

Faculty Profile

Name – Mrs Milan Tah



1. Qualification – M.com , MBA (Agri-Business), NET , Ph.D continuing
2. Designation – Assistant Professor
3. E-mail ID – milanmili09@gmail.com
4. Area of Interest – Management, Marketing
5. Area of Research – Marketing
6. Teaching area –
 - UG
 - PG
- 8.Total number of teaching experience (yrs) –
 - UG – 1
 - PG – 2
- 9.Research Supervision
10. Publication Profile
 - a) Research Articles Published:

- The influence of Electronic Word of mouth on online purchasing : A Bhubaneswar Perspective , European Economic Letters , ISSN 2323-5233, VOL- 13, Issue – 05 (2023)
- Perception study of consumers about online purchase through digital financing , IJEMR, e-ISSN 2250-0758, Vol-13, Issue-02 (April,2023)
- Key influencing factors for online impulse buying behavior of customers : An analytical study, Asian and Pacific economic Review , ISSN 1000-6052, Vol-17, No-1, 2024

b) Book Chapters published:

- Paradigm Shift in Indian Economy : A Way Forward , ISBN – 978-93-91908-67-6

c) Books published: 00

d) Articles Published in News Papers / Magazines: 00

11. Research Projects

12. Paper presentation in conference / seminars –

- International conference –
 - ◆ Financial Inclusivity and corporate social responsibility for sustainable development, KIIT (DU), Bhubaneswar
 - ◆ Identifying critical factors of online unplanned buying behavior of online purchasers. Berhampur University, Berhampur
 - ◆ Role and impact of AI in shaping online buying behavior of consumers :with context to Indian Environment, Srusti Academy of Management (Autonomous), Bhubaneswar

- ◆ An Analytical Study on important Factors Influencing Consumers' Impulse Purchases in Online Shopping. Ramadevi University, OCA Conference.

- National Seminar –

13. Invited lectures/Special lectures/Resource Persons or Presentation at conferences / Workshops

14. Association with professional bodies