *International Journal of Indian Culture and Business Management,* Inderscience, 5 (4):438-457.

- Panda, Rajeev Ku & Sreekumar (2010). Investment model under conflicting expert opinion, *Financial Risk Management*, Excel, 1(1), 10-14.
- Panda, Rajeev Ku & Sreekumar (2009). The effect of country-of-origin on brand evaluation-Indian consumers' perspective. *Marketing in emerging markets,* Excel, 1(1), 11-23.
- Panda, Rajeev Ku (2007). Sustainable Marketing-Challenges & Opportunities, *Indian Journal of Marketing*, 37 (12), 91-103.
- Panda, Rajeev Ku. (2008). Marketing Strategies for small scale & part time Vegetable Growers, *The Chanakya*, 7 (2), 61-72.

Book Edited

- Panda, Rajeev Ku., Sahoo, C.K, Bag, D. (2017). Business, Innovation & Sustainabilty.
- Sahoo, C.K, Mohanty, P.K., Panda, Rajeev Ku. (2014). Business Strategies for Emerging India.
- Panda, Rajeev Ku. (2014).Business Paradigms in Emerging Markets, Springer, New Delhi
- Panda, Rajeev Ku. *et al* (2009). *Marketing in Emerging Markets*, Excel Publishers, New Delhi.
- Panda, Rajeev Ku. (2008). *Business venturing, Sustenance and Growth* - A case book by participants of 29th FDP at Indian Institute of Management, Ahmedabad.

Publications (Conferences/Seminars Paper

- Mishra, D.N, R. K. Panda (2018). Understanding Customer Experiences in Indian Railways: Implementation of Machine Learning based Sentiment Analysis, International Conference on Business Analytics and Intelligence (ICBAI 2018) at IISc Bangalore, 20-22 December, 2018.
- Panda, Rajeev Ku, K. Adhikari (2018). Social Networking Fatigue, its Antecedents and Discontinuance Usage Intention: Empirical Model Validation, 8th Academic International Conference on Social Sciences and Humanities (AICSSH 2018) Cambridge University, 3rd-5th December 2018.
- K. Adhikari and R. K. Panda (2017). Information Privacy Concerns and Privacy Protection Behaviours in Social Networks: Evidence from India, IIMI NASMEI Summer Marketing Conference, 27th -30th July, 2017.
- S Sahoo and R. K. Panda (2017). Assessing the effect of Personality traits, Attitudes on Entrepreneurial Intentions of the Technical Students in India, 5th Biennial Conference of the Indian Academy of Management (INDAM) held at IIM Indore.
- S Misra and R. K. Panda (2017). Panda. Analytical Hierarchy to Likert Measurement: An example on decision making in Environment Consciousness andBrand Equity, IIMI NASMEI Summer Marketing Conference, 27th -30th July, 2017.
- Kondasani, R. K. Rao & Panda, Rajeev Ku (2015). Customer Perceived Service Quality, Satisfaction and Customer Loyalty: An Empirical Test of Mediation in Private Hospitals, International Conference on Advances in Healthcare Management Services being held during June 06-07, 2015 at Indian Institute of Management, Ahmedabad.
- Panda, Rajeev Ku, Siddharth Misra (2014). Impact Of Country-Of-Origin Image On Brand Equity: A Study on Durable Products in India, 10th International Strategic Management Conference on 'Rethinking Strategies for SMEs in order to be Successful in

the Global Environment' organized by Yalova University, Yalova-Turkey at Roma, Italy, 19th-21st June,14.

- Panda, Rajeev Ku (2013). An empirical investigation of the cross cultural buying behaviour of Indian consumers, International Symposium on Culture, Art & Literature (ISCAL), organized by National Taipei University of Technology & International Business Academics Consortium (IBAC) at Bangkok, Thailand on 06-08th Npvember,2013..
- Panda, Rajeev Ku(2010). Investment Model under Conflicting Expert Opinion- A Fuzzy Approach, National Conference on 'Financial Risk Management- A Challenge for Emerging Markets', organized by Rourkela institute of Management Studies (RIMS) on 29th -30th April, 2010 and awarded with the best research paper for the sub theme 'Interdisciplinary Approach to Financial Risk Management'.
- Panda, Rajeev Ku(2009). The effect of country-of-origin on brand evaluation, International Seminar on 'Marketing in Emerging Markets', organized by Rourkela institute of Management Studies (RIMS) on 06th-08th September 2009 and awarded with the best research paper for the sub theme Managing market offering in the emerging markets'.
- Panda, Rajeev Ku (2009). Consumer Perception of Recession: an empirical review, National Seminar on 'Global Recession and Indian Economy' organized by Dept of Business Administration, Sambalpur University on 30.04.09.
- Panda, Rajeev Ku (2009). Enhancing Brand Attitude through Environmental Associations: An empirical approach, National Seminar on 'Globalization and emerging economies' organized by IIPM School of Management on 10.04.09
- Panda, Rajeev Ku (2008). Does Corporate Reputation Matters for Consumers, National Seminar on 'Development, Displacement and Rehabilitation' organized by Indian Economic Association on 20th & 21st September' 2008 and got the Best Paper Award.
- Panda, Rajeev Ku (2008). Organized Retailing: winning Indian consumers, National Seminar on 'Marketing Services' organized by Rourkela institute of Management Studies 23.02.08.
- Panda, Rajeev Ku (2007). Marketing Strategies for small scale & part time Vegetable Growers, National Seminar on 'Globalization & Social Development'-organized by Rourkela institute of Management Studies on 10-11th March 2007.
- Panda, Rajeev Ku (2007). Sustainable Marketing-Challenges & Opportunities, International Seminar on 'India in Emerging Global Order' organized by Xavier Institute of Management, Bhubaneswar (XIMB) on 29th to 31st January 2007.
- Panda, Rajeev Ku (2006). CSR in 21st century, National Seminar on 'Corporate Social Responsibility' organized by Sambalpur Univ. in 11th &12th March 2006.

SEMINAR / MDP / WORKSHOP ORGANIZED:

- ICSSR Sponsored "Research Methodology Course in Social Sciences for M.Phil, Ph.D and Post Doc Scholars" from 29th Oct to 07th November, 2018 at School of Management, NIT Rkl.
- 'Healthcare Management: Current State & Future Trends' National Conference as Convener, 01st -02nd February, 2018 at School of Management, NIT Rourkela
- 'Business, Innovation & Sustainability' National Management Conclave as Convener, 07th -08th January, 2017 at School of Management, NIT Rourkela.

- 'Case Method: Learning, teaching & writing' National Workshop as Resource Person organized by NIT Silchar, Assam.
- "Business Strategies for Emerging India" National Conference as Co-convener, 9th -10th Oct, 15 at School of Management, NIT Rourkela.
- "Business Paradigm in Emerging Market" International Conference: Convener, 12th -13th Dec14 at School of Management, NIT Rourkela.
- "Outsourcing Innovation: Prospects & Challenges"- National Workshop as Convener 09.08.14 at NIT Rourkela.
- "Interpersonal Effectiveness & Team Building" – MDP as Coordinator on 13th – 14th Oct, 2011 at School of Management, NIT Rourkela.
- "Managing Market Intelligence"- National Workshop as Co-convener on 19th – 20th Dec, 2011 at School of Management, NIT Rourkela.
- "Marketing in Emerging Market"-International Conference as Co-convener, 9th -11th Sept, 2009.

EXTRA-CURRICULAR ACTIVITIES:

- Organized and Attended 7 Health Camps serving and helping more than 2,000 needy people across the state of Odisha (2005-2011)
- N.C.C. A, B & C Certificates.
- Inter-University Cricket & Volley Ball Player.
- National scholarship Winner in 1997.

PERSONAL PROFILE:

Date of Birth	:	27.09.1982
Father's Name	:	Mr. Nabin Kishor Panda
Mother's Name	:	Mrs. Kalyani Panda
Permanent Address	:	At/Po- Larambha, Dist–Bargarh, Odisha-768102 Phone- 91-9439755756
Languages Known	:	English, Hindi, Odiya & Bengali

REFERENCES

Prof. Neharika Vohra
Professor
Indian Institute of Management
Vastrapur, Ahmedabad, 380015
Mob: 09426750623
Email: neharika@iimahd.ernet.in

Prof. Pingali Venugopal
Professor
XLRI, Jamshedpur
Jamshedpur, Jharkhand
Mob: 09334383822
Email: pingali@xlri.ac.in

DECLARATION

I do hereby declare that all the above statements made by me are true, complete and correct to the best of my knowledge and belief.

Place: Rourkela
Date: 03.06.2025

(Rajeev Kumar Panda)