Curriculum Vitae

Dr. Jyoti Prakash Rath

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Scopus ID: http://www.scopus.com/authid/detail.url?authorId=59909370300

Orcid ID: http://www.orcid.org/0000-0003-2587-9827

Google Scholar: http://scholar.google.co.in/citations?user=18RZlD0AAAAJ

Researcher Id: http://www.researcherid.com/rid/LSK-5828-2024

ADDRESS OF COMMUNICATION

Present Address:	**Permanent Address:**
Plot No. 749, Saheed Nagar	Plot No. 749, Saheed Nagar
Denim House	Denim House
Saheed Nagar	Saheed Nagar
Bhubaneswar	Bhubaneswar
Odisha	Odisha

QUALIFICATIONS

Qualification	Board / University	Division	Year
PhD (Commerce)	Utkal University, Odisha	Awarded	March 2022
M Phil. (Com.)	Berhampur University	FIRST Class	December 2011
M. Com.	Utkal University, Odisha	FIRST Class	May 2007

EXPERIENCE

Period		Organization/Institution/Industry	Designation
16th August 2025	Till Date	B.J.B. (Autonomous) College, Bhubaneswar, Odisha	Lecturer (SS)
06th December 2013	15th August 2025	Government Junior College Phulbani, Kandhamal	Lecturer

AREAS OF INTEREST

- Financial Services marketing
- Marketing Research
- Banking and Insurance
- Accounting and Finance
- Consumer Behaviour

RESEARCH GUIDANCE

- PhD Supervision: 01 scholar registered (Continuing)

HONOURS/ACHIEVEMENT

- India Book of Record Holder for Maximum Commerce Books Authored in 2024
- London Book of World Records as an Academician in 2024
- Awarded with Gurudeva Sammana by Kalam Memorial Trust, ITR, Balasore in 2025

MEMBERSHIPS IN PROFESSIONAL SOCIETIES

- Life Member of Odisha Commerce Association
- Life Member of Indian Accounting Association – Bhubaneswar
- Fellow Member of World Leadership Academy
- Fellow Member of Scholars Academic and Scientific Society
- Fellow Member of Eudoxia Research Centre, India and USA

OTHER RESPONSIBILITIES

1. Principal, Government HSS Phulbani erstwhile Junior College from 12-06-2023 to 18-02-2025.
2. OIC – Academics at Directorate of Higher Secondary Education, Government of Odisha from 19-02-2025 to 14-08-2025.
3. Associate Accounts Bursar, BJB (A) College, Bhubaneswar.
4. Assistant Coordinator Anti-Ragging Cell, BJB Autonomous College.
5. Associate Coordinator, Extra-mural Committee, BJB (A) College.
6. Associate Vice President, Annual Athletic Committee, BJB (A) College.
7. Associate Coordinator, Mentor-Mentee Programme, BJB (A) College.
8. Course Coordinator, Digital Upskilling Programme by IIT Delhi for BJB (A) College, Bhubaneswar, Odisha

PUBLICATIONS

1. **Patent Publication: 01**

2. AI based device for Marketing Data Analysis, Nisha Jain, Jyoti Prakash Rath et al;

2. Book Publication:

Sl. No.	Name of Book	University	Stream	ISBN	Edition	Name of the Publisher
01	Business Studies	CBSE (XII), All India	CBSE (XII) Commerce	9789327288872	2018	Kalyani Publishers, New Delhi
02	Business Studies	CBSE (XI), All India	CBSE (XI) Commerce	9789327289404	2018	Kalyani Publishers, New Delhi
03	Accountancy	CHSE Odisha (XII)	CHSE (Odisha)	9789327277104	2017	Kalyani Publishers, New Delhi
04	Accountancy	CHSE Odisha (XI)	CHSE (Odisha)	9789327295207	2018 2019	Kalyani Publishers, New Delhi
05	Objective Commerce	CHSE Odisha	CHSE, CBSE, CPT, ISC	9789327290547	2015 2018	Kalyani Publishers, New Delhi
06	+2 Accountancy Problems & Solutions	CHSE Odisha	CHSE +2 Commerce	9789327277494	2017	Kalyani Publishers, New Delhi
07	Principles of Insurance	Telangana State Universities	B Com 3rd Semester CBCS	9789353594848	2019	Kalyani Publishers, New Delhi
08	ISC Business Studies	ISC, All India	XI, ISC Commerce	9789353592110	2019	Kalyani Publishers, New Delhi
09	Business Studies	CHSE Odisha	CHSE +2 Commerce	9789353400819	2022 2023	Kalyani Publishers, New Delhi

10	Business Studies Multiple Choice Questions (MCQ) including Case Based Studies and Reasoning Based MCQs	CBSE, All India	CBSE (XII) Commerce	KLYDEL0000342	2021	Kalyani Publishers, New Delhi
11	Business Studies (MCQ)	CBSE, All India	CBSE (XI) Commerce	KLYDEL0000387	2021	Kalyani Publishers, New Delhi
12	Fundamentals of Entrepreneurship	Odisha State Bureau of Textbook Preparation and Production, Odisha	CHSE (XI) Commerce	9788180053689	2016	Odisha State Bureau of Textbook Preparation, Govt. of Odisha
13	Business Studies and Management	Odisha State Bureau of Textbook Preparation and Production, Odisha	CHSE (XI) Commerce	9788180053580	2016	Odisha State Bureau of Textbook Preparation, Govt. of Odisha
14	Rural and Farm Credit	Andhra Pradesh University	Andhra Pradesh	9789353595043	2017 2019	Kalyani Publishers, New Delhi
15	Fundamentals of Commerce	AP State Council of Higher Education	B. Com, BBA & BCA Honors (Major) First Semester 2023-24	9789355405548	2023	Kalyani Publishers, New Delhi
16	Trade and Commerce in India	NEP 2020 Gauhati University	B Com 2nd Semester	9789355406866	2024	Kalyani Publishers, New Delhi
17	Banking and Insurance	CHSE (+2) 1st Year, Odisha	+2 1st Year Odisha	9789327266283	2016 2019	Kalyani Publishers, New Delhi

18	Principles of Insurance	Telangana State Universities	CBCS Syllabus, B Com, 3rd Semester	9789353594848	2019	Kalyani Publishers, New Delhi
19	Commerce Lab	Telangana State Universities	B Com 6th Semester CBCS	9789327299380	2019 2019	Kalyani Publishers, New Delhi
20	Regulations of Insurance Business	Telangana State Universities	B Com CBCS 6th Semester	9789327298222	2019	Kalyani Publishers, New Delhi
21	Central Banking	AP Universities	B Com (5th Semester)	9789327279764	2017 2018	Kalyani Publishers, New Delhi
22	Practice of Life and General Insurance	Telangana State Universities	B Com CBCS 4th Semester	9789327294811	2018	Kalyani Publishers, New Delhi
23	Practice of General Insurance	Telangana State Universities	B Com CBCS	9789327294811	2018	Kalyani Publishers, New Delhi
24	Life Insurance with Practice	Andhra Pradesh State Universities	B Com, CBCS, Semester – V	9789355402424	2022	Kalyani Publishers, New Delhi
25	Indian Banking and Insurance System	State Universities Odisha	B Com 5th Semester	9789327277777	2017	Kalyani Publishers, New Delhi
26	Marketing of Financial Services	AP Universities	B Com (6th Semester)	9759327284621	2018	Kalyani Publishers, New Delhi
27	International Business	Kashmir State Universities	B Com 6th Semester CBCS	9789353593315	2019	Kalyani Publishers, New Delhi
28	International Business	Kerala State Universities	M Com. 2nd Semester	9789353592240	2019	Kalyani Publishers, New Delhi
29	International Business	Odisha State Universities	B Com, 5th Semester	KLYDEL0000390	2021	Kalyani Publishers, New Delhi

30	International Business	Kashmir State Universities	B Com, BBA, M Com, MBA & PGDN	9789353593315	2019	Kalyani Publishers, New Delhi
31	International Business	University of Jammu	B. Com. 5th Semester	9789353596422	2019	Kalyani Publishers, New Delhi
32	International Business	Calicut University	M Com, 2nd Semester	9789389713367	2020	Kalyani Publishers, New Delhi
33	International Business	Kerala University	M Com, 2nd Semester	9789353592240	2029	Kalyani Publishers, New Delhi
34	International Business and Finance	Mahatma Gandhi University, Kerala	Post Graduate Commerce (M Com) & Professional Courses	9789389477290	2019	Kalyani Publishers, New Delhi
35	International Finance	Telangana State Universities	B Com 6th Semester CBCS	9789388778206	2019	Kalyani Publishers, New Delhi
36	International Finance	Telangana State Universities	BBA 6th Semester CBCS	9789355401762	2022	Kalyani Publishers, New Delhi
37	International Trade	Tamil Nadu State Council for Higher Education, Tamil Nadu	B Com (General) Degree Programme, Semester – III, TNSCHE	9789355408532	2024	Kalyani Publishers, New Delhi
38	Services Marketing	All Indian Universities	B Com, M Com, MBA & Prof. Courses	788195491384	2021	Kalyani Publishers, New Delhi
39	Financial Education and Investment Awareness	Karnataka State Universities	B Com (Hons) 3rd Semester	9789355403889	2023	Kalyani Publishers, New Delhi

40	Financial Literacy	Nagaland university	B Com, Honors CBCS Syllabus, Semester I	KLYDEL0000663	2022	Kalyani Publishers, New Delhi
41	Financial Literacy	NEP Syllabus, Karnataka State Universities	B Com. 1st Semester, Open Elective Course	KLYDEL0000463	2022	Kalyani Publishers, New Delhi
42	Leadership and Management Skills	Telangana State Universities	B Com, 4th Semester	KLYDEL0000307	2021	Kalyani Publishers, New Delhi
43	New Venture Planning	Assam State Universities	B Com, 3rd Semester, FYUGP, NEP Syllabus	9789364406994	2024	Kalyani Publishers, New Delhi
44	Practices of Life and General Insurance	Telangana State Universities	B Com (CBCS)	9789364402613	2025	Kalyani Publishers, New Delhi
45	Hospitality Management	Dibrugarh University, Assam	FYUGP (NEP) Syllabus	9789364440037 4	2024	Kalyani Publishers, New Delhi
46	Financial Literacy	Odisha State Universities and Colleges.	NEP – 2020 Model Syllabus	9789372127406	2025	Kalyani Publishers, New Delhi
47	New Venture Planning	Assam State Universities	B Com, 3rd Semester, FYUGP, NEP Syllabus	9789364405720	2025	Kalyani Publishers, New Delhi
48	International Business	Kurukshetra University, Haryana	BBA, Semester – V, Kurukshetra University, Kurukshetra, Haryana	9789372127485	2025	Kalyani Publishers, New Delhi
49	Financial Literacy	Odisha State Universities	NEP – 2020 Model Syllabus	9789364404358	2025	Kalyani Publishers, New Delhi

		and Colleges.				
50	Personal Finance	Dibrugarh University, Assam	FYUGP (NEP) Syllabus, Semester – III	9789372129878	2025	Kalyani Publishers, New Delhi
51	Financial Literacy	North Eastern Hillen University (NEHU), Assam	FYUGP (NEP) Syllabus, Semester – III	9789364400640	2024	Kalyani Publishers, New Delhi
52	Introduction to International Business	Osmania University, Telangana	B Com. (CBCS), Semester – I	9789372128291	2025	Kalyani Publishers, New Delhi
53	Leadership and Team Development	Punjabi University, Punjab	B Com. 3rd Semester	9789372124361	2025	Kalyani Publishers, New Delhi
54	Financial Markets System	Reference Books	Commerce and Management	9788199121812	2025	Kripa Drishti Publications
55	Breaking Barriers and Building Economics	Edited Book	Commerce, Economics and Social Science	9789363894624	2025	Kunal Books
56	Contemporary Issues and Advancement of Commerce and Management	Edited Book	Commerce, Management and Social Science	9789363894419	2025	Kunal Books
57	Fundamentals of Investment and Planning	Odisha State Universities and Colleges.	NEP – 2020 Model Syllabus	9789372126235	2026	Kalyani Publishers, New Delhi
58	Business Model Innovation	Odisha State Universities and Colleges.	NEP – 2020 Model Syllabus	9789372127287	2026	Kalyani Publishers, New Delhi

59	Golden Award Book – 2024	Biography	e-Book	9788198288837	2024	Research Beacon Publication
60	Logistics and Supply Chain Management	Tamil Nadu State Higher Education Council	B Com. General Degree Semester - VI	9789372123012	2025	Kalyani Publishers, New Delhi
61	Corporate Reporting Practices	Kurukshetra University, Haryana	M Com. Semester -IV	9789372128437	2026	Kalyani Publishers, New Delhi
62	Innovations, Sustainability, and Transformation in Business and Society	Edited Book	Commerce, Management and Social Science	978936389713	2026	Kunal Books
63	Banking and Insurance: An Indian Perspective	Reference Book	Commerce and Management	9789347336416	2026	Kripa Drishti Publications
64	Management Accounting	Reference Book	Commerce and Management	9789347336799	2026	Kripa Drishti Publications
65	Indian Accounting Standard and Practices	Text Book	Commerce	In Press	2026	Kalyani Publishers

3. Articles/Research Papers contributed in Journals

1. Rath J.P. & Jain Nisha (2026), *"Avenues, Prospects and Ultimate of New Venture Planning in India - A Conceptual Study"*, International Journal of Advance Research, Volume 14, Issue 01, pp. 576-583, (ISSN 2320-5407). https://dx.doi.org/10.21474/IJAR01/22570
2. Das, S., Raja, M., & Rath, J. P. (2026). Exploratory Study on FPOs' Sustainability: A Green HRM Perspective. In C. Rassal (Ed.), *Talent*

Management in Hotels and Hospitality (pp. 505-538). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-4485-0.ch015

3. Rath J.P. & Jain Nisha, (2025), *"One Nation Healthy Nation" A Study On Protecting Health Care Financing Of Poor And Rural Households Under Mission 'Viksit Bharat @2047*, International Journal of Research - GRANTHAALAYAH, 13(12), pp: 23–28, https://doi.org/10.29121/granthaalayah.v13.i12.2025.6550
4. Mishra, D., Das, S., Patnaik, R., & Rath, J. P. (2025). Sustainable developments of sports and adventure tourism in the era of artificial intelligence: A systematic review of a decade. In *Integrating architecture and design into sustainable tourism development* (pp. 363–378)
5. Chandrasekhar, K., Das, S., Gupta, N., & Rath, J. P. (2025). Impulse buying and mobile payment business apps: How the convenience of mobile payment apps contributes to impulsive purchases (pp. 31–50).
6. Das, S., Patro, U. S., Panda, T., Rath, J. P., & Madapana, K. (2024). Education on sustainable competitive administration: A review. *Organizational Readiness and Research Security Management and Decision Making*, 1–24.
7. Das, S., Rath, J. P., Patro, U. S., Panda, T., & Gopinath, G. (2024). Investigating generative AI innovative strategies for customer engagement in marketing automations in the digital era. *International Journal of Applied Science and Engineering*, 12, 47–57.
8. Rath, J. P., & Patra, S. (2023). Financial literacy in India: A new way forward. *ComFin Research*, 11, 20–27.
9. Das, J., Digal, S. K., & Rath, J. P. (2022). Institutions and policy support satisfaction of young entrepreneurs in micro and small enterprises in Odisha state. *Splint International Journal of Professionals*, 9, 88–96.
10. Patra, S., & Rath, J. P. (2022). A study on impact of digital accounting on the small and medium scale business in Odisha.
11. Rath, J. P. (2022). Causes of resistance and overcoming these resistances: A descriptive study on change management. *Rajasthali Journal*, 2.
12. Rath, J. P. (2021). Marketing of health insurance services in Odisha: An empirical study, PhD Thesis
13. Rath, J. P. (2020). Specie commodity standard to exchange rate regime since 1973: A descriptive study of foreign exchange in international trade. *Splint International Journal of Professionals*, 7, 12–17.

14. Rath, J. P., & Sahu, M. (2020). Standalone health insurance companies (SAHI) in India: The game changer in health insurance. *International Journal of Management*, 11, 639–648.
15. Rath, J. P., & Sahu, M. (2017). A study on growth and development of health insurance in India in the post-privatization era. *International Journal of Research – Granthaalayah*, 5, 287–292.
16. Rath, J. P. (2015). Promotion of health insurance services for financing health care expenditure in Odisha. *International Journal of Research and Development – A Management Review*.
17. Sahoo, N., & Rath, J. P. (n.d.). A conceptual study of classical and modern international trade theories developed over the years representing changing global business dynamics. *The Commerce Review*, 100.

Chapter in Edited Books with ISBN Number for National Level Publishers

Sl. No.	Title of the Book	Title of the Chapter	Chapter No. with Page No.	ISBN	Year of Publication
01	Stronger India An overview of India's Development @ 75 and Vision 2047	A study on Exploring Causes of Business Risk and Methods of Managing it in the Post Independence Era	Chapter No. 03 pp. 30 - 42	9789390879700	First Published in 2022
02	Banking System in India	A study on Policy Instruments Formulating and Implementing; The Monetary Policy of India	Chapter No. 05 pp. 48-60	9789390818853	First Published in 2021
03	Current Trends and Issues in Teacher Education	"Educating the Educators" – An initiative of Government of Odisha	Chapter No. 10 pp. 129-139	9789391560585	First Published in 2022
04	Contemporary Issues in Social Science	"Banker's Bank" The Name is Enough: A conceptual Study of Evolution and Functions of Central Bank	Chapter No. 13 pp. 140 -149	9789389224931	First Published in 2020
05	Entrepreneurship Development and Management	A study on Role and Relevance of Entrepreneurial	Chapter No. 01 pp. 1-11	9789390818693	First Published in 2021

	Opportunities, Challenges and the Way	Development Programme for a Vibrant India			
06	Postmodern Multi-Disciplinary Research	Rural Credit System in India	Chapter No. 07 pp. 160-187	9798887171814	First Published in 2022
07	Current Scenario in Indian Economy & Finance	A Conceptual Study of Classical and Modern International Trade Theories Developed Over the Years Representing Changing Global Business Dynamics	Chapter No. 02 pp. 23-33	9798194776451	First Published in 2022
08	Worldwide Inter-Disciplinary Research	Supervision and Regulations of Banks by Reserve Bank of India	Chapter No. 06 pp. 1-11	9798886841275	First Published in 2022
09	Multi-Disciplinary Research for Saving Future	A Study on the Role Played by Key Government Organizations in Promoting Foreign Trade in India	Chapter No. 22 pp. 232-243	9798886411782	First Published in 2022
10	Social and Educational Issues of LGBTQ Community in India	Rights and Privileges of Transgender Persons in India	Chapter No. 25 pp. 230-237	9789395651820	First Published in 2023
11	Education and Women Empowerment	Educating and Empowering Women by Making them Financially Literate	Chapter No. 05 pp. 44-49	9789391908126	First Published in 2022
12	Teacher Education in 21st Century	Role of NCTE and NAAC for Quality Assurance in Teacher Education	Chapter No. 05 pp. 44-49	9789391908461	First Published in 2022
13	Corporate Laws	Edited the entire book as the Editor.	The Entire Book	9789352596423	Edited Volume 2017
14	Sustainable Performance Management in Modern Business Environment	Causes of Resistance and Overcoming These Resistance – A Descriptive Study on Change Management	Chapter 04 pp. 19-25	9789390863624	First Published in 2022
15	Futuristic Trends in Management Volume 3 Book 28	Foreign Trade Promotions in India	Part – 03 Chapter 01 pp. 43-49	9789357477031	First Published in 2024

16	Futuristic Trends in Management Volume 3 Book 28	A Study on Role and Relevance of Entrepreneurial Development Programme for a Vibrant India	Part – 03 Chapter 01 pp. 43-49	9789357477031	First Published in 2024
17	Management Accounting	All Chapter of the Book as Editor	The Entire Book	9789350978931	First Published in 2013
18	Accounting Standards and Accounting Theory	All Chapter of the Book as Editor	The Entire Book	9789350978924	First Published in 2013
19	Cost Accounting	All Chapter of the Book as Editor	The Entire Book	9789350979129	First Published in 2013
20	Financial Accounting	All Chapter of the Book as Editor	The Entire Book		First Published in 2013
21	Specialized Accounting	All Chapter of the Book as Editor	The Entire Book		First Published in 2013
22	Company Accounts	All Chapter of the Book as Editor	The Entire Book		First Published in 2013
23	Principles of Management	All Chapter of the Book as Editor	The Entire Book		First Published in 2013
24	National Education Policy 2020 for Viksit Bharat	NEP 2020: A step towards sustainable development and vibrant knowledge society	Chapter 19 pp. 187-193	9788198322586	2025
25	Indian Knowledge System from Vedas to Modernity	Contribution of Ancient Indian Scholars and Philosophers towards revamping Indian Education System	Chapter – 06 pp. 59-66	9788197945724	2024
26	Indian Knowledge System from Vedas to Modernity	Revitalizing India's Heritage by integrating Indian Knowledge System into Modern Higher Education	Chapter – 12 pp. 126-135	9788197945724	2024
27	Growing Minds The Science of Child Development	Adolescent Odyssey: Empowering teens through transactional challenges and growth	Chapter – 17 pp. 227-237	9789349060814	2025

28	Growing Minds The Science of Child Development	The Synergy of motivation and success: Exploring motivational strategies in dynamic classroom	Chapter – 22 pp. 283-297	9789349060814	2025
29	Perspectives In Engineering and Management	Understanding the Fundamentals of Hospitality, Hospitality Services & Hospitality Management	Chapter – 41	9789334459975	2025
30	NEP 2020 Pioneering the Digital Transformation of India	Role of NEP 2020 in the process of Integration of Technology in Classroom Teaching	Chapter – 12 pp. 189-196	9789392162985	2024
31	Viksit Bharat @2047 A Bright Future Ahead	Evaluating "Franchising Business" in India as an Entrepreneurial Growth Perspective Leading towards the mission of Viksit Bharat @2047	Chapter – 06 pp. 66-77	9789363894822	2024
32	Education for Children of Migrant Workers	NEP 2020 and Educational inclusion of children of migrant workers in India	Chapter – 33 pp. 292-298	9789363899254	2025
33	Viksit Bharat@2047	"Health for All" An integral part of the mission Viksit Bharat	Chapter – 27 pp. 267-276	9789363893290	2025
34	Indian Knowledge System	Contribution of Ancient Indian Scholars and Philosophers for revamping Indian Education System	Chapter – 16 pp. 122-127	9789363899032	2025
35	Content Developer for the Book Financial Accounting (Jawahar Lal) S. Chand Publication	Prepared Content as a Suplimentary Material (Practical Aspects) of the Financial Accounting Book	Different Chapters of the Book		2024

Short Biography of the Author

Dr. Jyoti Prakash Rath is a renowned academician and prolific author in the field of commerce with over 15 years of teaching experience. He has completed his bachelors in commerce at Samanta Chandra Sekhar (Auto) College, Puri, Odisha, India and Masters in Commerce along with M.Phil. degree from Utkal University, Vani Vihar, Bhubaneswar, Odisha, India. He was

awarded a PhD degree from Utkal University. He has also completed MBA with specialization in finance and post-graduation diploma in Business management.

Dr. Rath is presently working as an Assistant Professor of Commerce in Buxi Jagabandhu Bidyadhar Autonomous College, Bhubaneswar, Odisha, India. He has authored more than 100 books and his work has appeared in high impact national and international journals. He has edited a number of books and contributed chapters for various national and international publishers. He has also published two books on Hindi shayaris and Quotes in English. Dr. Rath was awarded India Book of Records and London book of World Record in 2024 for authoring the maximum number of textbooks in Commerce.

Dr. Rath is a Life Member of the Odisha Commerce Association (OCA) and the Indian Accounting Association, Bhubaneswar Branch (IAA-B). He holds the prestigious SAS Fellow Membership. Additionally, Dr. Rath has been conferred the title of Fellow Member by both the Eudoxia Research University (FMERU) and the Eudoxia Research Centre (FMERC), recognizing his significant contributions to academic and research. He is a fellow member of World Leadership Academy. In addition to this, he has also served as Principal in Government Higher Secondary School, Phulbani, Kandhamal, Odisha, India as well as OIC Academics in Directorate of Higher Secondary Education, Bhubaneswar, Odisha, India. He plays the role of Editor of many National and International Journals. He has been performing the role of a distinguished reviewer of research journals across the boundaries.

Dr. Jyoti Prakash Rath

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Telephone: 8455854001, 8280202345
At: Plot No. 749, Saheed Nagar, Bhubaneswar.

Name of the Institution: B.J.B. Autonomous College, Bhubaneswar

Department: Commerce

Designation: Assistant Professor of Commerce (OES)

Qualification: M Com, M Phil, MBA, PGDBM, PhD, OES

Teaching Experience: 15 Years

Academic Achievements:

Research Papers: 17 Nos.

(In UGC Care, Scopus and Peer Reviewed National and International Journals)

Chapters in Edited Book: 35 Nos. with National Level Publishers (With ISBN Number)

Text Books of Commerce: 65 Nos.

(All these books are for B Com, M Com, MBA, CBSE, ISC and Other State Boards for different states of India with the National Publishing House, M/s Kalyani Publishers, Ludhiana, Punjab)

Area of Expertise/Specialization: Insurance, Marketing, Bank Management, Accountancy

Life Member: Indian Accounting Association – Bhubaneswar

The Odisha Commerce Association

Editor/Member: International Journal of Advance Research (IJAR) – **Executive Editor**
Editorial Board Member
Academic Social Research Journal;
International Journal of Academic Research and Development;
Social Science Journal for Advanced Research; and
Section Editor
Journal of Management Studies and Development,
The Indonesian Institute of Science and Technology Research (IISTR).