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CURRICULUM VITAE

Dr. RAJESHWARI PANIGRAHI

Associate Professor
GITAM Institute of Management
GITAM University
Vishakhapatnam
Andhra Pradesh
India
PHONE-9989224206
[EMAIL-rajeshwari.panigrahi@gmail.com](mailto:rajeshwari.panigrahi@gmail.com)
Ph- +9989224206
Skype id - rajeshwari73



EDUCATIONAL DETAILS

- Matriculation from K.V. Chandigarh in the year 1989.
- Higher Secondary from Choudwar College 1991.
- B.Com. (Accountancy Hons.) from Choudwar College (Utkal University) in the year 1994.
- P.G from Berhampur University with 60% in aggregate in the year 1996. Specialisation in Computer Accounting.
- Qualified UGC NET in the year 1996
- Ph.D in Marketing awarded in the Year 2003

MEMBERSHIP IN THE PROFESSIONAL BODIES

- Life Member, Orissa Commerce Association.
- Life Member Indian Economic Association

RESEARCH EXPERIENCE

12 Years

RESEARCH AREA

Consumer Behaviour

RESEARCH TOPIC

Brand Loyalty Behaviour of Indian Consumers- An Exploratory Analysis

NAME AND ADDRESS OF RESEARCH SUPERVISOR

Dr.K.C. Raut (Professor),
Department of Commerce
Berhampur University,
Bhanja Bihar,
Berhampur – 760 007, (Orissa).

DATE OF AWARD

28th November 2003

TEACHING EXPERIENCE	<i>9 Years, From 12th October, 2004 to Till Date. GITAM INSTITUTE OF MANAGEMENT GITAM University, Visakhapatnam.</i>
SUBJECTS TAUGHT	<ol style="list-style-type: none"> 1. Post Graduate Level <ol style="list-style-type: none"> a. <i>Marketing Management</i> b. <i>Services Marketing</i> c. <i>Research Methodology</i> d. <i>Marketing Metrics</i> e. <i>Sales and Distribution Management</i> 2. Graduation Level <ol style="list-style-type: none"> a. <i>Indian Business Environment</i> b. <i>Marketing Management</i> c. <i>Sales and Distribution Management</i>
Research Interest	<ol style="list-style-type: none"> 1. Advertising and Marketing Communication 2. Brand Management 3. Green Marketing 4. Corporate Social Responsibility
Area of Academic Interest	<ol style="list-style-type: none"> 1. Consumer Behaviour 2. Marketing Communications 3. Branding 4. Brand Management 5. Advertising 6. Green Marketing.
Other Role In the Institution	<ol style="list-style-type: none"> 1. Teaching, 2. Academic Administration (Program Head for BBA and IMBA) 3. Mentoring
Teaching Methodologies Adopted	<ol style="list-style-type: none"> 1. Case Studies 2. Application activities 3. Simulation
Administrative Experiences	<ol style="list-style-type: none"> 1. Currently Working as a Program head BBA / IMBA in GITAM Institute of Management 2. Faculty Seminar Co-ordinator from 2009 to 2014 3. Chairperson Board of studies Department of Marketing from 2012 - 2016
Computer Skills	MS Office, SPSS
Projects	<ol style="list-style-type: none"> 1. GITAM University Minor Research Project(Completed) “Women In management Positions in retail: Employees View Point” 2. UGC Project (Ongoing) Role of Distribution Channel in the Viability of Handlooms and Handicrafts sector.

I. PUBLICATIONS (Journals & Periodicals) :

Title of the Paper	Publication Details
1. Privatisation of Public Sector in India: Some Issues	Orissa Journal of Commerce Vol. XXIII 1999, jointly written with Prof. K.C.Raut.
2. Buyback of Shares: The Indian Experience	Orissa Journal of Commerce Vol. XXIV, 2000
3. Child Labour: The Harsh Reality (Co-Authored)	Southern Economist Vol. 38, 1999,
4. Media of Product Advertising: An Exploratory Analysis (Co-Authored)	Journal of Commerce & Economics , Vol. VI & VII June-December 1998.
5. Child Labour in India: Some Issues	Child Labour in Hazardous Sectors by Discovery Publishing House, New Delhi EDT Volume
6. Infrastructure Development in Rural Orissa :A Case Of A Regional Rural Bank	Orissa Journal of Commerce Vol. XXVI No.1 2004 Jointly Written with Dr. S.K. Dash.
7. Brand Loyalty Behaviour of Indian Consumers–An Exploratory Analysis	Thesis abstract, Published in GITAM Journal of Management Vol-3 No 2, July to December 2005.
8. “Cellular services in Orissa: A case study of Mobile users”(Co-Authored)	Orissa Journal of Commerce , Vol. XXVII, No.1, 2005

Chapters in the books and Monographs

Title of the chapter	Publication Details
1. Child labour in India: Some Issues	Child Labour in Hazardous Sectors by Discovery Publishing House, New Delhi
2. Corporate Social responsibility-A Reality Check (Co-Authored).	Published in an edited Volume of Book “ Readings in Corporate Social Responsibility A Compendium of papers ” By VDM Publishers, Germany ,edt volume 2010, ISBN-978-3-639-31526-4
3. Financial Inclusion in India: A Study of financial Inclusion Models of selected public sector. (Co-authored)	Published in edited volume of book “ Financial Inclusion in India-Challenges and strategies ” by excel Books 2013 ISBN 978-93-5062-318-3

II. REFEREED JOURNAL PUBLICATIONS :

Title of the Paper	Publication Details
1. Evaluating the influence on Media on Consumer Purchase Decision: An exploratory Study "	PRAGYAAN: Journal of Management , biannual referred research journal of INSTITUTE OF MANAGEMENT STUDIES, DEHRADUN Volume 8, Issue 2, December, pp 33-41 2010.ISSN No.0974-5505
2. Corporatization of Agriculture In India a study of contract farming	PRAGYAAN: Journal of Management Studies , biannual referred research journal of INSTITUTE OF MANAGEMENT STUDIES, DEHRADUN Volume 9 Issue 1 June 2011 pp 29-39,ISSN.No.0974-5505
3. Ethical Dimension of Indian Advertising(Co-Authored)	IQRA International Management Journal, A Bi-Annual Referred Journal of Professionalism Development,Vol.1,No.1 July to December2012.ISSN: 22774211
4. Financial Inclusion in Vijaywada Rural: Finding Usage in access. (Co-authored)	Paper Published in edited volume of book "Financial Inclusion in India-Challenges and strategies" by excel Books, 2013 ISBN 978-93-5062-318-3
5. Purchase Behavior of Gen-Y In the Indian Market-Influence of Advertisements.(Co-authored)	Published In GITAM Journal Of Management Volume 11,No.4 October-December 2013 ISSN 0972-740X
6. Role Of Media in Fostering Brand Loyalty: An empirical Analysis	Published In Journal of Research in Management ,Computer Applications and Social Sciences By AKMISS Volume-2 Issue-1 July 2013 ISSN-2319-2348
7. Dilemmas of small business growth-The case of rural Agri-business based Micro Firms (Co-Authored)	Sumedha Journal of Management Vol.2 No.4 October-December 2013, ISSN:2277 6753
8. Re-Engineering Rural Retail: A Study of Various Innovative Agricultural Retail Models in India.	IPE Journal of Management,Vol:4 No.1 January to June 2014 ISSN2249-9040
9. Consumer perception of the CSR effort and its consequent impact	Journal of Marketing Vistas , Journal of Institute of Public enterprise, Volume 4

on purchase decision.	No.1 January to June 2014 ISSN 22499067
10. Corporate Social Responsibility: Study of selected CSR Models in India	IPE Journal of Management Vol 5 No.1 January to June 2015 pp 112-134 ISSN2249-9040
11. How green is the Indian Consumer (Co-Authored)	Journal of Marketing Vistas , Journal of Institute of Public Enterprise, Vol. 5, No. 2, July to December 2015, pp 28-48 ISSN 2249-9067

III. Books Published :

Title of the Paper	Publication Details
1. Consumer and Brand Loyalty	Published by Sonali Publications , New Delhi in year 2006 ISBN No-81-8411-024-3
2. Women in Management Positions in Retail-Employees View Point	Published by Lambert Academic Publications , Germany, ISBN No-978-3-8473-0152-3

IV. International Publication:

Title of the Paper	Publication Details
1. A Critical Review of Corporate Social Responsibility: A study of CSR Models of Selected Corporate in India	Accepted for Publication in International Journal of Management Perspectives . Special Edition December 2013. Vol. 10 No. 1 2013, ISSN 1996 – 7187, Published by REGENT Business School Press

V. Working Papers :

1. Social Media at the top of the mind.
2. Exploring the new dimensions of retailing consumer necessities

VI. Conferences, Seminars & QIP's attended:

1. Attended All Orissa Commerce Conference in the year 1998, held at Khallikote (Autonomous) College, Berhampur.
2. Attended All Orissa Commerce Conference in the year 1999, held at Ispat College, Rourkela.
3. Attended All Orissa Commerce Conference in the year 2000, held at Maharshi College of Natural Law, Bhubaneswar.

4. National Seminar on Commerce Education in the New Millennium 2001, held at P.G. Dept. of Commerce, Berhampur University, Berhampur 24th, 25th March 2001. Presented a paper entitled: Facets of Foreign Direct Investment.
5. National Seminar On Indian Insurance Industry-Emerging Trends And Challenges Conducted at College of Management Studies, GITAM Visakhapatnam during November, 2004.
6. International Conference on “Going Global: Unleashing People Potential Conducted by College of Management Studies, GITAM, on 9th, 20th, & 21st January 2007.
7. International conference on Management Research – 13th and 14th February 2010, Conducted by Bharasthidasan Institute of Management and Research, Trichy, presented a paper “Corporate social responsibility – A reality check with reference to India, (Co-authored).
8. Attended national conference on “Convergence of Management Practices” Organised by NIT Warangal on December 17th and 18th 2010 and presented a Paper “Purchase Behavior of Gen Y in the Indian Market - Influence of Advertisements” (Co-Authored)
9. Attended All Orissa Commerce Conference Organized by Department of Commerce Berhampur University on 19th and 20th February 2011 and Presented a paper “Corporatization of Agriculture in India-A study of Contact Farming.
10. Attended 9th National Conference on Supply Chain Management in the emerging Business Environment: Issues Opportunities and Challenges Organized by GianJyoti Institute of Management and Technology on 22nd September 2012 and Presented a Paper “*Best Practices for the Implementation of Supply Chain Management*”.
11. **Attended National** Conference on Financial Inclusion In India: Challenges and strategies Organized by Department of Finance GITAM Institute Of Management GITAM University on 12th October 2012 and Presented a paper “Financial Inclusion In India A Study Financial Inclusion Models of selected Public Sector banks
12. “Interactive Pedagogical Tools in Teaching Marketing” sponsored by AICTE and conducted by T.A.PAI Management Institute, Manipal, Karnataka in month of November 2004.
13. Services marketing- Hospitality sponsored by AICTE and conducted by *NarseeMonjee Institute of Management Studies*, Mumbai, 17th to 21st December, 2007.

VII. Books Reviewed:

Reviewed a book, **Brand Management** for Cengage Publication, New Delhi

PERSONAL DETAILS

Name : **Rajeshwari Panigrahi**

Father's Name : NeelakantaPanigrahi

Date of Birth : 01.10.1973

Correspondence Address : Department of Marketing
GITAM INSTITUTE OF MANAGEMENT
GITAM UNIVERSITY
Rushikonda, Visakhapatnam-45

E-mail : **rajeshwari.panigrahi@gmail.com**

Mobile : **+919989224206**