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#### **LAXHMI NARAYAN DAS**

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

**Unit – IX, Bhubaneswar**

**Pin - 751013 (Orissa) Mobile: -91- 9338214450**

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

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###### **Teaching & Training Experience: -**

**Asst. Prof (Marketing) – Full Time 2015 December - Continuing**

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| **ORGANISATION** | **Job Description** |
| Pentagon- IMIT, M-1, Samanta Vihar, C.S.Pur, Bhubaneswar-751022, Odisha | Teaching the core paper of Marketing Management and specialization papers of Marketing to BBA, BCA and B.SC-ITM students, Arranging Seminars for the Institute, Placement-coordinator, Admission Coordinator |

**Faculty- (Marketing)- Adjunct 2015 October- Continuing**

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| **ORGANISATION** | **Job Role** |
| Sikkim Manipal University, MANIPAL, KARNATAKA | Online evaluation of the exam papers, conduct viva for the projects, guide projects, evaluate the projects, counseling of the students in academic matters. |

**Lecturer (Marketing) Full Time cum Head- Placement 2012 September-2015 October**

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| **ORGANISATION** | **SUBJECT TAUGHT/PLACEMENT ASSIGNMENT** |
| Ravenshaw Business School, Ravenshaw University, Cuttack | Marketing Management, Retail Management, Services Marketing, E-Commerce, Marketing Financial products.  Responsible for placing entire batch of 2014-15 in various companies. Successfully placed the batch in various companies across the state and the country. |

**Asst. Professor (Marketing) Full Time 2011 September – 2012 September**

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| **ORGANISATION** | **SUBJECT TAUGHT** |
| Capital Engineering College, Bhubaneswar (Under BPUT, Rourkela) | Organization Behaviour |

**Asst. Professor (Marketing) Full Time 2010 September – 2011 August**

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| **ORGANISATION** | **SUBJECT TAUGHT** |
| United School Of Business Management, Patia, Bhubaneswar  (Under BPUT, Affiliated to AICTE) | Marketing Management, Business Structure and Principles, Advertising Management |

**Asst. Professor (Marketing) Full Time 2009 August-2010 September**

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| **ORGANISATION** | **SUBJECT TAUGHT** |
| Hi-Tech Institute of Technology, Bhubaneswar  (Under BPUT, Affiliated to AICTE) | Marketing Management, Organization Structure and Management |

**Lecture (Marketing) – Full time 2006 Aug – 2009 July**

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| **ORGANISATION** | **SUBJECTS TAUGHT** |
| B.I.I.T.M.  Under B-PUT, Rourkela, Orissa | Marketing Management, Sales & Distribution Management, International Marketing, Consumer Behavior, Strategic Management ,Product and brand management |

**Faculty (Marketing) – Full time. 2002 July – 2006 July**

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| **INSTITUTE** | **SUBJECTS TAUGHT** |
| AAI-DU (Allahabad University Distant Learning Centre) | Marketing Management, Advertising Management, Services Marketing |

**Faculty (Marketing)-Visiting 2007 September-Onwards**

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| **INSTITUTE** | **SUBJECT TAUGHT** |
| Gyanabhrati Institute of Management (A Study Center of Sikkim Manipal University) | Infrastructure Management, Soft skill Development, Marketing Management, OB, Sales Management, SCM |

**Faculty (Marketing)-Visiting 2009 September-Onwards**

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| **INSTITUTE** | **SUBJECT TAUGHT** |
| Madhusudan Institute of Management Studies, Bhubaneswar | Advertisement Management, Strategic Management, Marketing Management ,Retail Management, Sales and Distribution management |

**Faculty (Marketing)-Visiting 2009 September-Onwards**

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| **INSTITUTE** | **SUBJECT TAUGHT** |
| Fazlani Altius Business School, Bhubaneswar | Rural and Social Marketing |

###### **Training & Dissertation**

(i) Comprehensive six weeks training on “A study of working capital management of Rourkela Steel Plant, SAIL.”

(ii) Intensive eight weeks work on “A study on exploration of market of ladies napkins for western Orissa market.”

(iii) Participated in a training camp on Water Resource management organised by Dept. of Business Administration, Sambalpur, Nehru Yuba Kendra, Sambalpur & NSS, Regional centre Bhubaneswar and Sponsored by Ministry of Water Resources, Govt. of India.

(iv) Participated in a Seminar on Managing Globalization, Directions for 21st century Organized by Dept. of Business Administration, Sambalpur University & Sponsored by MCL Sambalpur, IDCOL Baragarh & INDAL Hirakud.

**Project Work :-** (i) “Design as well as create a total Advertising & Marketing plan for a Jewellery Watch”.

(ii) “Created and Produced a TV Commercial as part of the training program in Advertising jointly organized by Film and Television Institute of Orissa, Cuttack and Dept. of Business Administration Sambalpur University”.

**Highest Qualification : MBA-MARKETING (From Dept. of Business Administration, Sambalpur University, Burla, Sambalpur)**

**Previous Experience:** **(Non-Teaching)**

* Worked as a Marketing Executive in Sahara India for a period of **one year** covering the entire Sales and & Marketing activities for Rourkela from April 1994 to April 1995.
* Worked as a Management Trainee for **ICFAI (Institute of Chartered Financial Analysts of India)**, a premier educational institute imparting the various distant learning programs on Finance, Insurance, Management and Accounting from **July 2000 to July 2002**.

**Job Involvement**

1. Concept selling of ICFAI educational programs to diversified professionals of various academic institutes and management institutes.
2. Conducting career oriented seminars on finance, Insurance, Management & Accounting Programs for executives of various corporate houses like NALCO, FCI., SAIL & Other Private Sector Companies, staff training centers of different nationalized Banks, IDBI, stock exchange, RBI, NABARD, LIC, GIC, SIDBI, HUDCO, and various RBI approved financial institutes like Srei finance, Sahara India, Central Excise Dept., Income Tax Dept., various depts. of Utkal University, Degree Colleges, & Management Institutes including XAVIER INSTITUTE OF MANAGEMENT.
3. Covers At-least 500 Corporate Houses & Companies in Bhubaneswar City where I render advice regarding various distance learning programs offered by ICFAI to various corporate executives for their career enhancement.
4. Independently developed the Orissa State Chapter for ICFAI where myself look after the various activities like centre development, pre enrolment activities, post enrolment activities, recruitment of staffs etc.

**Project guide:**

* Guiding the Process, evaluating project reports, enlighten guiding factors. The same has been done for IPSAR, Ravenshaw College, BIITM, HIT, USBM & Corporate executives of IGNOU on massive scale.
* Conducts personality development workshop in various placement consultancy firms time to time.
* Underwent 3 days Senior’s Certificate Programme on **First Aid** by Saint John’s Ambulance in my Institute**.**
* Examiners and external supervisor to university’s examination since 5 years. **.**

**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.
* Periodically invited by Indian Overseas Bank, Staff Training Centre, and Kolkata for SC/ST Banking pre-recruitment activity.

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| **Seminar/FDP 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 Management College 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. |
| **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. 7. A paper titled **“APAIK: The Assessment Tool for Faculty Evaluation”** published in the Journal of PMIR Dept. of Utkal University, Orissa. 8. A paper titled **“Application of Supply Chain Management in Turnaround Strategy: Special reference to Vishal Retail**, published in National Seminar conducted by Institute of Engineers, Bhubaneswar Chapter, Odisha. 9. A paper titled **“Indian healthcare: upcoming possibilities and challenges journey in Indian society”** has been accepted for national seminar conducted 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. 2. 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). 3. 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) 4. A paper **titled “ Internet advertisement on social media: Impact of consumer behavior**” in Journal of Economics Management and Technology, ISSN NO: 2278-5175 |
| **Papers in International Conference Presented** | **:** | 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 International Conference 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. 4. Presented a paper titled “**Role of Humanitarian Supply Chain Management in various disaster situations across the Globe** at IIM, RAIPUR Full paper will be published by Springer with an ISBN no. |
| **Papers Published in National Journal** |  | 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 of Higher 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 been published in the Management journal GBAMS VIDUSHI Vol.5 No.1 3. A paper titled **“SAMSUNG AT CROSSROAD-THE SMARTPHONE WAR IN INDIAN MARKET”** has been published in Researchers World-Journal of Arts, Science and Commerce in july,2013,volume-IV, Issue-3 (ISSN: 2231-4172) |

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| **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. 5. A chapter titled **“Sales techniques for 21st century Market”** has been published in Global Business Strategies” by Agricultural Marketing system in India, **BIOTECH BOOK, ISBN: 978-81-7622-361-4** |
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| **Article Published** |  | 1. 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. |
| **Research Assignments** | **:** | Signed a MOU with **Metric Consultancy Ltd.**, 91, Florida Estate, Keshavnagar, Mundhwa, Pune - 411 036, www.metricconsultancy.com, to undertake research assignments for Bhubaneswar city. |
| **Other Assignment** | **:** | * Consultant to few academic projects in the state, where I formulate and guide the institution in academic affair and look after the regulatory part i.e. AICTE affiliation. * Consultant and Trainer to **SWARG**, a skill development training center under NSDC to impart training in Retail Management and personality development work shop and help them to identify the profit generating cluster in training and development. |
| **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](http://www.researchpub.org)) * Reviewer to research 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](http://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. |
| **Trainer**  **Examiner cum question setter**  **Proficiency in Languages** | **:**  **:**  **:** | * Conduct training program for senior Sales Executives of **Govt. of Odisha time to time since 2010** to upgrade the skills of the Officials and sharing the new ideas in Sales and Marketing at MICM, Bhubaneswar, Odisha * 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. * Examine the papers and set the question papers for ICWAI in Management subjects. * Adjunct Faculty to SMU (Sikkim Manipal University). * Question paper setter to BPUT (Biju Patanaik University of Technology), Odisha for Supply Chain Management.   English, Hindi, Oriya & Bengali. |

**PERSONAL PROFILE**

#### **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**

Professor cum principal, IPSAR,IPSAR HOUSE

Sector-6, CDA, Cuttack-753003,Odisha

Ph: 09861047886

**2. Prof. (Dr.) Jibanananda Patel**

Prof. in Marketing

BIMTECH, Noida, Delhi, India

Ph: 09818618611

3. **Dr. C.Vijaya, Deputy Director**

MICM, Unit-VII, CRP Square

Bhubaneswar, Odisha