

Curriculum Vitae

Dr. RAJEEV KUMAR PANDA

M.B.A., Ph.D., FDP (IIM-A)

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EDUCATION:

- Doctor of Philosophy (Ph.D.) in Management, Sambalpur University, India. Specialization Area: Marketing.
- Faculty Development Program in Management (FDP), Indian Institute of Management, Ahmedabad, India.
- Master of Business Administration (MBA), Department of Business Administration, Sambalpur University, India, with first division. Specialization Area: Marketing.
- Bachelor of Science (B.Sc.) from Sambalpur University, India with first class distinction. Specialization: Chemistry (Honours) with Physics & Mathematics.
- Higher Secondary (10+2) in Science from CHSE, Odisha, India with first division, Specialization Area: Physics, Chemistry & Mathematics.
- Matriculation (10th) in English, Science, Math from Board of Secondary Education, Odisha, India with first division.

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: Investigation of Institutional & Technical Factors Influencing Vegetable Farmers’ Marketing Channel Choices in Odisha
Sponsoring Agency: IMPRESS, MHRD-ICSSR, New Delhi
Project Duration: April, 2019-March, 2021; Value: Rs. 12.0 lakhs
2. Project Title: Assessing Healthcare Service Quality of Primary Health Centers in Rural Odisha
Sponsoring Agency: ICSSR, New Delhi
Project Duration: September, 2015-February, 2017; Value: Rs. 6.0 lakhs
3. 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
4. Project Title: Evaluation, Reporting and Documentation of Regional SARAS,2017
Sponsoring Agency: DRDA, Govt. Of Odisha
Project Duration September, 2017- November, 2017
5. Project Title: Analysis, Reporting and Documentation of Stakeholders’ perception of Pallishree Mela (Rural Fair)
Sponsoring Agency: ORMAS, Govt. Of Odisha
Project Duration September, 2018- November, 2018
6. Project Title: Innovation and Entrepreneurship Development Centre (IEDC)
Sponsoring Agency: NSTEDB, DST, Govt. of India
Project Duration: March, 2015-February, 2020; Value: Rs. 45.30 lakhs

Ph.D. GUIDANCE (4 Awarded & 6 Continuing)

Ram K. Rao Kondasani	Managing Customer Perceived Service Quality in Indian Private Healthcare Sector.	Degree Awarded 2016
Vivek Pathak	Managing Behavioral Intentions of Management Graduate: A Study of North-East Indian Universities.	Degree Awarded 2018
Siddharth Mishra	Environmental Consciousness and Brand Equity: An empirical impact assessment Study	Degree Awarded 2019
Soma Patnaik	Consumers' Online Impulsive Buying Behaviour: Role Of Trust, Shopping Orientation And Recommendations	Degree Awarded 2020
Kishalay Adhikari	Consumer-Brand Engagement And Brand Loyalty: Conceptualization, Antecedents And Relationship	Thesis Submitted
Swagatika Sahoo	Fostering the potentials of technology incubation centres as tools for fast-tracking Entrepreneurship.	Continuing since January, 2015
Dibya Nandan Mishra	Managing customer relationship quality for favourable behavioural intentions: A study on AYUSH system of healthcare in India	Continuing since July, 2017
Navin Kumar	Risk Assessment & Channel Choices in Agribusiness: An integrated evaluation framework.	Continuing since July, 2017
Chinmaya Kumar Sahoo	Brand Engagement Without Brand Ownership: An Empirical Study	Continuing since July, 2019
Shubham Senapati	Emergence Of Affiliate Marketers As A Digital Niche: A Framework, Review And Research Agenda	Continuing since July, 2019

PROFESSIONAL DEVELOPMENT

Publications (Journal Papers)

1. Adhikari, K. & Panda, R. K. (2020). 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.
2. Adhikari, K. & Panda, R.K. (2020). Examining the role of social networking fatigue towards discontinuance intention: The multigroup effects of gender and age, *Journal of Internet Commerce*-vol.19, no.2, pp.125-152, Taylor & Francis.
3. Adhikari, K. & Panda, R.K. (2019). The role of consumer-brand engagement towards driving brand loyalty: Mediating role of relationship quality, *Journal of Modelling in Management*, Vol. 14 No. 4, pp. 987-1005 Emerald.

4. Navin Kumar & **Panda, Rajeev Ku** (2019). Place branding and place marketing: a contemporary analysis of the literature and usage of terminology, *International Review on Public and Nonprofit Marketing*, Springer, 16:255–292
5. 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.
6. 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.
7. **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.
8. 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.
9. 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.
10. 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.
11. **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/s40497-015-0044-5.
12. **Panda, Rajeev Ku** (2016). To expand or to diversify? The dilemma of Grihasthi Udyog, *The Journal of Entrepreneurship*, Sage, 25 (1), 89-102.
13. 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.
14. 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.
15. **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.

16. **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.
17. **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.
18. **Panda, Rajeev Ku** (2010). Blind People's Association, *International review on public policy and nonprofit marketing*, Springer, 7 (2): 185-190.
19. **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.
20. **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.
21. **Panda, Rajeev Ku & Sreekumar** (2010). Investment model under conflicting expert opinion, *Financial Risk Management*, Excel, 1(1), 10-14.
22. **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.
23. **Panda, Rajeev Ku** (2007). Sustainable Marketing-Challenges & Opportunities, *Indian Journal of Marketing*, 37 (12), 91-103.
24. **Panda, Rajeev Ku.** (2008). Marketing Strategies for small scale & part time Vegetable Growers, *The Chanakya*, 7 (2), 61-72.

ADMINISTRATIVE POSITIONS & RESPONSIBILITIES:

- Professor in Charge, Foundation for Technology & Business Incubation. NITR
- Coordinator, Innovation & Entrepreneurship Development center, NIT Rourkela.
- Business Incubator Manager, MSME project on Support for Entrepreneurial and Managerial Development of SMEs through Incubators.
- 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
- Academic Member: Technical Education Quality Improvement Program-II, DST,GOI
- Convener, Curriculum Development, SM (Coordination, Design & Development)
- Selection Committee Member, Non teaching staff recruitment committee
- Committee Member, Faculty Information Portal Committee
- Faculty Advisor, Grapevine, the management 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
Rural & Agricultural Marketing	Marketing Management

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.

Book Edited

- **Panda, Rajeev Ku.,** Sahoo, C.K, Bag, D. (2017). Business, Innovation & Sustainability.
- 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)**. Analytical Hierarchy to Likert Measurement: An example on decision making in Environment Consciousness and Brand 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 November,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.

- “Exuberance2k11” - National level Youthfest- Convener on 5th-6th March, 2011.

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

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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: 01.02.2020



(Rajeev Kumar Panda)

