



SoMS News Bulletin

2023



School of Management Studies

GIET University, Gunupur

Odisha-765022



Preface

The 21st century is a vibrant and transformative era, marked by hasty technological advancements, globalization, and ever-evolving business landscapes. In this age of constant change, the importance of management education has never been more evident. As businesses deal with unprecedented challenges and opportunities, individuals seeking to thrive in this environment require a compact foundation in management philosophies. In an era characterized by uncertainty and rapid change, effective leadership is more critical than ever. Leaders must inspire, adapt, and guide their teams toward common goals. Management education fosters leadership skills, enabling students to become visionary leaders who can flourish in unpredictable circumstances. The 21st century is marked by a culture of innovation and entrepreneurship. Start-ups are disrupting traditional industries, and established companies must innovate to stay relevant. Management education fosters an entrepreneurial mindset, encouraging students to think creatively, identify opportunities, and take calculated risks.

Globalization has brought countries and cultures closer together, creating a highly interconnected world. While this presents numerous opportunities for businesses to expand their reach, it also introduces complexities in terms of diverse markets, cultural nuances, and international regulations. Management education emphasizes the development of cross-cultural competencies, international business strategies, and global supply chain management.



Graduates are not only well-versed in leading business across borders but are also adept at navigating the intricacies of global markets. The 21st century is marked by a culture of innovation and entrepreneurship. Start-ups are disrupting traditional industries, and established companies must innovate to stay relevant. Management education nurtures an entrepreneurial mindset, encouraging students to think creatively, identify opportunities, and take calculated risks. We often collaborate with local incubators and provide resources for aspiring entrepreneurs. Graduates from School of Management Studies are well-prepared to embark on entrepreneurial ventures or drive innovation within existing organizations, contributing to economic growth and competitiveness.

Our SMS believes in quality of education and training through best teaching pedagogy consisting of case study analysis, audio-video classroom delivery, efficient storytelling, role play, management games, simulations, TAT approach and many more to make our students industry ready. In the academic year 2022-2023, we organized more than a dozen expert talks, workshops, guest lecture series, and outreach programmes that enables our students more vibrant and vigilant. This year we have provided more than 90 percent placement by various companies' with lucrative packages.

HoD, SMS



About School of Management Studies (SMS):

The School of Management Studies (SMS) is established in the year 2001 by UGC & AICTE with an objectives of fostering quality management education, entrepreneurship, human resource management, business analytics and agri-business management to empower the budding managers. The SMS believes in quality education imparting professional accolades tribute towards sustainable education. We have the students across the globe empower with splendid knowledge on self-management and personality development. The SMS is associated with AIMA, ICSI & Research forum India. The department offers two years (4 semesters) regular course in MBA and three years (6 semesters) regular course in Bachelor of Business Administration. The department also focuses on the objective of the doctoral research i.e. Ph. D in Management and encourages original research in various aspects of management. We regularly organize seminars, conferences, symposium, workshops, FDPs, invited talks and alumni meets.



HoD Message:

I Dr. Saumendra Das, HoD, School of Management (SMS) welcome you all to the School of Management Studies at Gandhi Institute of Engineering & Technology University, Gunupur, Odisha. The disorganized power of technology is very much evident with the steering in fourth industrial revolution. It is important that the future generation of leaders should have adequate indebtedness of technology. The forthcoming businesses are mostly technology enabled or built around emerging technologies. To handle the challenges of an ambitious global career, MBA and BBA professionals need self-confidence, strong character and a multi-dimensional personality. Our School has evolved itself with such a pedagogy that enables the students to be future ready with all the required skill set. We follow an inclusive teaching, learning pedagogy comprising case based teaching, project based learning, business games, simulation exercise, experiential learning, expert talks from industry and academia. We provide compressive training in class rooms and also in industry through in-depth internship programme. The School of Management Studies is aim notch the best out of budding managers and business leaders to make them ready for the challenging business environment across the globe. On our part we can assure you of our wholehearted support whenever and whatever desired. Together we have a great future.

(Dr. Saumendra Das, HoD)



Courses offered by SMS:

✚ BBA (Bachelor of Business Administration)

- **BBA in Financial Management**
- **BBA in Human Resource Management**
- **BBA in Marketing Management**

✚ MBA (Master of Business Administration)

- **MBA in System/IT**
- **MBA in Operation Management**
- **MBA in HRM**
- **MBA in Marketing**
- **MBA in Entrepreneurship**
- **MBA in Financial Management**
- **MBA in Rural Management**
- **MBA in Data Analytics**
- **MBA in Agribusiness**



Ph.D. in Management

Ph.D. in Entrepreneurship



Ph.D. in Financial Management



Ph.D. in Human Resource Management



Ph.D. in Marketing Management



Programmes organized by SMS:

MANAGEMENT FEST – UDAAN

The School of Management Studies organized a two-day Management Fest, 'UDAAN-23,' held from the 7th to the 8th of January 2023. This initiative aimed to provide a platform for management students to showcase their talents. Prof. (Dr.) Satya Prakash Panda, the Honorable President of GIET University, addressed the gathering at the inaugural ceremony, commending such events



for enhancing students' understanding of time management, teamwork, and operating under challenging circumstances.



The experience gained by the students during the event will undoubtedly remain a cherished memory for a lifetime. Dr. Jagadish Panda, Director General, participated and

emphasized the essence of 'UDAAN' and advised the students of SMS to embark on their own 'udaan' or journey. Mr. Bikash Ranjan Behera, SDPO, and Gotri Srinivas Dutt, Zonal Business Manager (IVF) from M/S Bharat Serum & Vaccines, were the keynote speakers for the two-day event.

Throughout the two-day event, Dr. Goutam Gosh, Vice-Chancellor, Dr. N. V. J. Rao, Registrar, Prof. A. V. N. L. Sharma, Dean Academics, Prof. A. B. S. Rao, Dean SOET, and all



the Deans and HoDs of various departments actively participated, contributing to the grand success of the event. The entire event was conducted under the guidance of Dr. Jagadesha M, Dean of SMS, and his team. Students from the BBA and MBA programs actively participated in numerous events held during



the festival. On January 2023 the Management Fest Udaan 2023 organized by SMS.

EXPERT TALK

Expert talk by Dr. Reena Das, CHRD, Keolis

The School of Management Studies (SMS) organized an expert talk on 'The Scope of a Management Degree' by Dr. Reena Das, from CHRD, Keolis, Hyderabad, on March 11, 2023 and March 16, 2023 through virtual mode.

SCHOOL OF MANAGEMENT STUDIES (SMS)
GIET UNIVERSITY, GUNUPUR, ODISHA

About the Speaker
An HR professional with 22 years of rich experience in end to end Human Resource Management and Industrial Relations.

Her key strength lies in manpower planning and resource management in public utility services sector along with having the experience in setting up an HR services organization for a large conglomerate.

Welcomes All
To The Expert Talk on
"The Scope of a Management Degree"

by **Dr. Reena Das, CHRO Keolis, Hyderabad**

On 11th March, 2023 @ 11.00 am-1.00 pm

SCHOOL OF MANAGEMENT STUDIES (SMS)
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About the Speaker
An HR professional with 22 years of rich experience in end to end Human Resource Management and Industrial Relations.

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Welcomes All
To The Expert Talk on
"Growth Mindset"

As mindset is everything
Your success begins and ends with mindset in between it's grit that carries you through.

by **Dr. Reena Das, CHRO Keolis, Hyderabad**

On 16th January, 2023 @ 11.00 am-1.00 pm

Growth Mindset

The School of Management Studies (SMS) organized an expert talk on 'Growth Mindset' by Dr. Reena Das, CHRO at Keolis, Hyderabad, on the 16th of January 2023 through online. Students from BBA and MBA programs participated and were motivated on how to develop and grow their mindset.



Expert talk by Mr. Vijay Rajkumar, Director HR, Prodapt, Chennai

School of Management Studies organized an interaction session for its first-year MBA students on 09.05.2023. **Mr. Vijayan R, Director of HR at Prodapt**, participated in the program and engaged in an interaction session with the new students.



An industry expert talk given by **Mr. Sandeep Patnaik, Aerospace and Aviation Sector Skill Council (AASSC), Bangalore**, to the students of MBA and BBA on 7th October 2023. Mr Sandeep shared his experience and practical applications of management theories in the Aerospace industry. He also explained how these technical applications reshape the industry and create opportunities for the new entrants.





On 21st September 2023 an expert talk given by **Prahalad Pujari, Strategic Accounts Manager, Meril** to the students of MBA 1st and 2nd year on 'Recent trends in Financial Accounting'.



On 11th December 2023, the School of Management Studies organized a guest lecture on 'Emerging Trends: The Future of Management Graduates'. **Mr. G. Srinivas Dutt, Zonal Head, BVSL, Mumbai** served as the resource person for the program.





On 17th October 2023 an expert talk on 'Power of Digital Marketing' has been organized by the School of Management Studies. **Mr. Ranjan Jena, CEO, e-Market Education, Bangalore** shared his experience during the session and illustrates how digital marketing tools were used by the organizations to promote their products. Students also got some hands on experience in this event.



Expert talk by **Mr. Ramesh Naidu, EVP & HEAD OF INTEGRATION & DIGITAL SERVICES** on 23/12/2023





Our Proud Alumni **Mr. Sanjiv Pradhan**. (Batch 2006-08) (District Audit officer, P. R & WD, Govt of Odisha) Interacting with our MBA Students on 23rd December 2023.



STUDENTS ACHIEVEMENTS

On 11th February 2023 the students of SMS participated in the G-20 summit organized by ACIC, GIET University.





On 10th August 2023 around 60 students of SMS have completed NPTEL courses.



On 26th September 2023 the students of MBA Have participated in the boot camp which was organized by Start-up Odisha.



On 10th December 2023, the students of MBA 1st semester participated in the out-reach programme at Bandhuguga village organized by NSS, GIET University.



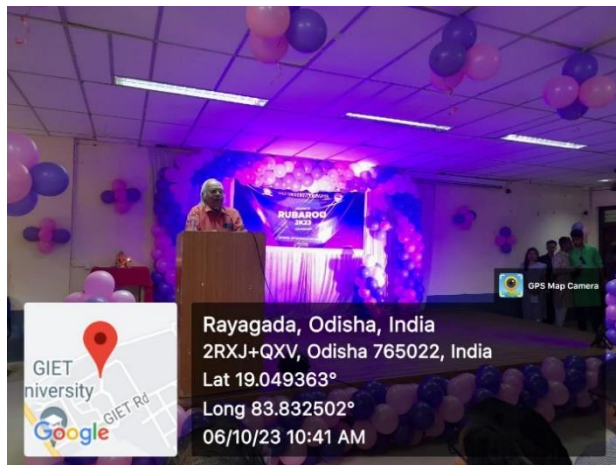


On 11th November 2023 our BBA students secured 1st runners up in Kho-ko tournament held at NIT, Rourkela



FRESHERS DAY by BBA & MBA Students

On 6/12/2023 the senior MBA students have organized a fresher's day party specially for their juniors. In this occasion, our Pro-chancellor Prof. L. M Patnaik grace the occasion.





On 11/10/2023 BBA students have organized the fresher's day party for their juniors. In this occasion various programmes have organized in presence of the Dean, HoD and faculty members of SMS. In this occasion a book on research methodology was also released.



PATENT DAY

On 26/4/2023 patent day was organized by the university and our faculties appreciated by Hon'ble Vice-chancellor & Registrar for their contribution on patent publications.





Summer Internship Project

During June-July, 2023 our MBA students undergone summer internship in various industries across India.





NATIONAL ENTREPRENEURS' DAY

On 9th November 2023, the School of Management Studies organized the National Entrepreneurship Day. The programme was inaugurated by Chief Guest Dr. Abhishek Gautam, Founder, Ambula Technologies, Bhubaneswar



and Guest of honor Sri. Priyadarshi Samal, State Head, My Start up Yatra.

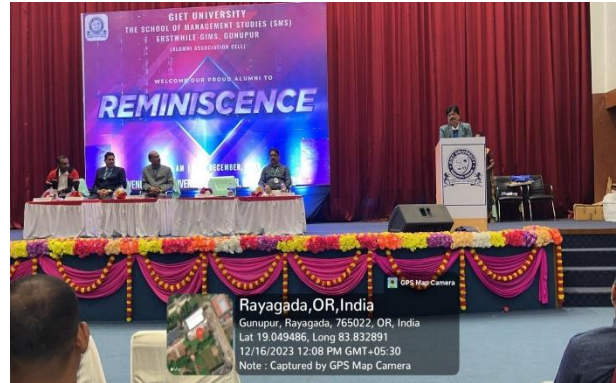


In this occasion of National Entrepreneurship Day School of Management Studies organized events such as 'Business Plan' and 'Business Quiz' and the successful students were awarded with prizes and certificates.



Alumni Meet-2023

On 16th December 2023, the School of Management studies organized its alumni meet “Reminiscence”. The programme was inaugurated by Hon’ble Vice-president Prof. (Dr) Chandra Dhwaja Panda, Registrar Prof. (Dr). N. V. Jagannadha Rao, Vice-chancellor Prof. (Dr) A.V.N.L Sharma and other dignitaries. In this event Dr. Saumenrda Das, HoD, S.M.S have given the opening remarks and spotted the achievement of the department. In this programme around 50 alumni since 2001 batch have attended and shared their experiences during the programme. The vote of thanks given by Dr. Kali Prasad Rath, Associate Professor, Mechanical Engineering Department. The entire programme was organized by Mr. Debasis Mohapatro, Asst. HoD, S.M.S. In this programme students of MBA, BBA and all faculty members were present.





CAMPUS PLACEMENT

In the academic year 2022-2023, from various specialization viz. marketing, finance, human resource, business analytics etc., there are 47 companies offered 140 placements to our final year MBA students with a highest package of 9 Lakhs per annum and the average salary is 3 Lakhs P. A.

SL NO	PLACEMENT-1	SALARY P.A	SALARY P.M	NO OF PLACEMENTS
1	ACMEGRADE PVT LTD	205000.00	17083.33	3
2	ALLSEC TECHNOLOGY	205000.00	17083.33	3
3	ARJA FOODS LLP	225000.00	18750.00	1
4	Artech Infosystems Pvt. Ltd.	300000.00	25000.00	1
5	CEASEFIRE INDUSTRIES PVT LTD	371280.00	30940.00	11
6	CHOLA BUSINESS SERVICES	240000.00	20000.00	1
7	ConsulTree LLC	140000.00	11666.67	1
8	DHRUV CONSULTING	300000.00	25000.00	5
9	Evoke HR Solutions Pvt. Ltd	212400.00	17700.00	1
10	EXTRAMARKS	500000.00	41666.67	5
11	GRK FINE CHEM PVT. LTD	350000.00	29166.67	1
12	HERITAGE NUTRIVATE LTD	180000.00	15000.00	1
13	HIGHDESIGN INDIA PVT LTD	216000.00	18000.00	2
14	ICICI SECURITIES	144000.00	12000.00	1
15	INTELLIPAT	900000.00	75000.00	3
16	ION EXCHANGE	350000.00	29166.67	2
17	JINDAL STAINLESS LIMITED	144000.00	12000.00	8
18	JODHANI PAPERS LTD	252500.00	21041.67	5
19	K12 SERVICES PVT LTD	400000.00	33333.33	1
20	Keyideas	240000.00	20000.00	1



21	LEATHERTECH PVT LTD	180000.00	15000.00	1
22	MGNREGA ASSISTANT, PODIA	264000.00	22000.00	1
23	Muthoot Money Ltd	180000.00	15000.00	1
24	Nexus Technoware Solution Pvt.Ltd	180000.00	15000.00	1
25	NO BROKER	519812.00	43317.67	1
26	PIONEER PROPERTY PVT LTD	360000.00	30000.00	1
27	Radish Consultants	180000.00	15000.00	2
28	RAMKEY ENVIRO	240000.00	20000.00	6
29	RECRUIT KINGS	216000.00	18000.00	4
30	ROJGAR LAB	180000.00	15000.00	1
31	Rumztech Solutions Pvt Ltd	156000.00	13000.00	1
32	SATTRIX	236000.00	19666.67	3
33	SBI LIFE	375000.00	31250.00	23
34	SCC Infrastructure Pvt. Ltd	240000.00	20000.00	1
35	SDAD TECH	240000.00	20000.00	2
36	SECURITAS	216480.00	18040.00	1
37	SHOPERTY CONSULTANTS PVT LTD	350000.00	29166.67	2
38	Simplilearn	370000.00	30833.33	1
39	SKILL BIRD	196000.00	16333.33	2
40	SKILL LYNC	700000.00	58333.33	1
41	SKOLAR	300000.00	25000.00	2
42	SRI MAHAVEER FERROALLOYS	196000.00	16333.33	2
43	SUTHERLAND GLOBAL	350000.00	29166.67	8
44	TECH MAHINDRA	150000.00	12500.00	4
45	Udaya Solution Pvt Ltd.	144000.00	12000.00	1
46	VERZEO	257000.00	21416.67	1
47	YES BANK	300000.00	25000.00	9



Placements in various companies



GUEST LECTURE

Subject: HR Analytics (E2-404HR)

Experts Name: Dr. Jonnalagadda Vanaja, Founder of Aaron HR Solutions,

Andhra Pradesh

DAY-1 (27.11.2023)

Non-technical Portion

She has covered the Unit-4, which is based on Communication, types of Communication, Data sources of HR analytics, Data requirements, Historical data, Data exploration, Data visualization, Types of Data visualization techniques, Association



between Reports and Insights, Data



integrity, data validity and their benefits, Root cause analysis of HR issues. And two case studies with activities on regarding communication and sources of data.

Technical Portion:

From Unit-4 Developing HR Metrics Dashboards- using templates and spreadsheets.



DAY-2 (28.11.2023)

Non-Technical Portion

From Unit-5 Modeling in HR, Descriptive and indicative models for Employee retention and turnover and workforce productivity and performance.



Technical Portion

From Unit- 5 Pivot chart, V lookup

DAY-3 (29.11.2023)

Non-technical Portion: He has covered UNIT-3 which is based on Workforce segmentation, Aligning HR strategy with business strategy, HR Score card and its importance, Identifying and using key HR Metrics.

Technical Session:

Find out the Absenteeism rate of employee in spread sheet.



DAY-4 (30.11.2023)

Non-technical Portion: Covered from Unit-3 the concept of Workforce planning including internal mobility and career patching, Forecasting of training and development and

optimizing selection and promotion decisions.

And one case study also on Absenteeism Impact on Business.



DAY-5 (1.12.2023)

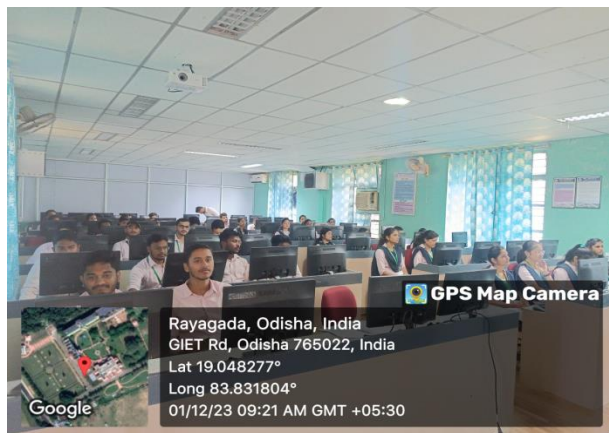
Non-technical Portion:



He has completed Unit-2 which is based on HR Metrics usages, Need of HR metrics, Staffing Metrics, types of staffing metrics, Performance and compensation metrics, Learning and development metrics, HR Value chain,

HR Score card, HR balance scorecard and Aligning HR systems such policies, process and practices.

And done a case study on Limited Time Offer (LTO) of an Organization.



DAY-6 (2.12.2023)

Non-technical Portion:

He has Completed UNIT-1 which is based on Fundamentals of HR analytics, its challenges, uses, advantages and disadvantages, HR

analytics Framework (LAMP and HCM-21 framework), HR Ascends, Evolution of HR analytics, Early adopters of HR analytics, HR metrics, Ethical issues of HR analytics, Risks of HR analytics, Best practices for ethical use of HR analytics,



HRIS data sources and Difference between traditional and contemporary HR Management.

Technical Portion: About Internship Presentation

FACULTY PUBLICATIONS & RESEARCH

Dr. Saumendra Das, HoD & Associate Professor

1. Patent Publication: 04

1. Health insurance plans generations device based on insurer life style assessment

Inventor(s): Chyavana Kondapally, Dr Jagadeesha M; Dr Balchakra Mohan Kumar; Dr Subhasish Das; Dr Tarapatla Lokeshswar Rao; **Dr Saumendra Das**

Design No: 389841-001

Grant Date: 2023-07-07

Registration Date: 2023-09-13

Issuing Authority: The Patent office, Government of India

2. Health insurance plans generations device based on insurer life style assessment

Inventor(s): Chyavana Kondapally, Dr Jagadeesha M; Dr Balchakra Mohan Kumar; Dr Subhasish Das; Dr Tarapatla Lokeshswar Rao; **Dr Saumendra Das**

Design No: 6297255

Grant Date: 2023-07-08

Registration Date: 2023-07-19

Issuing Authority: Comptroller General of Patents, UK



3. Impact of Weighted Average Method in Analysing Employees' Performance by Applying "Behaviourally Anchored Rating Scale (Bars)

Inventor(s): Dr Jagadeesha M; Dr Y S S Patro; **Dr Saumendra Das**; D VenuGopal,
Assignee: GIET University, Gunupur, Published: 2023-02-17

4. Government's Unemployment Insurance Is a Perception of Youth or Job Security - A Socio Psychometric Analysis

Inventor(s): **Dr Saumendra Das**; Dr Subhasish Das; Dr Jagadeesha M; Dr Y S S Patro
Assignee: GIET University, Gunupur Published: 2023-05-19

2. Book Publication: 05

1. **Saumendra Das**, N. V. J. Rao & Debasis Mohapatro, Managerial Economics: Theory & Practice, Oxford Publishers & Distributors, New Delhi, India, pp. 1-330, ISBN No: 978-93-9363-165-7, Published on 15th November, 2023.
2. **Saumendra Das**, Research Methodology: Tools & Techniques, Harper Publications, New Delhi-110002, pp. 1-153, ISBN No: 978-93-9417-586-1, Published on 30th October, 2023.
3. **Saumendra Das**, Research Methods: Contemporary Issues & Practices, Goodwill Publications, Delhi-110032, ISBN No: 978-93-9354-770-5, Published on 24th October 2023.
4. Dr. S. Mary Sujatha, Dr. Parmil Kumar, **Dr. Saumendra Das** & Swathi. P K, MARKETING MANAGEMENT, REST Publisher, India, pp. 1-170, ISBN NO: 978-81-966345-8-2, Date of Publication: 20th October 2023.



5. **Saumendra Das**, Sudhir Kumar Jena, Jagadeesha M & Subhasish Das, Research Methodology: A Multidisciplinary Approach, Oxford Publishers & Distributors, New Delhi, Published on 4th October 2023, ISBN No: 978-93-9363-153-4

3. Journal/Conference/Book chapter Publications: 17

1. Dwipanita Mishra & **Saumendra Das**, (2023). Brand Equity of destination tourism with reference to Odisha Tourism: A systematic review. GIET UNIVERSITY JOURNAL, 2023, VOL.3, NO.1, PP. – 22-26.
2. K. Chandrasekhar, **Dr. Saumendra Das**, Dr. Neha Gupta, (2023). A Literature Review on Impulsive Buying Behavior of Customers in Indian Retail. GIET UNIVERSITY JOURNAL, 2023, VOL.3, NO.1, PP.11-21.
3. Patro, U. S., Panda, T., & **Das, S.** (2023). Does Jobs without Boundaries within the Gig Economy a Paradox? Economic Affairs, 68(04), 2145-2159. **Scopus.**
4. Venugopal, K., Pranaya, D., **Das, S.**, & Jena, S. K. (2023). Handloom Weaving: Critical Factors influencing the Satisfaction-The Socio & Economic Context. Economic Affairs, 68(04), 1979-1988. **Scopus.**
5. Koppala Venugopal & Saumedra Das (2023). Entrepreneurial Cluster Branding Influencing Sustainable Cashew Market: A Case Study. Parikalpana - KIIT Journal of Management. Vol. 19 (2), December-2023. pp. 83-96. ISSN: 0974-2808. **UGC Care Listed.** <https://i-scholar.in/index.php/Parikalpana/article/view/223462>



6. Waghray, A., **Das, S.**, & Ahmed, S. (2024). An Assessment on Marketing Promotions and Strategies Adopted by Retailers Towards Millet-Based Products in Hyderabad. In *The Role of Women in Cultivating Sustainable Societies Through Millets* (pp. 143-155). IGI Global. **Scopus.**
7. **Das, S.**, Mishra, B. K., Panda, N., & Badawy, H. R. (2024). Sustainable Marketing Mix Strategies of Millets: A Voyage of Two Decades. In *The Role of Women in Cultivating Sustainable Societies Through Millets* (pp. 113-127). IGI Global. **Scopus.**
8. Koppala Venugopal, T. Panduranga Vital, **Saumendra Das**, Sudhir Kumar Jena and Debasis Mohapatro (2023) USAGE DETERMINANTS OF MOBILE APPLICATIONS IMPELLING STUDENTS GROUP: ASSESSMENT THROUGH MACHINE LEARNING MODELS AND REGRESSION, VVI JOURNAL, Volume 11, Issue 11 November 2023, ISSN: 1210-1389, pp. 159-178. **Scopus.**
9. Dwipanita Mishra, Dr. Saumendra Das & Dr. Rabinarayan Patnaik (2023), Issues and Challenges in Indian Tourism Industry: A Critical Review from 2010 to 2023, Third Concept, NOVEMBER 2023
10. K. Chandrasekhar, **Dr. Saumendra Das** & Dr. Neha Gupta (2023), Impulse Buying Behaviour of Consumers towards Millets- A Systematic review of Literature, Research Methodology: A Multidisciplinary Approach, Oxford Publishers & Distributors, New Delhi, pp. 159-167, ISBN No: 978-93-9363-153-4.



11. K. Chandrasekhar, **Dr. Saumendra Das**, Dr. Neha Gupta & Dr. Rabinarayan Patnaik (2023), SKU Planning Driven by Impulse Buying: A Perspective, Third Concept, Vol. 37, Issue. 440, pp. 77-80, ISSN. 0970-7247, Published on 4th October 2023. **UGC Care Listed**
12. Venugopal, K., **Das, S.**, & Badawy, H. R. H. (2023). Prediction Analysis of Gen Zers' Attitudes on Ecological Consciousness. In Sustainable Science and Intelligent Technologies for Societal Development (pp. 342-357). IGI Global. **Scopus.** <https://doi.org/10.4018/979-8-3693-1186-8.ch019>
13. Panda, J., **Das, S.**, Panda, M., & Pattnaik, D. (2023). Sustainable Intelligence: Navigating the Rise of Green Technologies for a Greener Environment. In Sustainable Science and Intelligent Technologies for Societal Development (pp. 464-474). IGI Global. **Scopus.** <https://doi.org/10.4018/979-8-3693-1186-8.ch025>
14. **Das, S.**, Saibabu, N., & Pranaya, D. (2023). Blockchain and Intelligent Computing Framework for Sustainable Agriculture: Theory, Methods, and Practice. In Intelligent Engineering Applications and Applied Sciences for Sustainability (pp. 208-228). IGI Global. **Scopus.** <https://doi.org/10.4018/979-8-3693-0044-2.ch012>
15. **Das, S.**, Swapnarekha, H., & Vimal, S. (2022, April). Integration of Blockchain Technology with Renewable Energy for Sustainable Development: Issues, Challenges and Future Direction. In International Conference on Computational Intelligence in Pattern Recognition (pp. 595-



- 607). Singapore: Springer Nature Singapore. **Scopus**. Published on 27th August 2023. https://doi.org/10.1007/978-981-99-3734-9_48
16. Venugopal, K., **Das, S.**, & Vakamullu, G. (2023). Critical Factors for the Upscale of Online Shopping: A Rural Perspective. In Influencer Marketing Applications Within the Metaverse (pp. 254-262). IGI Global. **Scopus**. <http://dx.doi.org/10.4018/978-1-6684-8898-0.ch016>
17. Ashita., **Das, S.**, & Ahmed, S. (2023). Impact of marketing automation on performance of selected e-grocery marts in the Hyderabad City, GIET University Journal, 2023, Vol.2, No. 3, pp. 10-14. ISSN: 2583-5955

Details of conferences/seminars presented: 07

1. Participated and presented a paper titled 'Destination Tourism in Odisha: The Empirical Measures on Tourist Wellness at Destination' in International Conference on Digital & Social Marketing: Social, Responsible & Sustainable Marketing (DiSMark) organized by Interscience Institute of Management & Technology (IIMT), Bhubaneswar held on 13th - 14th October 2023
2. Participated and presented a paper titled 'Impulsive Consumer Behaviour in Retail: A study on Retail mall of Bhubaneswar city" in International Conference on Digital & Social Marketing: Social, Responsible & Sustainable Marketing (DiSMark) organized by Interscience Institute of Management & Technology (IIMT), Bhubaneswar held on 13th - 14th October 2023



3. Participated and presented a paper titled 'Sustainable marketing and promotion strategies of millets: a voyage of two decades' in International Conference Millets for Sustainable Society (ICMSS-2023) jointly organized by GIET University, Gunupur and Lorma College, Philippines on 8th July, 2023.
4. Presented a paper titled 'E-grocery retailers & their perception on lean practices to improve' in International conference on emerging trends, opportunities & challenges in global business, management & technology organized by VTU, Bangalore on 8th & 9th June, 2023.
5. Presented a paper titled 'Integration of block-chain technology with renewable energy for sustainable development: issues, challenges & future direction in 5th international conference on computational intelligence & pattern recognition (CIPR-23) organized by Techno main, Salt Lake, Kolkotta on 27th-28th May, 2023.
6. Presented a paper titled 'Assessments of determinants impacting job engagement: In case of Inspiredge IT solutions' in the international conference on Realigning Dynamics at Workplace for Workforce held at NSB Academy, Bangalore on 19th & 20th May, 2023.
7. Presented a paper titled 'An impact study of employee welfare facilities on job satisfaction' in International Conference on Business Digitalization and Sustainability (ICBDS – 2023) on 2nd & 4th February 2023 held at UPES, Dehradun, India.



Details of workshops/refreshers courses attended: 02

1. Participated in five days' international webinar titled "Supply chain management and technologies" from April 24 to 28, 2023 organized by School of Management Studies, University of Hyderabad, Hyderabad.
2. Participated in three days' workshop on "Reflexive methodology" from 2nd to 4th February 2023 organized by ICBDS-2023, UPES, Dehradun, India.

Resource person/Session chair/Guest lecture: 02

1. Acted as a chief guest for one-day session on "Udaan-The Management Fest" on 28th November, 2023 organized by Rayagada Autonomous College, Rayadada, Odisha.
2. Acted as a resource person for one-day session on "Entrepreneurial traits" on 4th May, 2023 organized by Start-up Odisha Mission, Government of Odisha.

Debasis Mohapatro, Asst. HoD & Assistant Professor

PRESENTATION AND PUBLICATION

- Published an Article in Scopus Indexed Journal on "Green Banking practices and strategies: A Step towards sustainable FinTech." In European Chemical Bulletin, ISSN No- 2063-5346, volume 12 (Special issue 4), Page no-18767-18783, July 2023.



- Published an Article in Journal of VYTAPENI on “Usage determinants of mobile applications impelling students Group: Assessment through Machine learning models of Regression.” An UGC-CARE Approved Group-2 Journal, with impact factor- 6.2, ISSN No:1210-1389, Volume 11, Issue 11, November-2023.

PATENT PUBLICATION

- International (UK) Design patent on “Portable Device for Teacher Professional Development with peer coaching and Feedback” granted on 12th July 2023.
- Published a patent on “NTFPS are traditionally, household income of forest communities or a significant economic value- An empirical analysis.” Dated-13/10/2023.

FDP/ CONFERENCES/ WORKSHOPS

- Successfully completed course on “Advanced Lean Six Sigma Yellow Belt Certification” on April 2023.
- Attended a Live Training Webinar on “Statistical analysis for Research Scholars” on 3rd June 2023.
- Presented a Paper on “Stock trading in Odisha-An analysis of growth performance and investors perception.” In International Conference on Research in Engineering applications on multidisciplinary sectors(CREAMS-2023). Organized by Faculty of Engineering and



Technology, Swami Vivekananda Subharti University, Meerut on 4th & 5th November 2023.

BOOK PUBLICATIONS

- Published a book on “Managerial Economics” as an author.
- Published a book chapter “The role of behavioral Economics in personal financial planning” in the book “CONFLUENCE OF CURIOSITY-MULTIDISCIPLINARY EXPLORATION IN MODERN RESEARCH.”-ISBN-978-93-5878-799-2 with DOI-10.25215/9358797991.10

Dr. I. J. Raghavendra, Associate Professor

MOOC Certifications

Course	Duration	Certification from	Aggregate	Total Qualified	Year
Artificial Intelligence (AI) for Investments	12 Weeks	NPTEL (IIT-Kanpur)	57%	206	Jan to April 2023
Management of Commercial Banking	12 Weeks	NPTEL (IIT-Kharagpur)	55%	65	Jan to April 2023



Behavioural and Personal Finance	08 Weeks	NPTEL (IIT-Kharagpur)	69%	329	Jan to March 2023
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Publication

Article Title	Publication Journal	Volume	No. of Author/s
Adaptability of Blockchain Technology in Banking and Financial Services of India	International Research Journal of Modernization in Engineering Technology and Science	Volume 5, Issue 4, April 2023 e-ISSN: 2582-5208 Impact Factor- 7.868 DOI: 10.56726/IRJMETS35987	One

Research Activity

Research Proposal Title	Scheme Name and Funded Organisation	Year Applied	Year Sanctioned	Status of the Proposal
Evaluation Study of PMKSY (Pradhan Mantri Krishi	Indian Council of Social Science Research (Short-	2023	---	Applied



Sinchayee Yojana) in Rayagada District, Odisha	term Empirical Research 2023-24) Duration: 6 Months Total Grant: ₹ 30 Lakhs Role: Co-investigator			
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FDPs Attended

Title	Duration	Organised by	Date
Artificial Intelligence (AI) for Investments	12 Weeks	NPTEL (IIT-Kanpur)	Jan to April 2023
Management of Commercial Banking	12 Weeks	NPTEL (IIT-Kharagpur)	Jan to April 2023
Behavioural and Personal Finance	08 Weeks	NPTEL (IIT-Kharagpur)	Jan to March 2023

Workshops Participated

Theme	Title	Organised by	Date
Digital Creativity Skills	Professional Development Workshop	Adobe Express	24.05.2023



Dr. Subasish Das, Assistant Professor

Journal Articles

03 Nov 2023	Dr. Subasish Das	Workplace empowerment and employee involvement: empowering workplace conditions	International Journal of Process Management and Benchmarking	SCOPUS
02 Oct 2023	Dr. Subasish Das	The Triple Helix: Education, Self-Efficacy and Intention in Entrepreneurship	Orissa Journal of Commerce	UGC CARE

Patent Publications:

Name of the Inventors	Title of Invention	Application Number	Date of Filing	Date of Published	Status
Dr.Jagadeesha. M Dr.Balachakra Mohan Kumar Dr.Subhasish Das Dr.T.Lokeswara Rao Dr.Saumendra Das	HEALTH INSURANCE PLANS GENERATION DEVICE BASED ON INSURER LIFE STYLE ASSESSMENT	389841-001	7/19/2023	15-Sep-23	Published Awaiting Request for Examination
Dr Saumendra Das Dr Subhasish Das Dr Jagadeesha M Dr Y S S Patro	GOVERNMENT'S UNEMPLOYMENT INSURANCE IS A PERCEPTION OF	No.20233103 2161 A	5/19/2023	5/19/2023	Published Awaiting Request for Examination



	YOUTH OR JOB SECURITY- A Social Psychometric Analysis				
Dr. Rinki Mishra Mr. Debasis Mohapatro Mr. Tumula Dilleswar Rao Dr. Subhasish Das Dr. Y.S.S Patro Mr. KARTEEK MADAPANA Dr. Smruti Rekha Sahoo Mr. Narendra Panda	New Product Development using an Agent-Based Model of Design Management	202231060791	25/10/2022	04/11/2022	Published Awaiting Request for Examination
Dr. Subhasish Das	THE ROLE OF CUSTOMER RELATIONSHIP MANAGEMENT IN INCREASING THE REVENUE OF B2B ORGANIZATIONS	2.02241E+11	9/3/2022	9/16/2022	Published Awaiting Request for Examination



Book Chapters

SL . NO	Name of the Author	Title	Publisher Name	Book / Book Series / Book Chapter	Indexation
1	Dr. Subasish Das	The Role of Digital Citizenship Behavior on Digital Marketing and Consumer Buying Behavior	Springer Nature	Managing Disruptions in Business, Springer	SCOPUS
2	Dr. Subasish Das	Testing the Indirect Effects on Entrepreneurial Orientation and Enterprise Performance	Springer Nature	Entrepreneurship and Regional Development	SCOPUS



3	Dr. Subasish Das	Testing the Moderation Effects on Gartner's Customer Relationship Management Practices and Customer Acquisition	Springer Nature	Innovation, Technology, and Market Ecosystems	SCOPUS
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Dr.T.Lokeswara Rao, Associate Professor

Journal Article

Dr.T.Lokeswara Rao	SUCCESSFUL ENTREPRENEURS WITH A SOCIAL VISION- The role of Cutting -edge technology	GIET UNIVERSITY JOURNAL	2023
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BOOK, BOOK SERIES, BOOK CHAPTER

Ethics in Banks: A Check on Indian Banking Swindlers and Measures to Curb its Incidence	Scripown Publications, Delhi, India Dr. Preeti Garg	Book Chapter	ISBN: 9789394375116	2023
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FUNDING DETAILS

Medicinal Practices by Lnji Saura Tribals (PVTG) in Gunupur Block, Rayagadaa, Odisha	Ministry of Science & Technology, Govt of India	64.7	Applied	2023
Evaluation Study of PMKSY in Rayagada District, Odisha	ICSSR	36.72	Applied	2023
Science Technology and Innovation Hub in GIET University, Gunupur Block, Rayagada District, Odisha State.	Ministry of Science & Technology, Govt of India	87,21,000	Applied	2023



Empowerment of Persons with Disabilities'		under SIPDA	61.95 Lakhs	Applied	2023
“Empowering ST Communities, for adoption, transfer and dissemination of application of Science and Technology, to solve livelihood and quality of life problems in ST areas of Panasaguda Gram Panchayat, Gunupur Block, Rayagada District, Odisha State”.		DST	74.34 Lakhs	Applied	2023
Social Research Techniques to sensitise, motivate, bring mindset change and adopt Renewable Energy by SC/ST Communities in selected Gram Panchayats of Gunupur		DST	50	Applied	2023



Taluk, Rayagada District, Odisha.				
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Dr. Smruti Rekha Sahoo

Paper Presented

Authors Name: Suprava Ranjan Laha, Smruti Rekha Sahoo, Aum Atman Behera,
Bidush Kumar Sahoo, SK.Zahir Hossain, Binod Kumar Pattanayak.

Title: Effect of Student's stress level on Academic Resilience: A mediation role of
Mental health.

Conference: IEEE

Date: 17th -18th November 2023

Paper Published

a. Authors Name: Smruti Rekha Sahoo

Title: A study on the factors affecting Employee Engagement at Workplace

Journal Name: International Journal of Research and Analytical Reviews

E-ISSN: 2348-1269, Vol-9, 2022

b. Authors Name: Smruti Rekha Sahoo, Tapaswini Panda, Udaya Sankar Patro

Title: Role of HR in Digital Workplace

Journal Name: Journal of Emerging Technologies & Innovation Research

ISSN: 2349-5162, Vol-10, 2023

c. Authors Name: Suprava Ranjan Laha, Smruti Rekha Sahoo, Aum Atman Behera, Bidush Kumar Sahoo, SK. Zahir Hossain, Binod Kumar Pattanayak.



Title: Effect of student's stress level on Academic Resilience: A mediation role of Mental Health

Conference Name: 2nd International Conference on Ambient Intelligence in Health Care (ICAIHC)

Publisher: IEEE Explore

ISSN: 979-8-3503-4488-2, 2023

d. Authors Name: Ramesh Varma Rudra Raju, Smruti Rekha Sahoo and A. V. Joga Rao

Title: Strategic Approach to address Employee Absenteeism with HR Analytics: natco Pharma Limited (Hydrabad)

Journal Name: Journal of Humanities and Social Sciences Research

ISSN: 2682-9096

e. Authors Name: Saumendra Das, Moushami Panda, Smruti Rekha Sahoo and Dulu Patnaik

Title: Agile Change Management: Adapting agile methodologies for Organizational resilience

Journal Name: Journal of Humanities and Social Sciences Research

ISSN: 2682-9096

Patent Published

1. Inventors Name: D. Venu Gopal, Dr. Kopally Nageswar Rao, Dr. Jagadeesha M, Dr. Smruti Rekha Sahoo, Dr. Y S S Patro

Title: An Exploratory and Confirmatory Empirical Assessment Method utilizing the Spiritual Well-Being Scale (SWBS)

2. Inventors Name: Dr. Jagadeesha M, D. Venu Gopal , Dr. Smruti Rekha Sahoo, Dr. Y S S Patro



Title: An Analytical study on the perspective of Employees in context to Workplace Spirituality creates a framework for Organizational Productivity.

3. Inventors Name: Dr. Jagadeesha M, Dr. Y S S Patro, Dr. Smruti Rekha Sahoo, D. Venu Gopal

Title: A Comparative study on Consumer Buying Behavior in purchasing Android mobile phone with reference to integrated features or applications.

4. Inventors Name: Dr. Smruti Rekha Sahoo, Girija Sankar Pradhan, Dr. Jagadeesha M, Tapaswini Panda, Udaya Sankar Patro

Title: Empirical analysis of employee's psychological contract on organization's sustainability and revenue.

Book Chapter Publication

a. Authors Name: Dr. Rojalin Pani, Dr. Smruti Rekha Sahoo, Soumya Ranjan Behera, Sunil Sanket Das,

Title: Price Forecasting of Green Gram for the State of Odisha to make farmers sustainable: the year ahead

Publisher: Press Publication

ISBN: 978-639-8632-8

Book Name: Sustainable Innovation and Entrepreneurship Development

b. Authors Name: Dr. Smruti Rekha Sahoo, Dr. Rojalin Pani

Title: Role of Green HRM for Organizational Sustainability

Publisher: LAP Lambert Academic Publishing

ISBN: 978-620-7-45894-3

Book Name: Current Trends in Management Practices



c. Authors Name: Moushami Panda, Smruti Rekha Sahoo, Saumendra Das, Jyotikanta Panda, Mariofanna Milanova

Title: Block chain as a Service: Empowering Enterprise HRM Leadership for the Future

Source Title: Impact of New Technology on Next-Generation Leadership

Publisher: IGI Global

DOI: 10.4018/979-8-3693-1946-8.ch011

Event Organized

1. Act as an Event co-coordinator of “National Entrepreneurship Day” on 9th November, 2023

Mr. T. Dileswar Rao, Assistant Professor

Journal Articles

"Benchmarking the Contribution of Non-Timber Forest Products towards Sustainable Livelihood and Regional Development"	International Journal of Process Management and Benchmarking (Accepted)	GIETU	Scopus		2023
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Mr. Narendra Panda, Assistant Professor

Paper Presentation

Mr Narendra Panda of the School of Management Studies has presented a paper titled ‘Impact of Financial Literacy of Entrepreneurs on MSMEs Performance through Mediating Effect of Financial Risk Attitude & financial Access’ in the International Conference on Sustainable Business Practices & Inclusive Growth’



organized by Department of Business Administration, Berhampur University on 10th and 11th December 2023”.

Book Chapter

Dr Saumendra Das, Dr Brojo Kishore Mishra and Mr Narendra Panda of the School of Management Studies has published a book chapter titled “Sustainable Marketing Mix Strategies of Millets: A Voyage of Two Decades” in the book published by IGI Global which is indexed in SCOPUS.

Mr. Karteek Madapana, Assistant Professor

Participation in Webinar

Mr M Karteek has participated and successfully cleared the test in the International Webinar Series titled “Supply Chain Management & Technologies” from April 24th to 28th (Five Day) organized by the School of Management Studies, University of Hyderabad.

Mr M Karteek has successfully participated in IP Awareness/Training program under NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION on March 15, 2023.

Mr M Karteek has successfully participated in ‘Understanding Risk Management in Financial Sector’ organized by TCS iON, Tata Consultancy Services.



Article Published

Mr. M Karteek and Dr N V J Rao of the School of Management Studies has published a paper titled “Microfinance Interventions for Women Empowerment and Poverty Reduction: A Case Study of Rayagada District in Odisha State” in a UGC-CARE listed journal ‘Aarthika Charche’ Vol 8 No.1, 2023

Book Chapter

Mr. M Karteek and Dr N V J Rao of the School of Management Studies has published a book chapter titled “Smart Manufacturing and its Financial Implications” in the book ‘Smart Manufacturing and Supply Chain Management System’.

Mr. Girija Sankar Pradhan, Assistant Professor

NPTEL Courses

Mr Girija Sankar Pradhan has successful completed the NPTEL course on ‘Marketing Analytics’ in April 2023 organised by IIT Kharagpur.

Mr Girija Sankar Pradhan from the SMS Department published a patent titled ‘Empirical analysis of employee’s psychological contract on organization’s sustainability and revenue’ on 22.12.2023 with application No. 202331070251.



Book Publications by Faculties of SMS:

