



Centre/School/Special Centre: School of Commerce and Management

Department: Management Studies

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Dr. Snigdha Madhusudan Das

Associate Professor

Qualifications:

M. A. (Economics), M.B.A., Ph.D. (Management)

Area of Interest/Specialization:

Marketing Management, Consumer Behaviour, Services Marketing, Managerial Economics

Experience: 22 Years

Awards and Honors:Nil

Research Projects:Nil

International Collaboration/Consultancy: ...Nil....

List of Publication (All):

Sl.No.	Title of Research Paper	Journal	ISSN No./Volume/Issue/Month & Year
1	An Empirical Study in India Examined How Patients' Attitude Affected their Satisfaction and their Likelihood of Switching to a Different Generic Medicine Provider	European Economic Letter	ISSN:2323-5233, Volume 13, Issue-3-023, http://eelet.org.uk , 2023
2	Familiarity With and Preference on the Use of Generic Medications by the Doctors of Odisha	Korea Review of International Studies	ISSN:1226-4741, Volume 16, Issue 46 –(May) 2023
3	Knowledge and Attitude Towards the use of Generic Drugs by the Doctors of Odisha	YMER	ISSN : 0044-0477, Volume 21, Issue 12(Dec) – 2022, http://ymerdigital.com
4	An Assessment on the Impact of Entrepreneurship Learning and Emotional Intelligence on Entrepreneurial Intention of Post Graduate Students of Management	Neuro Quantology	November 2022, Volume 20, Issue 13, Page 2616-2622, doi 10.14704/nq.2022.20.13.NQ88328
5	Service Quality, Company Goodwill and Customer Perception are the Stimuli to Customer Satisfaction for Banks Catering Home Loans	Journal of Information & optimization Sciences (Taylor & Francis Group)	ISSN 0252-2667(Print), ISSN 2169-0103(Online), Volume 43(2022), No. 7, PP. 1529 -1538, DOI: 10.1080/02522667.2022.2128512
6	Changing Customers' Attitude towards Banking Services in Odisha: A Review and Implications	Korea Review of International Studies	ISSN-1226-4741, Volume- 15, Issue- 36, July 2022

7	Effect of Patients' Attitude on Their Satisfaction and Switching Intention in Generic Medicine Industry: An Empirical study In India	Asia-Pacific Journal of Health Management	17(2):11821. Doi; 10.24083/apjhm.v17i2.1821, 01-07, 2022
8	Banker's Services That Leads To Customer's Satisfaction In Availing Home Loan	Korea Review of International Studies	ISSN – 1226 – 4741, Volume – 15, Issue – 35, 97 – 113, June 2022
9	Spontaneity in Banker's Attitude for Satisfying Customer's Perception Availing Home Loan	Journal of Critical Reviews	ISSN – 2394-5125, Volume – 07, Issue -09, 2938 – 2948, 2020
10	Managing Customer Relationship through Emotional Intelligence- Some Perspectives during Post COVID-19	PDUAMT Business Review	ISSN: 2582-113X, Volume: II, 13-21, 2020
11	Managing People During Recession- Some Challenges.	Asian Journal of Management	ISSN: 0976-495X, Volume-3, Issue-4, 243 – 247, December 2012
12	Villagers' Perception Towards MGNREGA: A Case Study	Journal of Tourism and Hospitality (An International Research Journal on Tourism & Hospitality)	ISSN: 2250-0626, Volume-1, No. 1, 126- 132, June 2012
13	Human Dimensions of Organizational Restructuring- A Study	Asian Journal of Management	ISSN: 0976-495X, Volume-2, Issue-4, 162 – 164, December 2011
14	Green Marketing for Sustainable Business Growth	Journal of Business Management & Social Science Research	ISSN: 2319-5614, Volume- 1 No. 1, 82- 87, October 2012
15	Serving the Insured Customer- An Insight into e-CRM (Customer Relationship Management) Practices in the Insurance Sector	Indian Management	RNI Regd. No. 7140/61, Volume-51, Issue-3, 110 – 116, March 2012
16	ESOP-HR Strategy to Retain People in Indian Organizations	Emerging Trends & Challenges in Management	ISBN: 978-93-82062-09-7), First impression, Excel India Publishers, New Delhi, 155 – 162, March 2012
17	The Sense of Brand	Srusti Management Review	ISSN 0974-4274, Volume-4, Issue- 3, 85 – 88, April 2011
18	Rightsizing Manpower with a Human Face	Amity Management Analyst	ISSN 0975-1440, Volume IV, No. 1, 58 – 65, June 2009

Research Supervision:

- Registered = 03 (Ph. D.)

Administrative Responsibilities:

- Member, Admission Committee of the Department.
