



DR. LIPSA MISRA

- 1. QUALIFICATION : M.A. ,PhD**
- 2. DESIGNATION : ASSISTANT PROFESSOR OF ECONOMICS**
- 3. Date of Joining into OES : 13 / 07 / 1999**
- 4. Email id : lipsamisra@hotmail.com**
- 5. Area of Interest : Gender studies and Behavioral Economics**
- 6. Area of research : Gender Studies**
- 7. Teaching Area : Under graduation**
- 8. Teaching experience : UG -24 years**

9. Publication Profile:

a) Research Articles Published:

- 1. Scopus Indexed : Misra, L., Towards a New Paradigm of Growth and Development for India, International Journal of Economic Research (2018)**
- 2. Scopus Indexed : Misra, L., The CUL DE SAC of Primary Education in India, International Journal of Mechanical Engineering and Technology (IJMET) (2018)**
- 3. Satpathy, J, Aithal, P.S., Okeyo,W., Misra, L., Lidija, (2023). Neuro - Probabilistic Heterodoxian Functionalism in Decision Endoscopy, Bulletin for Technology & History Journal, ISSN No: 0391-6715, Vol. 23, Issue. 06, Pp: 01 - 46, DOI: 10.37326 / bthnlv22.1 /1263, Manuscript ID: BTH / 1734, India (International). Scopus**
- 4. Satpathy, J, Aithal, P.S., Misra, L., Torben, L., Roza, J., Chin, P. N., Lockhart, J., Chowdhury, D., &(2023). Fluid Intelligence in Unpredictability Behaviour, Bulletin for Technology & History Journal, ISSN No: 0391-6715, Vol. 23, Issue. 05, Pp: 368 - 383, DOI: 10.37326 / bthnlv22.1 /1263, Manuscript ID: BTH / 1724, India (International). Scopus**

5. **Misra ,L and Mishra K(2020) Revisiting the Determinants of Agricultural productivity of food grains in India: An Econometric Analysis.** Open publication in advanced.sage publication 23 May 2020.
6. **Misra ,L (2023) Neuro Marketing – Insights into Consumer Behaviour** The IUJ Journal of Management (IUJ-JOM), The ICFAI University Journal, Ranchi, India (National). ISSN 2347 – 5080 / Impact: 7.458 (UGC care)
7. **Misra, L, and Satpathy, J. (2023) Experiments in Neuro-Economic Decisions.** The IUJ Journal of Management (IUJ-JOM), The ICFAI University Journal, Ranchi, India (National). ISSN 2347 – 5080 / Impact: 7.458 (UGC care)

10. Books Chapters Published:

1. **Improving local and global food security : An Overview** (2017) ISBN
2. **A survey on women’s education and their economic condition in Odisha** (2018)

11. Books Published :

- (I) **Neuroeconomic Letters**, ISBN 978-81-19232-03-1, (April 2023)
- (II) **An Insight into Multi Dimensional Empowerment of Women – A Study of Odisha**, ISBN 978-93-88859-14-1 (March 2019)

12. Papers Presented in International and National Seminars :

1. **Misra ,L (2016) Development and validation of Women Empowerment model**, International Conference on Management at Abudhabi, UAE
2. **Misra ,L (2018) Dissonance between education & employment – A road map for India.** OEA, NCDS, BBSR
3. **Misra ,L (2018) Public Services Delivery For Women Centric programs & then effectiveness.** Dept. of Public Administration, Utkal University
4. **Misra ,L (2017) Educated women are the foundation of family health and social well being : a study of Khordha district.** IEA, Guntur, Andhra Pradesh
5. **Misra ,L (2020) Revisiting the Determinants of Agricultural productivity of food grains in India: An Econometric Analysis.** National seminar on agriculture in India :problems ,policies and prospects BJB autonomous college , Bhubaneswar
6. **Misra ,L (2018) Doubling farmer’s income : mechanisms and challenges.** National seminar on agriculture in India Programs , policies and prospects 2020 , BJB Autonomous college

7. **Misra, L,** and Satpathy, J. (2023). **Experiments in Neuro-Economic Decisions**, Proceedings of International Conference on Digital Transformation for Sustainable Business Performance. Mar 16 - 17 2023, ICFAI University, Jharkhand, Ranchi, India, **(International)**.
8. Satpathy, J., Aithal, P.S., **Misra, L.**, Singh, A., Lockhart, J.,. (2023). **Neuro - Probabilistic Functionalism Endoscopy in Brunswick's Lens Decisions**, Proceedings of International Conference on Innovations & Advances in Management and IT, Initiatives, Catalysts and Impacts, Aug 25 - 26, 2023, International School of Informatics & Management, Jaipur, India, **(International)**.
9. Satpathy, B., Patri, P., **Misra, L.** and Satpathy, J. (2023). **Neuro-Perspectives in Farmers Decision Architecture**, Roots International Journal of Multi-Disciplinary Researches, ISSN: 2349-8684, Volume. 09, Issue.04, May 2023, Pp: 06 - 31, Madurai, India **(International)**.
10. Satpathy, J, Aithal, P.S., Okeyo,W., **Misra, L.**, Lidija, (2023). **Neuro - Probabilistic Heterodoxian Functionalism in Decision Endoscopy**, Bulletin for Technology & History Journal, ISSN No: 0391-6715, Vol. 23, Issue. 06, Pp: 01 - 46, DOI: 10.37326 / bthnlv22.1 /1263, Manuscript ID: BTH / 1734, India (International). **Scopus**
11. Satpathy, J, Aithal, P.S., **Misra, L.**, Torben, L., Roza, J., Chin, P. N., Lockhart, J., Chowdhury, D., **&(2023). Fluid Intelligence in Unpredictability Behaviour**, Bulletin for Technology & History Journal, ISSN No: 0391-6715, Vol. 23, Issue. 05, Pp: 368 - 383, DOI: 10.37326 / bthnlv22.1 /1263, Manuscript ID: BTH / 1724, India (International). **Scopus**
12. **Misra,L** ,Mishra K.P , Chaterjee ,M (2023), **Government Responses to COVID-19 in India and Implication from State Level Heterogeneity**. February 17th-18th 2023, BJB Autonomous college,Bhubaneswar Proceedings in International conference on CEPCE (2023)
16. Satpathy, J., Larsen, T., Lockhart, J. and **Misra, L.** (2023). **Scalable - Vector based Soundings in Neuro - Economic Decisions**, International Journal of Management Sciences & Business Research, Feb 2023, ISSN (2226-8235) Vol 12, Issue 02, Impact Factor 4.136, DoI, 10.5281 / zenodo. 7716328, Manchester, England (International). Reprinted in Roots International Journal of Multidisciplinary Researches as Scalable - Vector based Soundings in Neuro - Decisions, Vol. 09, Number. 03, Pp: 137 - 165, Feb 2023, ISSN: 2349-8684, With Authors; Aithal, P.S., Baikar, E., Warriar, U., Subramaniam, K., &Ozer, O., Madurai, India (International).
17. Satpathy, J., Larsen, T., Lockhart, J. and **Misra, L.** (2023). **VUCA and BANI Matrices in Neuro - Farming Decisions**, Proceedings of National Conference on Agriculture, Natural Resources & Rural Development, 24 - 25 May 2023, Dept. of Economics, Sidho Kanho Birsha University, Purulia, West Bengal, India (National).
19. Satpathy, J., **Misra, L.** & Subramaniam, K. (2023). **The Great Debate in Neuro-**

Management, Proceedings of International Conference on Ancient Indian Knowledge System and Modern Business Management, April 14-15, 2023, Vivekananda Global University, Jaipur, India (International).

20. Satpathy, J., **Misra, L.** and P.S., Roza J. (2023). **Ocular - Peep into Entrepreneurial Decisions**, International Conference on Connecting Social, Financial and Human Sciences for Sustainable Development, Technical Session No. 4, KIIT University, Bhubaneswar, India , 05 May 2023, Bhubaneswar, India (International).
21. Satpathy, J., **Misra, L.** and Warriar, U. (2023). **Geometric Paths in Fluid Intellect**, Poster, 17th Annual Neuropsychoeconomic Conference, 08 - 09 June 2023, University of Granada, Granada, Spain (International).
22. Satpathy, J., **Misra, L.** Larsen, T., Lockhart, J. and Ozer, O. (2023). **Experiments in Managerial Decision Behaviour**, Paper Number: 00085, Proceedings of the International Conference on Management Practices for Sustainable Future, April 07 - 08, 2023, School of Management Studies, Sangam University, Bhilwara, Rajasthan, India (International).
23. Satpathy, J., **Misra, L.**, Singh, A. and Torben, L. (2023). **Business - Economic Decisions In 'Zwicky' Morphological Frame**, Proceedings of II International Conference on Engineering, Social Sciences & Management, 22 June 2023, Department of Applied Sciences & Department of Master of Computer Application, Sri Balaji College of Engineering & Technology, Rajasthan Technical University, Jaipur, India (International).
24. Satpathy, J., **Misra, L.**, Singh, A. and Torben, L. (2023). **Mathematical Doodling In Tracking Resilient Choice Neuro - Pathways**, II International Conference on Engineering, Social Sciences & Management, June 22nd, 2023, Department of Applied Sciences & Department of Master of Computer Application, Sri Balaji College of Engineering & Technology, Rajasthan Technical University, Jaipur, India (International).
25. Satpathy, J., Okeyo, W., Aithal, P.S., Roza J. and **Misra, L.** (2023). **Configurations in Entrepreneurial Decision Making**, International Conference on Connecting Social, Financial and Human Sciences for Sustainable Development, Technical Session No. 4, KIIT University, Bhubaneswar, India , 05 May 2023, Bhubaneswar, India (International).
26. Satpathy, J., Okeyo, W., Torben, L. Lockhart, J. **Misra, L.** and Aithal, P. (2023). **Neuro – Protocols in Economic Decisions**, International Conference on Emerging Trends in Social, Business and Management Science Research (ICSBMR), Vellore Institute of Technology, Vellore, India , 04 May 2023, Vellore, India (International).
27. Satpathy, J., Routray & **Misra, L.** (2023). **Anatomical Peep into Resilient Decision Pathways**, National Conference Building & Sustaining High Performance through Organizational Resilience & Innovation, 21 - 22 2023, Department of Business Management, Fakir Mohan University, Balasore, India in

collaboration with Association of Indian Management Schools (AIMS), Hyderabad, India (National).

28. Satpathy, J., Routray and **Misra, L.** (2023). **Debate in Neuroentrepreneurial Modus Operandi**, National Conference Building & Sustaining High Performance through Organizational Resilience & Innovation, 21 - 22 2023, Department of Business Management, Fakir Mohan University, Balasore, India in Collaboration with Association of Indian Management Schools (AIMS), Hyderabad, India (National).

13. **Association with Professional Bodies**

1. Life member of Odisha Economic Association
2. Life member of Indian Economic Association

14. **Awards/Distinctions:-**

Awarded the **Bharat Ratna Mother Teresa Gold Medal Award on 28th April, 2024** By Global Economic Progress and Research Association for Individual achievement and National development .