

Current Designation – Associate Professor
Joining Date – 01-04-2005
Highest Qualification – PhD (Management)
Nature of Association with ABIT – Regular

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- e-mail:joysinghmishra@ gmail.com

EDUCATIONAL QUALIFICATION :

- 1) B.Sc. (Utkal, 1985)
- 2) L.L.B. (Utkal, 1989)
- 3) *MBA* (*Utkal, 1992*)
- 4) *MCA* (*PTU*)
- 5) **Ph.D (Utkal University) (Area Of Research –Rural Tourism in Odisha .)**
 Title : “ Tourism & Recreation in Rural Areas” (A study of the potentials of Rural Tourism destination .) Submitted Dtd: Utkal University 2015 . Awarded on 12th May 2017.

Registration No : **15 Business Administration - 2002- 03 .**

PAPER PUBLICATION :21 Nos. (details annexed)+ International Referred journals
BOOKS PUBLICATION :4 Nos. (details annexed)
CURRENT LOCATION :ABIT, MBA Wing, Cuttack, Odisha.

ORGANISATIONALEXPERIENCE :

| <u>Sl. No.</u> | <u>Name and Address</u> <u>No.oftheOrganisation</u> _____Hel | <u>Post</u> | <u>Period</u> | | <u>Responsible For</u> |
|----------------|--|------------------|---------------|------|-------------------------------------|
| | | | From | To | |
| 1 | VELVETTE PHARMA COSMETIC (I) LTD. T.N | MKTG. EX. | 1991 | 1992 | East zone coastal |
| 2 | MARICO INDIA LTD. | Sales supervisor | 1992 | 1994 | Central W.B. |
| 3 | EASTERN MEDIA LTD. | Zonal Head | 1994 | 1996 | Cuttack/ Balasore |
| 4 | SANGHI GROUP(H.A.S) | Regional Head | 1996 | 1997 | Coastal AP, CoastalWB ,MP, Odisha . |

TEACHING EXPERIENCE :

| Sl. No. | Name and Address | Post | Period | | Subjects Expertise |
|---------|--------------------------|---|------------|------------|--|
| | | | From | To | |
| 1 | RJSMS, Bls. | Lecturer | 1997 | 1998 | Marketing, CB, Sales & Distn., ServiceMgt., O.B, OS. |
| 2 | ABA, Bls. | Lecturer | 1998 | 1999 | Marketing, CB, Sales & Distn., ServiceMgt., O.B, O.S. |
| 3 | IPSAR, Ctc. | Faculty (Mktg) , prmoted to Sr. Faculty | 1999 | 2005 | Marketin g, CB, Sales&Se rvice Mgt., O.B, O.S. |
| 4 | ICFAI, Hyd. | Sr. Faculty. | 2005 March | 2005 April | Marketing, CB, Sales & Service Mgt., O.B, O.S. |
| 5 | Dept. of MBA., ABIT CTC. | Asso. Prof. | 2005 April | Cont- | Marketing, CB, Sales & Distn., ServiceMgt, BL, BEE, CS |

PAPER PUBLICATION LIST

1. Title of the paper : “ Thread that stich Quality”
Published in: A study on marketing strategy on Coats India Ltd. RJSMS, Balasore.
2. Title of the paper : “ A new trend, a new dimension and new horizon” Multi-Level Marketing (A network marketing) with reference to Modicare” 199
Published in: Academy of Business Administration, Balasore., 1999
3. Title of the paper : “Consumerism in the era of marketing liberalization” Presented
Published at: “National seminar on Managerial Excellence,” organised by IPSAR, Cuttack on 28-29th October 2000.
4. Title of the paper : “Development of Global tourism and it’s impact on foreign visitors.” A study on Indian Context.
Presented & published at: “National seminar on economic reforms and Indian Tourism, organized by : Indian Institute of Tourism and Travel Management, Bhubaneswar on 17thFebruary 2001.
5. Title of the paper :“Emerging trend of Information technology and Tourism Industry A study on Indian context.
Presented & published at: National seminar organised by Regional College of Management, Bhubaneswar on 12th July 2001.
6. Title of the paper :“Accessibility of e-orientation in smokeless industry sector, Indian Tourism Presented & published at: International Seminar organized by IMIT, Cuttack (An Institute of Govt. of Orissa. & under Utkal University, Bhubaneswar, Orissa) on 21st November 2001.
7. Title of the paper : “ Rural tourism marketing tactics”Presented &: National conference in “ New Directions in Indian tourism,Local Impact & Global Trends”organized & Published: the Department of Business Administration, The University of Burdwan, West Bengal on 19, December2002.
8. Title of the paper : “Orissan place of Attraction: Beyond boundaries. International conference on “Management Beyond Boundaries” organized by Regional College of Management, Bhubaneswar on 09th August 2002.
9. Title of the paper: “ The Gap between City & Rural consumption potentiality,

Presented &published at: Special issuePublication volume 4, Number1, April 2004 at seminar on Retail Summit, organized by IPSAR , Cuttack, on 14-15 Feb. 2004
10. Title of the paper : The Study on Reflex action of the private Banks Customers over the promotion Campaign in Media.

Presented &published at: The Bharthiyar University. Coimbotore. March,2003.
11. Title of the paper : “ Emerging Trend of FMCG Dispersion” with reference to Indian FMCG Market.

Presented &published at: National Conference on Emerging Trends in Business Management” organised by The Department of Management Studies, Crescent Engineering College,Chennai on 05th June, 2004.
12. Title of the paper : “Emerging Trend of E- BankinginIndia”
Presented on National Seminar on “ Modern Management Trend” organised by the

Department of Management. BIET, Bhadrak on 4th Feb 2006..

13. Title of the paper : “ HLL’s INITIATIVE IN RURAL WOMEN DEVELOPMENT” ‘
Presented at: National Management Seminar on the broad theme “Corporates that Care: Truth or Myth” on 30th April 2006.
14. Title of the paper : “ The study on reflex action of the Private banks customer over the Campaign Presented at : National Seminar on Banking & Insurance : Redefining the Benchmark” organized by RIMS, Rkl, the session held on 24th feb 2006.
15. Title of the paper :- The reflex action on augmentation part of the current trend in private banking products wrt Service Brands in Private Banking sector.
Presented at:- Karunya Management Association : Karunya Institute of Technology & Sciences, Coimbatore, “ Brand Trendz 05” on 19th & 20th March. 2006.

Seminar Participation

1. Attended National Seminar on :- “Technical Managerial Development & Utilization “Organised by National Technical Manpower Information System. Institute of Applied manpower research, Delhi in association with NIIT, Rkl, held on 15th & 16th April 2004.
2. Attended National Seminar on : “Institutional Grievances organized by Fore school of Management, New Delhi. Held on 26th & 27th Feb. 2004.
3. Presented paper on topic “ Smart Rural Marketing in Odisha: A case analysis w.r.t KBK, Odisha, 6th International Management Convention organized by Asian School of Business Management, BBSR on “Creating Smart Organisations-Redefining Business”held on 11,12 & 13 Jan 2017
4. Presented paper titled “ Challenges and Opportunities of Rural Market in Odisha: A case analysis w.r.t KBK, Odisha, National Conference on Contemporary Issues in Management
5. Research and Managerial Decision Making.” organized by Birla Global University, BBSR on 6th Jan 2018
6. Presented paper on topic “ Embeded Advance Digital Media Planning Strategy:A case of promotion cost minimization. A Two day AICTE sponsored National Seminar organized by Global Institute of Management. BBSR on “Digital Business Transformation in India ”held on 10 & 11 Jan 2020”
7. Presented paper on topic “ Marketing 4.0 : To Strengthen Consumer- Brand Engagement- A case of Byju’s, A Two day National Seminar organized by School of Management Studies, GIET University, Gunupur on “The New Paradigms of Indian Management: The Road Ahead”held on 18 & 19 June 2022”

Talk Session

1. Topic “ “ Marketing Strategy of Retail Banking, with reference to UTI, ICICI and HDFC Plus other Private banks in Comparison to SBI “Presented at : Academy of Business Administration(ABA), Balasore, on 27 th august 2002.
2. Topic “ Career Planning and Body Shipping”.
Presented At :- “ Career Counselling Camp organized by Rotary Club, Silver City Chapter, Cuttack.
3. Topic : “Prospect of B.E in Business Management “
Presented at :- Student Development PRZogramme organized by Synergy Institute of Engineering & Technology(SIET), Dhenkanal.
4. Topic :- “ Service Tangibility
Presented At :- Student Development Programme Organised by Institute of Management and Advanced Global Education(IMAGE), Bhubaneswar from 11th May to 7th June, 2004(Consecutively 4 weekly Sessions).

Research work:

1) Worked on a Research Topic titled “ Lets silver shines again in Orissa”. With special reference to filigree works of Cuttack. The said research included the silver artisans of Cuttack continued for a period from Feb. to oct. 2002.

2. Worked on Market survey titled “Potentiality of Sify i-way : Making the internet for the Browser with comparison to other competitors in Cuttack City” as a part of the i-way revolution -an internet solution for next-generation” a co-project of Sify Ltd. (Satyam) conducted for a period from January to June 2004.

| Sl. No. | NAME | No. of papers published in peer viewed journals (National/ International) | Citation Index/ Indexing | Impact Factor | Vol. No. | ISSN |
|----------|---|---|--|---------------|---|---------------------------------|
| 1.0 1 | Prof. Joysingha Mishra co-Author – Prof. Piyus Ku. Mohanty | Journal: TIJ's Research Journal of Social Science & Management. Title: The consumption potentiality Gap between city and rural area in retail market of India. | Ulrich's Periodicals Directory (a ProQuest Co.), Index Copernixus, Scientific Journal, Google Scholar, Open J-Gate | 3.301 | Vol:2 No. 01(2012:) Issue:01 May 2012 | 2251-1571 |
| 1.0 2 | Prof. Joysingha Mishra | TIJ's Research Journal of Social Science & Management. Title: A Study on Potentiality of Rural Tourism in Odisha (Orissa) | Ulrich's Periodicals Directory (a ProQuest Co.), Index Copernixus, Scientific Journal, Google Scholar, Open J-Gate | 3.301 | Vol:2 No.02(2012:) Issue: 01 June 2012 | 2251-1571 |
| 1.0 3 | Prof. Joysingha Mishra | Paripex: Indian Journal of Applied Research. Title: Evolution of Rural Tourism & its Prosperity. | Ulrich's Periodicals Directory (a ProQuest Co.), Index Copernixus, Scientific Journal, Google Scholar, Open J-Gate. | | Vol. 1 Issue: 10 July 2012 Listed in International ISSN Directory, Paris | 2449 - 555X 4) 2251-1571 |
| 1.0 4 | Prof. Joysingha Mishra | TIJ's Research Journal of Social Science & Management. Title: Need Emergence in e-commerce in Development of Rural Tourism | Google Scholar, Open J-Gate. Ulrich's Periodicals Directory (a ProQuest Co.), Index Copernixus, Scientific Journal,. | 3.58 | Vol:5 No. 04 (2015) Issue: 01 August 2015 | 2251-1571 |

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|------|---|--|--|--|---|
| | | Sector of Odisha. | | | |
| 1.05 | Prof.(Dr .) Joysingha Mishra (1 st Author) | IJARnD: International Research of Advance Research and Development: “Potentialities and Challenges of Rural Market in Odisha: A Case Analysis”. Paper ID: V2I12-1146 (v 2i12-1146) | Google Scholar, | | Volume 2, Issue 12: 19 th Dec 2017 Issue |
| 1.06 | Prof.(Dr .) Joysingha Mishra (1 st Author) | IJRSI: The Board of International Journal of Research and Scientific Innovation. Title: Rural Market in Odisha: A case analysis w.r.t K.B.K., Odisha | Published in online journal IJRSI page 51-58 vol-IV, issue-XII month -Dec 2017 | | 2321-2705 |

PUBLICATION OF BOOKS:

- 1) Thakur Publishers: ISBN978-93-5163-291-7
TITLE OF BOOK: **Business Corporate Law**, Edition: 2014-15
- 2) Thakur Publishers: ISBN978-93-86232-48-9
TITLE OF BOOK: **Business Law**, Edition: 2017 Vol.I &II
- 3) Thakur Publishers: ISBN 978-93-5163-908-4
TITLE OF BOOK: **Managerial Communication**, Edition: 2016, 2017, 2018

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jaysingh.mishra@abit.edu.in

DATE OF BIRTH : April 27, 1958
GENDER : Male
MARITAL STATUS : Married