

PROFILE
DR.BISWAMOHAN DASH
ASSO.PROF,MARKETING

I have been working as a faculty member in management subjects since 2002 (having 19 years of experience) in various reputed business schools, engineering college and as marketing executive in companies. Now I am working as Asso.prof in Koustuv Business School in Marketing area and has been selected as registered guide in management in BPUT. I was working as **ASST.PROF in DRIEMS**, Cuttack (from 25th Nov 2006 to 31st Jan.2015). I was working as **PRINCIPAL** in **SIMSS**, Bhubaneswar **from 2nd Feb, 2015 to Dec 2015**. I worked as **Asso.prof in RCM**; Bhubaneswar from Aug 2017 to Dec 2021.I am intensively involved in research, teaching, evaluation, coordination, research and management activities. (HAVING 4 SCOPUS INDEXED ARTICLES AND ONE ABDC INDEXED ARTICLE)

To my qualifications, I have completed PhD (2008-2014, Awarded on 30th May, 2014) from Utkal University in the area of Marketing Management. The articles related to the thesis work have been published in various National and International journal. My research paper titled ‘serving the insured customers’ has been selected as the BEST research paper in the journal Indian management in the year 2012. My papers have been appreciated and published by the editors of different international magazines like ISCA, IJRCM and Indian management journals and International Research Journal, Singapore. I have also presented many papers in national and international conferences in management area. Apart from this I have published books on marketing management and customer relationship management.

I have done my **MBA** degree from *Regional College of Management* (A), Odisha with specialization in **Marketing** and HRM.In my earlier studies I have done **B.Sc. with Physics** honours and **+2 Sc** with Physics, Maths, and Chem. My science background always helps me to work efficiently in interdisciplinary subjects and projects and to handle multiple tasks with much convenience.