

CURRICULUM VITAE

SWAYAMBHU KALYAN MISHRA. MBA ,PhD

Flat 102 , Jadukul enclave , Mahatab road

P.O. Aurondaya market, Cuttack, 753012

Cell:9937171660,(0671)2312092

Academic Rank

Currently Lecturer, Department of Business Administration, School of Commerce and Management Studies ,Ravenshaw University.

Degree Awarded

Degree	Division
1. ICSE (10 th)	1 st
2. CHSE (12 th)	1 st
3. UG	1 st
4. MBA	1 st
5. PhD(Management) RAVENSHAW UNIVERSITY	

WORK EXPERIENCE

YEARS

Name of the Organization

**NIIS INSTITUTE OF BUSINESS
ADMINISTRATION, BHUBANESHWAR.**

Designation

Lecturer.

Subjects Taken

OB, Organisation structure and management,
Sales and distribution management, Banking
and insurance management, Marketing
management.

Teaching Standard

MBA, BBA.

Period of Time

From May 2009 to 20 August 2010

Name of the Organization

GANDHI ENGINEERING COLLEGE

Designation

Senior Lecturer.

Subjects Taken

OB, Principles of management,Banking and

	Insurance management, Marketing management, Sales and distribution management, Business Environment, Business law, ED, Financial Services
Teaching Standard	BTECH, MBA.
Period of Time	From August 2010 to August 2014
Name of the Organization	Ravenshaw University
Designation	Assistant Professor
Subjects Taken	OB, Organisation structure and management, Sales and distribution management, Banking and insurance management, Marketing management. Marketing management, Sales and distribution management, Business Environment, Business law, ED, Financial Services, Business law, Business economics, IMC, MFP
Teaching Standard	BBA, IMBA, MBA
Period of Time	From June 2015-CONTD.

Teaching and Training Areas

- ✓ **Organizational Behavior.**
- ✓ **Marketing Management.**
- ✓ **Sales and distribution management.**
- ✓ **Product and Brand management.**
- ✓ **Financial Services**
- ✓ **Entrepreneurship Development**
- ✓ **Engineering Economics and Costing.**
- ✓ **Integrated Marketing Communications**
- ✓ **Management Information Systems**
- ✓ **Insurance and Risk management**
- ✓ **Integrated Marketing Communication**

- ✚ My teaching activities include **lectures**, lab courses, presentations, assignments, group discussions and **seminars** for students at different stages in their studies of Basic and applied Management.
- ✚ Additional Activities as **Examination assistant** for smooth conduction of B.P.U.T. Exams.
- ✚ Involvement in other academic works like **Conducting of Conference** and Workshops and **Documentation**.

Workshops and Seminars

- ✚ Attended BPUT Sponsored training workshop on SPSS at Shruti Academy Of Management, Bhubaneswar.
- ✚ Attended Staff development programme conducted by Ma Foi Randstad in Gandhi engineering college .
- ✚ Participated in Seminar on “Performance is the key to Organizational success” in Gandhi Engineering College in 2012.
- ✚ Participated in Seminar on “Marketing in Difficult times: A rural market Perspective” in IPSAR Cuttack in 2013
- ✚ Participated in UGC sponsored National Seminar on “Greenfield project management in India” in DEPARTMENT OF COMMERCE, SALIPUR COLLEGE in 2013.
- ✚ Participated and presented a research paper on “A study on Customer Perception and importance of CRM initiative in Indian Banking Sector” presented in UGC sponsored International Conference on Financial Sector reforms in Developing Economies, 2015 organized by Department of Commerce and Farm Management, Vidyasagar University, West Bengal.
- ✚ Participated and presented a paper on “Managing Customer Awareness and Satisfaction on Online Banking-A Case study on SBI” in 3rd National Management Convention 2015 organized by Asian School Of Business Management .
- ✚ Participated in national workshop on “Application of Statistics And Operations Research for decision making ” Jointly organized by Department of Commerce and Department of Statistics, Ravenshaw University in 2015
- ✚ Participated and presented a paper on “Emerging Dimensions in Indian Debt Market in annual conference of Odisha Commerce association, organized by

Department of Commerce and Management Studies,Kendrapara Autonomous College,Kendrapara.

- ✚ Participated and presented a Research paper on “A study on Market Entry Strategies of Multinational Companies –A case study on Posco and Vedanta” in National Conference on Novelty and Challenges in Management,organized by Ravenshaw Business School, Ravenshaw University.
- ✚ Participated and presented a Research paper “A framework for evaluating E-business models:Productivity Analysis for SBI” in UGC sponsored National seminar on Banking: Emerging trends,Challenges and Oppurtunities ,organized by Department Of Commerce,Ravenshaw University in 2015.
- ✚ Participated and presented a Research paper “Challenges of the Renewable Energy Sector in India” in National Seminar on Manufacturing Sector in India :Issues & Challenges,organized by P.G.Department of Commerce,Utkal University in 2015.
- ✚ Participated and presented a Research paper “An Empirical Assesment of Customer’s perception towards service quality of General Insurance companies using servqual measures” in ICSSR sponsored National seminar on Insurance jointly organized by School of Commerce,Ravenshaw University and Utkal Insurance Institute during 29-30 November 2015.
- ✚ Participated in National seminar on Issues and Challenges in Business Management organised by IBCS of SOA University on 2nd March 2016.
- ✚ Participated in National Conference on Skill Development –Managerial implications organised by School of Management Studies,Ravenshaw University in 2016.
- ✚ Participated and presented in Seminar on “Performance is the key to Organizational success” in Gandhi Engineering College in 2012.
- ✚ Participated and presented in Seminar on “Marketing in Difficult times:A rural market Perspective” in IPSAR Cuttack in 2013
- ✚ Participated and presented in UGC sponsored National Seminar on “Greenfield project management in India”in DEPARTMENT OF COMMERCE,SALIPUR COLLEGE in 2013.
- ✚ Participated and presented a research paper on “A study on Customer Perception and importance of CRM initiative in Indian Banking Sector”

presented in UGC sponsored International Conference on Financial Sector reforms in Developing Economies,2015 organized by Department of Commerce and Farm Management, Vidyasagar University, West Bengal.

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- ✚ Participated and presented a Research paper on “A study on Market Entry Strategies of Multinational Companies –A case study on Posco and Vedanta” in National Conference on Novelty and Challenges in Management,organized by Ravenshaw Business School, Ravenshaw University.
- ✚ Participated and presented a Research paper “A framework for evaluating E-business models:Productivity Analysis for SBI” in UGC sponsored National seminar on Banking: Emerging trends,Challenges and Oppurtunities ,organized by Department Of Commerce,Ravenshaw University in 2015.
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- ✚ Participated in National seminar on Issues and Challenges in Business Management organised by IBCS of SOA University on 2nd March 2016.

✚ Participated in National Conference on Skill Development –Managerial implications organised by School of Management Studies,Ravenshaw University in 2016.

Participated in National seminar on GST: An overview and its practical aspects organised by PG dept.of Business Management, Fakir Mohan University ,Balasore on 26 -27th March,2017

Participated and presented a paper on Recent trends in growth of Entrepreneurship in National Seminar on Banking and Entrepreneurship organised by School of Commerce Ravenshaw University held on 14th and 15th March , 2017.

Participated and presented a paper on Sustainable Business Model in OmC: A case Study in International Seminar organised by XSRM, Xavier University on 23rd and 24th November,2017.

Participated and presented a paper on “Implementation of Business strategies in International Organizations” International Seminar organised by SOA university on 29th and 30th December,2017.

Participated and presented a paper on “ A study on Customer Awareness and Satisfaction towards ICICI bank in Bhubaneshwar” International Seminar organised by IMI, Kolkata on Dec 19th and Dec 20th ,2019.

Participated and presented a paper on “ Payment Banks in India: A Digital Revolution” National Seminar organised by Dept. of Commerce, Ravenshaw University Cuttack in January 2020.

Published papers in reputed journals:-

1. Impact of Demographic Changes in Banking service preferences: A study on SBI. JBMCR INTERNATIONAL JOURNAL. *ISSN 2319-250X, Vol-II, No-5, September-2013*
2. The Studies on understanding the demographics of customers and their attitudes towards CRM practices.IJRCM INTERNATIONAL JOURNAL.*ISSN 2231-100, Vol-4(2014), Issue No-05(May)*
3. E-banking:An effective tool of CRM in banking sector. IJRCM INTERNATIONAL JOURNAL *ISSN 0976-2183, Vol-5(2014), Issue No-07(July)*
- 4.Implementation of E-CRM practice in a nationalized bank. IJRCM INTERNATIONAL JOURNAL *ISSN 0976-2183, Vol-5(2014), Issue No-8(August)*

5. Customer Retention and E-CRM: A Comparative analysis, JBMCR INTERNATIONAL JOURNAL, ISSN 2278-5280, Vol-3(2014), Issue-XI(December).
6. Customer Retention and Value addition in banks: A comparative study, Odisha Journal of Commerce, ISSN 0974-8482, Vol-XXXVI(2015), July.
7. Productivity analysis for State Bank Of India: A framework for evaluating e-business models, IJRCM INTERNATIONAL JOURNAL, ISSN 0976-2183, Vol-6(2015), Issue No 10(October).
8. Das, Kishore.K., Mishra, S.K., (2018); "A study on the factors affecting decision making process of students in the selection of an engineering institute", International Journal of Research in Economics and Social Sciences, Vol. 8, No. 4, ISSN-2249-7382.
9. Das, Kishore.K., Mishra, S.K.; (2018) "E-banking services in Odisha : A case study of Customer Satisfaction and awareness", International Journal of Commerce, arts and Science, Vol.9, No.4, ISSN 2319-9202.
10. Das, Kishore.K., Mishra, S.K.; (2019) "Implementation of CRM is a competitive tool for Indian Banking sector", IRJMC, Vol.6, No.8, ISSN 2348-9766
11. Das, Kishore.K., Mishra, S.K.; (2018) "Determinants of brand loyalty of FMCG products: A Case study on Bhubaneshwar", IRJMC, Vol.5, No.3, ISSN 2348-9766.
12. Mishra Swayambhu (2024) "Social perceptions influencing the social cognizance of cryptocurrency with India's labour force, Empirical Economics letters, vol 23(I), ISSN 1681 8997 ABDC JOURNAL
13. Mishra Swayambhu (2024) "Investigating the long run and short run dynamics between exchange rate, interest rate and stock market index in India", European economic letters, vol 15, issue 2 ISSN 2323-5233.

Edited Books:-

1. A study of Customer Perception and importance of CRM initiative in the Indian banking sector, Edited Book name-Financial Sector Reforms in Developing Economies. Editor-Dr Abhijit Sinha, Professor Samir Ghosh, Vidyasagar University, ISBN 978-81-928721-1-7, pg 92-102 publisher-Rohini Nandan, Kolkata
2. A Study on Market Entry Strategies of Multinational Companies: A case study of POSCO and Vedanta. Edited book name-Novelty & Challenges in Management for Change. Editor-Dr. Munmun Mohanty, Ravenshaw University, ISBN 978-93-80995-99-1, pg 233-240, publisher Enkay publishing house, New Delhi
3. Mishra S.K and Dey Sabyasachi (ed.) (2015) An Empirical Assessment of Customer's perception towards service quality of general insurance companies using SERVQUAL measures. Insurance Sector in India. Problems, Possibilities and Prospects. Editor-Dr. Kishore Kumar Das, Ravenshaw University, ISBN 978-81-923066-9-8, pg 102-113, publisher Himalaya Publishing House, Mumbai

4. Panda S and Mishra Swayambhu(ed.) (2023) Carbon trading : Past ,present and future, Editor Dr Pravash Ranjan mohaptra , ISBN 978-9387610835.

Books

- 1.Jena,biswamohan,Mishra,Swayambhu(2018) Financial markets,institutions and Services,Kunal Books,New Delhi.
- 2.Mishra, S K, Das Kishore.,(2019) Customer Retention and Acquisition Practices in Indian Banking Sector,Kunal Books, New Delhi, ISBN :978-81-935486-2-2
- 3.Mishra, s.k.Dash K ashok,(2025)
- 4.mishra,s.k.,dash ashok ,(2025) Marketing Management Concepts and Applications ,Libros publication, ISBN :978-8198489012.

- Life Memberships:**
- 1.Odisha Commerce Association
 - 2.ISTD