

DR. SUPRAVA SAHU

**Assistant Professor, Accounting and Finance Area,
Ravenshaw University, Cuttack**

EDUCATION

**PhD in Commerce, 2008, Utkal University.
Dec 2000 JRF-NET.**

**2001-2000 UTKAL UNIVERSITY.
*M.Phil.Commerce. (1st Division-74%)***

**1999-1997 UTKAL UNIVERSITY.
*Master of Commerce. (1ST division-71%)***

**1997-1994 UTKAL UNIVERSITY.
*Bachelor of Commerce. Hons (1ST division-75%)***

**1994-1992 ORISSA BOARD.
+2 Commerce. (1ST division-85%)
FIRST CLASS FIRST-GOLD MEDALIST**

**1992 I.C.S.E BOARD
*10TH. (1ST division-75%)***

EXPERIENCE:

17th April 2010 to Continuing.....

Working in Ravenshaw University, Cuttack as an Assistant Professor in Accounting and Finance Area

16th April 2009 to 16th April 2010

Teaching Full time Post Graduate students in Institute of Business and Computer Studies, Bhubaneswar as a Full Time Faculty in the area of Accounting and Finance

1st July 2007 to 15th April 2009

Teaching Full time Post Graduate students in Koustuv Business School, Bhubaneswar as a Full Time Faculty in the area of Accounting and Finance.

10th April 2003 to 15th June 2007

Teaching Full time Post Graduate students in ICFAI Business School, Bhubaneswar as a Visiting Faculty in the area of Accounting and Finance.

15th March 2002 to January 2008

6 Years of Full time Research experience as a Net Qualified Senior Research Scholar under the guidance of **Prof. Ranjan Kumar Bal** in the P.G. Department of Commerce, Utkal University.



PUBLICATIONS

1. Paper titled "An Exploratory Insight on the Strategic Construct of CRM and Knowledge Management" (Co-author) published as a chapter in the Book by Prof. Surinder Batra, Professor **IMT, Ghaziabad**, MACMILLAN Publishing, 2009.
2. Paper titled "Marketing Analytics of Lifestyle Segmentation" (Co-author) published as a chapter in the book by Prof. Rajat Gera, Professor, **IMT Ghaziabad**, MACMILLAN Publishing. ISBN: 023-063-807-4, 2009.
3. Paper titled "A Constructive Remodelling of Leadership Dynamics in the 21st Century" published in the Book of proceedings of **Indian Institute of Management, Bangalore** for the Inter National Conference on Educational Leadership on 5-7th January 2009.
4. Paper titled "Branding for the 21st Century Teenagers" published in the Book of proceedings of **Indian Institute of Management, Kozhikode**. For the Inter National Conference on Marketing in the Age of Convergence on 8-10th April 2007.
5. Paper titled "Strategizing Talent Retention Through Work life Balance" was published in *Siddhant- A Journal of Decision Making*, The Journal of Regional College of Management , Bhubaneswar, Volume: 7, No: 1 , Jan-March 2007, pp 20-36.
6. Paper titled "CRM- A Tool for Gaining Competitive Advantage" published in the Book of proceedings of DRIEMS for the National Management Seminar on 10th March 2007.
7. Paper titled "Corporate Social Reporting- Mantra of Sustainable Growth" published in the Book of proceedings of the Rourkela Institute of Management Studies for the National Seminar on 10th-11th March, 2007.
8. Paper titled "Entrepreneurial Opportunities in Healthcare Sector of Orissa" published in the Book of proceedings for the *National Seminar* by P.G Department of Commerce, Utkal University, Bhubaneswar on 24-25th February, 2007.
9. Paper titled "HR in 21st Century Organization- A Modeling Approach" published in the Book of proceedings for the **International Conference on "Going Global: Unleashing People Potential"** **College of Management Studies, GITAM**. on 19-21st January 2007.
10. Paper titled "Corporate Social Reporting- An Introspection" published in the book of proceedings of the IBAT School of Management for the National convention on 10th-11th February 2006.
11. Paper titled "Strategising the New Age HR" published in the Book of proceedings of the ICFAI Business School Bhubaneswar for the National HR Seminar on 12TH January 2006.

12. Paper titled "Customer Relationship Management- Mantra for the Future Organisation" published in the Book of proceedings of **Indian Institute of Management, Kozhikode**. for the Inter National Conference on Marketing in the Age of Convergence on 7-8th January 2006.
13. Paper titled "Role of Corporate Social Responsibility in Achieving Sustainable Growth" published in the Book of proceedings of **ICWAI** for the 47TH National Convention of Cost & Management Accountants, 2006 on Emerging Trends in Corporate Sustainability on 20th -22nd January 2006.
14. *Paper* titled "Corporate Social Reporting in Liberalised Economy " was published in *Pratibimba* , The Journal of Institute of Management and Information Science, Bhubaneswar, Volume: 6, Issue: 1 , Jan-June 2006, pp 53-58.
15. Paper titled "E-Governance. A Conceptual Framework" published in the Book of proceedings of the Institute of Management and Information Technology for the National Seminar on 17th April 2005.
16. Paper titled "Emerging Trends in Agro and Food Processing Industry- Technology, Finance & Marketing" published in the Book of proceedings for the *National* Seminar on Promotion and Management of Agri Business Enterprises by P.G Department of Commerce, Utkal University, Bhubaneswar on 20th March, 2005.
17. Paper titled "Role of Corporate Social Reporting in Global Economy" published in the Book of proceedings of Punjab College of Technical Education for the Inter National Conference on Dynamic Management in a Global Economy on 15th October 2005.
18. *Paper* titled "Environmental Accounting- A Must for Global Corporate Sustainable Development", Published in the *International* Conference On Services Management on March 11-12, 2005 at Radisson Hotel, Delhi by IIMT in Collaboration with Oxford Brooks University.
19. *Paper* titled "Leadership Profile for the Next Generation" was published in the Book of proceedings of *International* Conference Organized by Institute of Management, Nirma University on 28-30th January 2005.
20. *Paper* titled "Management Education at the Crossroads" was published in the Proceedings of *National* Conference on "Emerging Trends in Business Administration" on March 18-20th 2005, organized by Institute of Business and Computer Studies, Bhubaneswar.
21. *Paper* titled "Corporate Social Reporting- A Myth or A Reality" Published in the Proceedings ICFAI, Kolkatta, for the *Strategy Summit* –2005, Living the Future- Leadership in Changing Business Environment on 15-16th Feb 2005.
22. *Paper* titled "Customer Relationship Management in the Next Millennium" Published In the Book of Proceedings IBAT, Bhubaneswar for the *National* Management Convention On 4-6th Feb 2005.

23. Paper titled "Social Reporting Practices in India " was published in *Pratibimba* , The Journal of Institute of Management and Information Science, Bhubaneswar, Volume: 4, Issue: 2, July-December 2004, pp 49-52.
24. Paper titled "Perception of Users Regarding Reporting Practices- A Case Study" was published in *The Utkal Business Review*, The Journal of Business Studies, Volume: XVII,,2003- 2004, pp 100-108.
25. Paper titled "Future of HR Outsourcing" is selected for Publication in the Invertis Institute of Management, Bareilly for the *National Seminar in Strategies in Business Process Outsourcing* on 4-5th Dec 2004. (*In-Press*)
26. Paper titled "Corporate Reporting for Sustainability – A Study of Users Perception of CSR" was published in *The Orissa Journal of Commerce*, Volume: XXVI, No.1, 2004, pp 43-51.

PRESENTATIONS

1. Presented the Paper titled "A Constructive Remodeling of Leadership Dynamics in the 21st Century" in the **Inter National Conference** on Educational Leadership Organized by **IIM, Bangalore** on 5-7th January 2009.
2. Presented the Paper titled "Strategizing Talent Retention through Work life Balance" In the **International Conference** on Changing world of work and Balancing work life, Organized by **RCM & ISTD**. On 8-10th April 2007.
3. Presented the Paper titled "CRM- A Tool for Gaining Competitive Advantage" In the National Management Seminar, Organized by DRIEMS on 10th March 2007.
4. Presented the Paper titled "Corporate Social Reporting- Mantra of Sustainable Growth" in the National Management Seminar, Organized by Rourkela Institute of Management Studies on 10th-11th March, 2007.
5. Presented the Paper titled "Entrepreneurial Opportunities in Healthcare Sector of Orissa" in the National Seminar, Organized by P.G Department of Commerce, Utkal University, On 24-25th February , 2007.
6. Presented the Paper titled "HR in 21st Century Organization- A Modeling Approach" In the **International Conference on "Going Global: Unleashing People Potential"** Organized by **College of Management Studies, GITAM**. On 19-21st January 2007.
7. Presented the Paper titled "Food Security and Sustainable Agriculture – The Water Management Challenge" In the *National Workshop* Organized by P. G. Dept of Analytical and Applied Economics , Utkal University , Bhubaneswar on 24-25th March, 2006.
8. Presented the Paper titled "Power sector Reforms in Orissa -An Introspection" In the *National Seminar* Organized by P. G. Dept of Commerce, Utkal University Bhubaneswar on 12-13th March, 2006.

9. Presented the Paper titled "Role of Technology in the Banking Sector" In the *National* Conference Organized by IPS Academy, Indore on February 18-19th 2006.
10. Presented the Paper titled "Environmental Accounting –A Must for Global Corporate Sustainable Development" In the *International* Seminar Organized by P.G. Dept of Commerce, Utkal University Bhubaneswar on 18-19th December 2004.
11. Presented the paper titled "Emerging Trends in Agro and Food Processing Industry- Technology, Finance& Marketing" in the *National* Seminar on Promotion and Management of Agri Business Enterprises by P.G Department of Commerce, Utkal University, Bhubaneswar on 20th March,2005.
12. Presented the paper titled "Indian banking sector amidst change" in the *Joint Seminar on Commerce Education at Cross Roads:. Contemporary Perspectives* Organized by P.G Department of Commerce, Utkal University, and **ICAI, India**.
13. Presented the paper titled "CSR- A Myth or A Reality" in the *IBS Kolkata-Business-Telegraph Awards for Excellence in Management Writing, Strategy Summit 2005* organised by ICAI Business School Kolkata on 5th Feb,2005.
14. Presented the paper titled "Role of Corporate Governance in Banks" in the *National Seminar on Impact of Economic Reforms and Globalisation on Regional Development* Organized by P.G Department of Economics, Utkal University on 15th -16th April 2005..
15. Presented the paper titled "E-Governance. A Conceptual Framework" in the *National Seminar on Emerging Trends in IT Enabled Management* Organized by IMIT, Cuttack on 17th April 2005.

IT PROFICIENCY: Diploma in Computer Science from **Xpert** Information System.

MEMBERSHIP

- **Life member of National HRD Network.**
- **Life member of Orissa Commerce Association.**
- **Life member of Indian Accounting Association**
- **Member of the American Resource Center**

Date of Birth:15.10.1976.

Marital Status:Married

Husband's Name: Dr. DinDayal Swain

suprivasahu1@gmail.com

Cell: 9668665062

Suprava Sahu