

# Faculty Profile

**Name:** Dr. Somali Smruti Smita

**Qualification:** PhD in Marketing Management (Meghalaya University),  
M.Phil.

**Designation:** Assistant Professor (Head of Department Of MBA (Agri-Business)),  
B.J.B Autonomous College, Bhubaneswar.

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## **Area of interest:**

Human Resource Management, Performance Appraisal, Training And Development, Human Resource Planning, Labour Law, Business Ethics, Marketing Management, Tourism, Communication, Agricultural Marketing, Industrial Development, Warehouse Management, Dairy Technology, Rural Marketing, Industrial Sociology And Psychology.

## **Area of research:**

Principal Issues in Management (M.Phil)

Customer Relationship in Banking Management ((Ph.D)

Glimpses of Bhutan (Book Published On Bhutanese Culture)

A Journey to Eternity (Research on Kriya Yoga)

## **Teaching Area:**

**Post Graduation** : Human resource management, marketing, tourism and agricultural marketing.

## **Total No. of Teaching Experience (Yrs):**

- **PG: 24 years**

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## **Papers presented in Conferences/Seminars:**

- Sustainable HRM Practise in National Seminar on 25.02.2022, B.J.B Autonomous College, Bhubaneswar.
- Change in Role of HR after COVID in National Seminar on 25.02.2022, B.J.B Autonomous College, Bhubaneswar.
- Recent trend in marketing
- Managerial competencies
- CSR and sustainability challenges and opportunities.
- HR practices in Indian army.
- Managing human resource issues in service sector.
- Merger and acquisition
- COVID and it's effect on education system.

## **Publisher of book:**

- Glimpses of Bhutan (sold through amazon.in)
- Translated books related to kriya yoga \_A journey to eternity
- Publisher of articles for UGC sponsored programme \_Recent trends in Retailing.
- HR practices in Indian Armed Forces.