

PROFILE

Name : Dr. Bhagabat Barik
Designation : Professor
Teaching Area : Marketing Management
Strategy and Business Policy
Insurance Management
Research Interest : Rural Marketing, Insurance and Risk Management,
Product and Brand Management, Social Marketing



Educational Qualification

- PhD (Management), School of Management, Centurion University of Technology and Management, Odisha
- Master of Business Administration (MBA), KIIT School of Management, KIIT University, Bhubaneswar
- Bachelor of Engineering (Agricultural), Odisha University of Agriculture and Technology, Bhubaneswar
- Licentiate Exam in Life Insurance and Agent Licensing in General Insurance, conducted by Insurance institute of India (III), Mumbai

Professional Experience (23 Years- 14 Years in Industry and 9 Years in Academics)

- Professor at “School of Commerce, Management and Research”, ITM University, Raipur
- Asst Professor at Centurion University of Technology and Management, Jatni Campus, Bhubaneswar
- Regular faculty at “INNOVATION-The Business School”, Odisha
- Cluster Manager, Anjali Microfinance Private Ltd, Cuttack
- Chief Marketing Manager, RS Group of Companies, Bhubaneswar
- Deputy Branch Manager, AVIVA Life Insurance Company India Ltd, Cuttack
- Executive Sales, Tata AIG Life Insurance Company Ltd, Kolkata
- Project Engineer, WEB Consulting & Services, Bhubaneswar
- Project Co-ordinator, Directorate of Agriculture & Food Production, Dept. of Agriculture, Government of Odisha,
- Project Engineer, The Bargarh Co-op Sugar Mills Ltd, (Govt of Odisha Undertaking), Bargarh, Odisha

Research and Publications

- B. Barik , S. Kumar & R. Patra, Published paper titled “Proliferation of Digitalization in Retail Sector -A Review in Indian Context”, *Review of Business & Technology Research*, ISSN: 1941-9406 (Print), ISSN: 1941-9414 (CD), Volume 15, Number 1, August 2018, Page 40, Available : <http://mtmi.us/rbtr/bilaspur/content.htm>
- B. Barik & S. Kumar, Published paper titled “Macro Environment of Indian Life Insurance Business: A PESTLE Analysis”, *Bima Quest'-The Journal of Insurance, Pension and Management*, ISSN 0974-0791, Volume 18, Issue 3, September 2018, Indexed in EBSCO & Google Scholar, National Insurance Academy, Pune.
- B. Barik & A. Jena, published paper titled “Sunrise Brand ‘Santro’ is on the verge of Sunset” in *Centurion Journal of Multidisciplinary Research*, 2015, Volume 1, Number 1, ISSN: 2395 6216 (Print Version), ISSN: 2395 6224 (Online Version), Centurion Publication, www.cutm.ac.in

- B. Barik & Rakesh Patra, published paper titled “Emerging trends in insurance – A study in Indian life insurance industry” in ‘*Abhinav National Monthly Refereed Journal of Research in Commerce & Management*’, Volume 3, Issue 6 (June, 2014), Online ISSN-2277-1166, Published by: Abhinav Publication, www.abhinavjournal.com
- B.Barik, Published research paper titled “Understanding customer expectation is critical in professional education-A descriptive study in Indian Scenario “in ‘*Srusti Management Review*’ Page-73, A Bi-annual journal of management & IT, ISSN 0974-4274,Volume VI, Issue-1,Jan-June 2013,listed in Ulrich’s periodicals directory@Proquest,USA
- B.Barik, Published research paper titled “Can the multinational private life insurer make a distinctive identity in the Indian customer’s mind with a positive facet? An exploratory study”, in ‘*International journal of multidisciplinary educational research*’.ISSN:2277-7881,Volume 2, Issue 4(2), March 2013, Indexed and listed at: Ulrich’s Periodicals directory@, Proquest.USA, Impact factor: 5.818, Index Copernicus Value: 5.16, International Scientific Indexing Value: 2.286, Double Blinded Monthly, www.ijmer.in
- B.Barik, “Understanding the poor people is the destination for future marketer: An Indian Perspective “presented and published at National Conference on “*Emerging Markets and Inclusive Growth: A New perspective*” (*NCEMIG 2012*) organized by P.G. Department of Business Management at Fakir Mohan University, Balasore, Odisha on 2nd and 3rd March 2012, Abstract at pp.33 of Conference Souvenir, Technical Session IV (Inclusive Marketing)
- B.Barik, Published research paper titled “Customer Expectation about Insurance Product in Indian Life Insurance Industry “in the ‘*International Journal of Business and Management Tomorrow*’ Volume 2. Number 2. February 2012 Indexed with Cabell’s/Research Bib/Open J-gate/Index Copernicus/Ulrich web/New Jour/Journal TOCs/World Cat/WZB/ZDB,ISSN:2249-9962(online) 2277-176X(Print),Monthly double blind reviewed International e-journal,www.ijbmt.com
- B.Barik, “Rural India –A destination for future marketers”, Future organisation:Strategising business, by *IBAT School of Management*, KIIT,Bhubaneswar,pp.89-95,2005,Excel Books

Seminars/Convention/Symposium Attended: 09

National and International Conferences Attended: 07

Faculty Development Programmes Attended: 05

Workshops Attended: 02

Consultancy Projects Undertaken: 02

Member in Professional Bodies and Institutions

- Life Member of ‘Orissa Economic Association’
- Associate Member of ‘Rural Marketing Association of India’(RMAI)