

## **BIBEKANANDA MOHANTY**

<b>Current Designation</b> –Asst. Professor <b>Joining Date</b> – 22.08.2017 <b>Highest Qualification</b> – MBA <b>Nature of Association with ABIT</b> –Regular
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### **CAREER ASPIRATION**

I desire to be professionally associated with an organization with an object to accept the challenges and utilize my education and experience more meaningfully and work hard towards achieving the goals of the organization.

### **PERSONAL SKILLS**

Comprehensive problem-solving abilities, excellent verbal as well as written communication skill, willingness to learn, team facilitator.

### **EDUCATION**

<b>Name of Examination</b>	<b>Board / University</b>	<b>Year</b>
Ph.D. continuing	BPUT, ODISHA	2015
MBA	S. M. University, Manipal	2010
LLB	Utkal University, Odisha	1999
B.Sc. (+3 Science)	Utkal University, Odisha	1995

Intermediate (+2 Science)	CHSE, Odisha	1991
Matriculation (HSC)	BSE, Odisha	1989

### ARTICLE PUBLISHED:

“**Customer retention Strategy: An empirical study in insurance sector**”, Journal of Business Management & Social Science Research, Nov 2014, IISN No-2319-5614, volume 3, no-11

### Faculty Development Program (FDP) Participation

- ❖ Participated in Faculty Development and Training Programme on “**Marketing strategies for bottom of pyramid**” organized by NCFDT: Srusti Academy of Management on 29<sup>th</sup> May 2022.
- ❖ Participated in 2 days Faculty Development Programme on “**Industry 4.0: Technological Innovation**”, from 8<sup>th</sup> to 9<sup>th</sup> April 2022 organized by Koustuv technical Campus, Bhubaneswar.
- ❖ Participated in Faculty Development Programme on “**Digital Transformation: Issues and challenges**”, on 23<sup>rd</sup> February 2022 organized by IBCS, SOA (Deemed to be University).
- ❖ Participated in 6 days online STTTP on “**Contemporary Topics in Marketing**”, from 18<sup>th</sup> to 23<sup>rd</sup> January 2021 organized by ABIT in association with AICTE.

### Seminar/Webinar Participation

- ❖ Participated and presented a paper entitled “Effect of patient’s attitude on their satisfaction and switching intention in generic medicine industry: An Empirical Analysis in India”, in an international Conference on Embracing Transformation: Innovation and creation, organized by Kodolanyi Janos University, Hungary, Tradepreneur Global Research organization, UK on 26<sup>th</sup> to 28<sup>th</sup> May, 2022.

### COMPUTER PROFICIENCY

- ❖ Proficient in MS-Office, Internet

### ACADEMIC EXPERIENCE

- ❖ Assistant Professor Aug '17 – Till Date

ABIT, Cuttack, Odisha

- ❖ Assistant Professor

DRIEMS, Cuttack, Odisha

Dec '13 – Aug'17

- ❖ Assistant Professor  
BIMS, Cuttack, Odisha

May '10 – Dec' 13

### **Other Responsibilities**

- ❖ Supervising academic administrative works
- ❖ Coordinator of IQAC, NBA, NAAC
- ❖ Leading a team of PROs
- ❖ Liasoning with University
- ❖ Arranging CSR Programs
- ❖ Conducting training and development activities
- ❖ Coordinator of student mentoring cell

### **CORPORATE EXPERIENCE**

- ❖ Regional Sales Manager  
**JUPITER PHARMACEUTICALS Pvt. Ltd.** Jul '08 to Apr '10
- ❖ Area Sales Manager  
**MACLEODS PHARMACEUTICALS Ltd.** Mar '04 to Jun '08
- ❖ Medical Sales Officer  
**ALKEM LABORATORIES Ltd.** Aug '98 to Feb '04

### **Job Responsibilities**

- ❖ Products Training & motivating to the field staff
- ❖ Achieving sales target
- ❖ Following systems of the company implementing the marketing strategies
- ❖ Developing customer relationship
- ❖ Building Brands and Maintaining channel of distribution
- ❖ Providing timely feedback to the company as and when required
- ❖ Preparing sales strategy HQ wise
- ❖ Work in coordination with superior and my team
- ❖ Building customer database and Sales meeting arrange in every month

### **LEISURE INTERESTS**

- ❖ Jogging
- ❖ Reading News Paper
- ❖ Watching News Programs

**PERSONAL INFORMATION:**

Name : BIBEKANANDA MOHANTY  
Father's Name :DASARATH MOHANTY  
Date of Birth : 6<sup>th</sup> July 1973  
Address : Plot no 330  
Gayatree Nilaya  
Mahanadi Vihar  
Nuabazar  
Cuttack – 753004  
Marital Status : Married  
Languages known : English, Hindi, Odia

**(BIBEKANANDA MOHANTY)**

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