

Faculty Profile

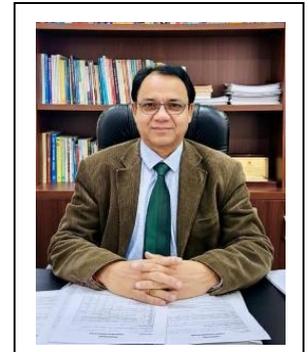
Name: Dr. Hemant Kumar Panda

Designation: Professor

Teaching Area: Business Studies

Marketing management and Financial Management, Entrepreneurship Development, Strategic Management

Research Interest: 6 Sigma, JIT, Digital Marketing, Rural Marketing, Banking



Experience (In Years): 32 years

Academic qualifications: M.A. (ECO), DIM, PGDM&S, MBA, Ph.D.

Major Research Publications / Presentation:

Title: - "A Comparative assessment of Technical and Communication Skills among Rural and Urban Students in SPSR Nellore district, Andhra Pradesh"- A Review. ISSN: 2319-7471, IJERMCA, Impact Factor: 8.285, Vol. -14, Issue 6, June 2025

Title of Research -- Role of Entrepreneurial Universities in Enhancing Innovation and Sustainable Development, Dr Hemant K Panda, published at University News, A Journal of Higher Education of AIU, New Delhi, Vol-62, No-37, September – 2024.

Title of Research Paper: CHALLENGES AND OPPORTUNITIES OF RETAIL MANAGEMENT: A GLOBAL PERSPECTIVE, Dr Hemant K Panda, Professor and Dean- SoM, Avantika University, Indore. Journal of Research and Administration, JRA, ISSN: 1539-1590 | E-ISSN: 2573-7104 Vol. 6 No. 1 (2024), pp- 4252-4263

Title of Research Paper: BEYOND THE GLASS CEILING: WOMEN LEADERS IN THE GLOBAL MARKET Impact Factor: 7.17 (Calculate by Google Scholar) | License by Creative Common 3.0 DOI: Published in: Volume 10 | Issue 4 | December 2023 Publication Date: 2023-12-03 22:04:46 Page No: 524-533 Published URL: http://www.ijrar.org/viewfull.php?&p_id=IJRAR23D2541 Authors: Dr. Hemant K Panda

Title of Research Paper "Six Sigma in Sales and Marketing: Enhancing Competitiveness"

In SCOPUS INDEXED JOURNAL & ELSEVIER'S 'SEYBOLD Publications' ISSN: 1533-9211.

The publication is in the month of October--2022-Vol. -17, Issues- 10, pp 2103-2112,

Link: <https://seyboldreport.net/abstract/163.html>

Journal Link: <https://seyboldreport.net/index.html>

Scopus Link: <https://www.scopus.com/sourceid/5000159102>

Faculty Profile



Published a paper in Scopus journal, Title: Retailing in India: Challenges and Opportunities, Impact Factor (JCC): 5.9723; NAAS Rating: 3.09, ISSN (Print): 2347-4572; ISSN (Online): 2321-886X

Can reach at-- http://www.impactjournals.us/archives?jname=78_2&year=2022&submit=Search

Published a SCOPUS paper with Id: 153263 on Title, "Problem Recognition Styles and Attributes Evaluation-An Approach to Market Segmentation", is been published in Vol. -8, Issue-8, **January 2022** published in SCOPUS Journal (UGC approved Journal No-47859) having Impact factor 5.87 - International Journal of Innovative Research in Technology (IJIRT), ISSN: 2349-6002.

Please access the published journal Volume 8 Issue 8 January 2022.

<https://www.drive.google.com/file/d/1CX1eEdnq0bldDP770hUoWujtG8HDBHpp/view?ts=620f850d>

Paper/Article submitted and peer review system in Inter-Science submissions of article, "Six Sigma in Sales and Marketing: Enhancing Competitiveness", for the International Journal of Business excellence. The submission code is IJBEX-48496.

Paper published in Inter-Science on "Effective Brand Management Through Consumer Profiling Using Clustering" for the International Journal of Research in Business Management." Published in IMPACT: IJRBM Journal. Vol-10, Issue 2, **February-2022**.

Please access the published journal Volume 10, Issue 2, February- 2022, ISSN (Print): 2347-4572 ; ISSN (Online): 2321-886X, Impact Factor (JCC): 5.9723; NAAS Rating : 3.09

Can reach at-- http://www.impactjournals.us/archives?jname=78_2&year=2022&submit=Search

The Paper titled, "Change Management: A Driving Force for Success of CRM" is published in Scopus journal of Specialusis Ugdymas, May, 2022, ISSN: 1392-5369

Can reach at—<http://www.sumc.lt/index.php/se/article/view/253>