

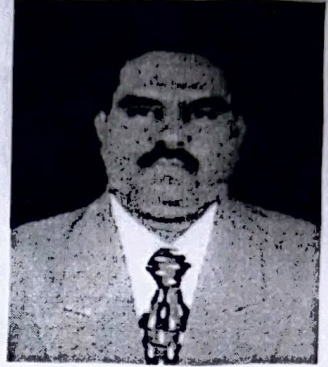
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4527 -1247-6718

## CURRICULUM VITAE

**PROF. DR. A. SURESH CHANDRA PATNAIK**

Email: [ascpatnayk@gmail.com](mailto:ascpatnayk@gmail.com)

Mobile: 9437310720, 8249814190



Post Applied For : Principal

Reference : Advertisement Dated:

**1. Name** : <sup>Prof.</sup> Dr. A. Suresh Chandra Patnaik

**2. Father's Name** : Late A. M. R. Patnaik

**3. Religion** : Hindu

**4. Caste** : Sista Karana

**5. Nationality** : INDIAN

**6. Gender** : Male

**7. DOB** : 03.02.1959

**8. Permanent Address** : Dr. A. Suresh Chandra Patnaik  
Plot No-71, Niladri Vihar, 3d Line,  
Berhampur, Pin - 760001  
Dist-Ganjam (Orissa)  
Cell No-9437310720, 8249814190  
E-mail: [ascpatnayk@gmail.com](mailto:ascpatnayk@gmail.com)

**9. Present address** : Dr. A. Suresh Chandra Patnaik  
Geeta Enclave Appartment,  
House No: 202,

Opposite Timber Depot,  
Kasturi Nagar First Lane  
Rayagada, 765001

#### 10. Academic Qualification :

- H.S.C. Orissa -First Division,
- B.S.E.Orissa 1975.
- I.Sc., Orissa -First Division, Utkal University, Orissa., 1977
- B.Sc. (Hons.) -Second Division, Utkal University, Orissa, 1979.
- M.B.A (Marketing)-Berhampur University, Orissa, 1986.
- L.L.B-Berhampur University, Orissa, 2000.
- Ph.D. (Business Administration)-Berhampur University, Orissa,  
Awarded in 2004, Notification Number: 2009/Exam. Conf. Unit-II.  
Title of the Thesis: Effectiveness of Advertising a comparative  
Study of Doordarshan and Cable TV Network.

#### 11. Industrial Experience :

- Worked as Shipping and Transport Trainee under Ms. J.M. Baxi & Co., Paradip Port, for One year.
- Worked as Management Trainee (Comml.), under Ms. Vamshadhara Paper Mills Ltd., Srikakulam, A.P. for 7 months.

#### 12. Teaching Experience :

- Worked as a lecturer/Reader in M.B.A. Programme, P.G.Center for Management Studies, and Affiliated to Biju Pattnaik University of Technology (AICTE & UGC Recognized) from 24<sup>th</sup> July 1986 to 15<sup>th</sup> June 2006 i.e. ~~20~~ 30 years of Experience.
- Duties: Teaching, Marketing, Promotion Management, Brand Management, Service Marketing & Rural Marketing.

Teaching - 21 years  
Research - 7 years  
Industry - 21 years  
2006-2008 - 20 yrs  
2008-2012 - 16 yrs

Conducted: National Seminar, Quiz Competition and Management Programs in the institute.

- Worked as a Professor and HOD In M.B.A. Programme, Institute of Advanced Computer & Research, Rayagada, Affiliated to Biju Pattnaik University of Technology, Rayagada (AICTE Recognized) from 20<sup>th</sup> June 2006 to 30<sup>th</sup> March 2022 i.e. 16 years of Experience.
- Duties: Teaching, Marketing, Promotion Management, Brand Management & Service Marketing.
  - Conducting Seminars, Examinations (Internal & External), Training Programs etc.
  - Worked as Research Guide for several marketing research Assignments of M.B.A students.
  - University exam paper preparation and evaluation conducted by Biju Pattnaik University of Technology, Rourkela, Berhampur University, IGNOU etc.
  - Worked as a Chief Examiner, Chief Supervisor for BPUT examinations.
  - Guidance provided for MBA, BBA project / dissertation report Preparation for university examination.

### **13. Research Experience:**

- 7 Years research experience in Berhampur University in the area of Marketing & Advertising Management.
- Produced PhD scholars under Berhampur University.

- Produced PhD scholar Trilochan Nayak Regd No. 205/08 Under Berhampur University, Odisha in 2001.
  - Topic: Study on Dealer-Customer interface in Collected Dairy Industries.
- Producer Ph.D. scholar Chandra Bhusan Kumar, Under Netaji Subhash Open University, West Bengal, India In 2014.
  - Topic: Advertisement in Television: A Study on Effectiveness of Cable TV Network In Odisha.

#### **14. Publications/Seminar presentations:**

- Published the book on “Effectiveness of Advertising” by Sonali Publication, New Delhi in 2005.
- Presented the paper entitled: “OMFED A Pioneer of Dairy Products in the State of Odisha” in International Interdisciplinary Conference on Recent Trends in Commerce, Management, Engineering, Technology and Social Service held on 25<sup>th</sup> Feb. 2013 at Choice College of Arts and Commerce, Kothrud, Pune, Affiliated to University of Pune, Recognized by Govt. of Maharashtra.
- Presented the paper entitled: E-Commerce in the existing Curriculum in the Journal of National Seminar in the seminar conducted from 29<sup>th</sup>-30<sup>th</sup> Sept. 2007 by Dept. of Commerce, Nabarangpur College (A NAAC accredited institution), Odisha.
- Presented the paper entitled: “Human Dynamics in Retail Marketing” in the National Seminar from 14<sup>th</sup>-15<sup>th</sup> Dec. 2007 Organized by Dept. of Commerce and Management Studies, Andhra University, Visakhapatnam, AP.

- Presented the paper entitled: "Structural Changes in Marketing Dynamics" in the 4<sup>th</sup> International Management Seminar conducted from 24<sup>th</sup> -25<sup>th</sup> April 2009, Organized by DRIEMS Business School, Cuttack, Odisha.
- Attended and participated in "International Conference on Unleashing People Potential", Jan. 19<sup>th</sup>-21<sup>st</sup> 2007. Conducted by GITAM College of Management Studies, Visakhapatnam, Autonomous, NAAC Accredited Institution.
- Attended several other International Seminar and Conference in India.
- Published Article on "OMFED: A Pioneer of Dairy products in the State of Odisha" in the International Journal of Advances in Management Technology & Engineering Seminar Vol.-II, issue 5(IV) Feb. 2013 ISSN 2249-7453.
- Presented Paper entitled: Role of Information Technology in Management, in the National Conference on Intelligent System, Conducted by IACR sponsored by ISTE from Feb 17<sup>th</sup>-18<sup>th</sup>, 2007.

#### **15. Orientation Programs Participated:**

- Participated in many University MBA Dept. refresher program, sponsored by UGC.
- Attended the orientation program conducted by IGNOU, Regional Centre Bhubaneswar on 30.09.2001.
- Attended Teachers orientation program MCATTP and completed Module-III from 10.05.1990 to 20.06.1990 under Birla Institute of Technology (Deemed University), Dept. of Computer Engineering, Ranchi.

- Attended orientation skill program for NSS officers from 17.07.1995 to 26.07.1995 conducted by Ramakrishna Mission Ashram, Narendrapur, West Bengal.

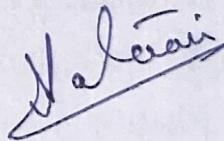
**16. Visiting Faculty Experience :**

- Guest faculty of Indira Gandhi Open University, District Industry Centre, Small Industry Service Institutes, MSIC, ORITCO, IDBI, SBI RETI, MSME, Rayagada, Berhampur University, College of Business Administration Berhampur etc.
- National Trainer for EDP and MDP Conducted by several Govt. Organization of repute in India.

**17. Languages Known** : ODIA, ENGLISH, HINDI, TELUGU.  
(Speak, Read & Write)

**18. Declaration** :

I do hereby solemnly declare that the information given, the statement made above are correct and true to the best of my knowledge and belief.



Place: RAYAGADA

Dr. A. Suresh Chandra Patnaik

Date: