

Dr.KARUNAKAR KARKARIA

M.B.A.(Finance), Ph.D.



DR. KARUNAKAR KARKARIA

S/O Sri Jayamalla Karkaria

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Career Objective:-

To be a faculty in the field of teaching and learning profession in management education and to develop the capability of entrepreneurship with in the future student managers.

Academic Experience:-

- Fourteen years of experience and continuing as a full time faculty, designated as **Assistant Professor** at H&BS Department, Rayagada Institute of Technology & Management, Rayagada affiliated to **Biju Patnaik University of Technology (BPUT), Rourkela. {University Registration No – T115336201}**
- As a full time Faculty, I have been teaching various papers prescribed by Biju Patnaik University of Technology and to my interest are as follows Financial Management, Business Environment, Entrepreneurship and Research Methodology.

Administrative Experience:-

- Head of the Department from January 2022 to till date

Academic Qualification:-

Sl. No.	Exam Passed	Subjects Studied	Institution	Board/ University	Month and Year of Passing	Percentage of Marks	Division
1	PhD	Management & Research Methodology	Department of Business Administration	Berhampur University	February, 2021	NA	NA
3	MBA	Major-Finance Minor-HRM	IACR, Rayagada	Bput, Rourkela	2010	75 %	First Division
4	BCA	BACHELOR OF COMPUTER APPLICATION	Bhubaneswar College of Computer Science & Tech, BBSR	Utkal University	July, 2005	65 %	First Division
5	+2 Science	Physics, Chemistry, Maths	D.A.V COLLEGE, KORAPUT	Council of Higher Secondary Education, Odisha	March, 2002	49 %	Third Division
6	HSE	Core Subjects	Govt. High School, Ambadola, Rayagada	Board of Secondary Education. Odisha	April, 1998	52%	Second Division

Computer Programme Proficiency: -

Sl.No	Programme	Name of the Software	Developer	Purpose of the Software
1	Smart-PLS 3	Smart - Partial Least Square	SmartPLS GmbH	Structural Equation Modelling and Higher Effects (Moderation and Mediation)
2	SPSS, Version 20	Statistical Package for Social Science	IBM	Univariate, Bivariate and Multivariate Data Analysis
3	AMOS, Version 21	Analysis of Moment Structure	IBM	Structural Equation Modelling, Confirmatory Factor Analysis

Details of Participation and Presentation of Research Paper in National Seminar / Conferences:-

Sl. No	Title of the Paper Presented	Title of the Seminar / Conference	Organised By	Type	Date
01	Tribal Development through Promoting Tribal Handicrafts in KBK Districts of Odisha	Sustainable Agribusiness in India	KIIT School of Management (KSOM), KIIT University, Bhubaneswar	9 th National Management Convention	19 th & 20 th February, 2016
02	Marketing Orientation of Aboriginal Cultural Products	Make in India: Futuristic Perspectives on Business & Society	BIITM, Bhubaneswar in Association with MSME Development Institute	National Seminar	12 th March, 2016
03	Importance of Internship Programme in Commerce Education	Commerce Conclave	NIIS Institute of Business Management	National Seminar	8 th January, 2017
04	Exploring the Various Underlying Attributes of Tribal Handicrafts	Restructuring Policy: Prospects & Challenges	Gandhi Institute for Technology (GIFT), Bhubaneswar	National Conference	4 th & 5 th December, 2019
05	The Mediating Effect of Perceived Social Norms on the Relationship Between Consumer Attitude and Purchase Intention Toward Environment Friendly Products.	Convergence of New Age Technologies and Management Practices	Department of Business Administration, Berhampur University	National Conference	8 th & 9 th March, 2025

Details of Participation and Presentation of Research Paper in International Seminar / Conferences:-

Sl. No	Title of the Paper Presented	Title of the Seminar / Conference	Organised By	Type	Date
1	Problems and Prospects in Marketing Orientation of Tribal Handicrafts with Special Reference to K-B-K Districts	Global Business: Creating, Performing and Sustaining	Asian School of Business Management (ASBM), Bhubaneswar in collaboration with AMDISA	5 th International Management Convention-2016	15 th & 16 th January, 2016
2	Initiatives for Sustainable Livelihood through CSR Activity – A Case of J.K. Papers	Cross Cultural Dimension of Management: Issues & Challenges in the era of Globalisation	Department of Business Administration, Berhampur University, Berhampur, Odisha	UGC sponsored International Conference	24 th & 25 th November, 2016
3	Measuring Consumer Attitude towards Various Attributes of Tribal Handicrafts – A Factor Analysis Approach	Crafting Smart Organisation- Redefining Business	Asian School of Business Management (ASBM), Bhubaneswar	6 th International Management Convention-2018	11 th , 12 th & 13 th January, 2018

Details of Workshop /FDPs /Webinar/ Refresher Course :-

Sl. No	Type	Programme Title	Organised By	Sponsored By	No of Days	Date
01	Conclave	Strategic Human Resource Management -2030 (A Zonal HR Conclave-2017)	JK Paper Mills, Rayagada Unit	JK Paper Limited	2 Days	24 th & 25 th February, 2017
02	FDP	Advances in Research Methods and Data Analytical Tools by Using SPSS for Social Science and Management	Department of Management Studies, Aditya Institute of Technology and Management (AITAM), Tekkali, A.P.	AICTE	15 Days	26 th February to 12 th March, 2018
03	FDP	Innovative Methods of Teaching	Kalinga University, Raipur	Kalinga University	1 Days	4 th February, 2019
04	Workshop	Time Series & Panel Data Analysis	Indian Accounting Association, Bhubaneswar Branch, Odisha	IAA	2 Days	18 th & 19 th August, 2020
05	Webinar	Self-Reliant India: Opportunities, Challenges and Innovations	Department of Business Administration, Berhampur University	World Bank & OHEPEE, Govt. Of Odisha	2 Days	11 th & 12 th March, 2022
06	Workshop	National Institute Ranking Framework	Biju Patnaik University of Technology, Rourkela	BPUT, Rourkela	2 Days	26 th & 27 th October, 2024
07	FDP	Health and Wellness	Biju Patnaik University of Technology, Rourkela	BPUT, Rourkela	1 Days	28 th October, 2024

Research Paper/ Articles Published in Edited Books

Sl. No.	Author (s)	Paper Title	Name of the Edited Book	Page	Publisher Name	ISBN Number
1	Karunakar Karkaria	The Power of Entrepreneurial Eco-system in India	Novelty and Challenges in Management for Change	pp- 40 to 44, First Edition-2015	Enkay Publishing House, New Delhi	ISBN:978-93-80995-99-1
2	Karunakar Karkaria & Dr. S. K. Pradhan	A Study on Impact of Perceived Service Quality and Customer Retention Programme on Customer Satisfaction in DTH Sector	Service Management Theory and Practices	pp- 25 to 35, First Edition-2017	Himalaya Publishing House, Mumbai	ISBN:978-93-5262-410-2
3	Karunakar Karkaria & Dr. S. K. Pradhan	Glorifying the Art and Handicrafts of Deprived Tribals in the KBK Regions of Odisha	Tribal Development in India	pp- 1 to 10, First Edition-2017	S.K. Book Agency, New Delhi	ISBN:978-93-8315-877-5

Published in SCOPUS Indexed

Sl. No.	Author / Document type	Paper Title	Name of the Book/Journal	Volume, Issue & Page	Publisher Name	ISSN / ISBN Number
1	Karkaria, K. et.al. (Book Chapter)	Impact of green marketing on consumer behavior: An investigation towards purchasing decisions, loyalty, and willingness	Driving Green Marketing in Fashion and Retail,	2024, pp. 50-62	IGI Global	ISBN13: 9798369330494

		to pay a premium price				
2	Karkaria, K. et.al. (Book Chapter)	Insights and future prospects for ChatGPT: A productive computational intelligence approach on the administration of human resources	<i>Applications, Challenges, and the Future of ChatGPT</i>	2024, pp. 91-125	IGI Global	ISBN13: 97 983693682 44
3	Karkaria, K. et.al. (Book Chapter)	Integrating Effect of AR and VR in Sustained Learning Outcome in Self-Directed Learning Environments	<i>Impacts of AI on Students and Teachers in Education 5.0</i>	2025, pp. 317-347	IGI Global	ISBN13: 97 983693819 15

Honours and awards received: -

1. For article "An Empirical Study of Impact of Demographic Variables on Consumer Preference towards Tribal Handicraft – A Case of Rayagada District During Chaiti Festival" received a cash amount Rs.3000/- as honorarium from Pacific Business Review International, Udaipur, Rajasthan.
2. Invited as a Session Chair for the International Conference on "Trends in Management, Commerce and Technology in Sustainable Development" organized by the School of Management, GIET University Gunupur on December 30th, 2024.
3. I was an expert in Chegg India and helped international students in solving more than 1000 problems and assignments in the field of Economics.

Personal Details

Sl. No.	Types	Particulars
1	Name	Dr. Karunakar Karkaria
2	Father's Name	Sri Jayamalla Karkaria
3	Present Address	At- Kurli Po- Bisamcuttack Dist- Rayagada, PIN-765019, ODISHA
4	Permanent Address	-do-
5	Date of Birth	08 th June 1981
6	Nationality	Indian
7	Sex	Male
8	Marital status	Married
9	Language proficiency	English, Hindi, Oriya
10	Hobbies	Singing & Visiting new places
11	Strengths	Hard Working, Sincerity, Positive Attitude, Punctuality

Declaration:-

I do here by declare that all the above information stated by me is true to the best of my knowledge and belief.

(Dr. Karunakar Karkaria)