DR. Manoj Kumar Dash

Associate Professor
Department of Economics and Management

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Academic Degree

Degree	University/ Institute
Ph.D. [Econometrics]	Berhampur University
M.B.A. [Marketing]	Berhampur University
M.Phil. [Economics]	Berhampur University
M.A. [Economics]	Berhampur University

Area of Research/ Teaching Interest

Marketing Analytic and Intelligence, Econometrics modelling in Marketing, Optimisations Modelling in Marketing, Consumer Behaviour, Behavioural Economics, Marketing Research and Advertisement and Sales Promotion Management.

- ➤ Published more than 67 **research paper** in ournals of International and National repute.
- ➤ **Books authored [5 reference books + 2 text books]:**

Book	Publisher
Applying Predictive Analytics in Service Sector	IGI Global USA
Intelligent Techniques and Modeling Applications in Marketing Analytics	
Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing	
Applied Demand Analysis	Serial publication India
Think New-Think Better: A case study of Entrepreneurship	
Two text books on Managerial Economics	Global Prof. Publ. UK

Teaching/ Research experience:
- ➤ **Assistant Professor,** Indian Institute of Information technology and Management Gwalior.
- ➤ Visiting faculty in Indian Institute of Management Indore
- ➤ Huz Adjunct faculty, Lancaster University, UK,
- ➤ Visiting Professor, Symbiosis Institute of Operation Management Nashik
- ➤ Visiting Professor, G D Goenka World institute Gurgaon.
- ➤ Conducted 26 Faculty Development Pogremame sponsored by AICTE, MHRD and IIITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimisation, Multivariate analysis in Marketing, SPSS software etc.
- ➤ Resource person and Key note speaker in 67 programmes organised by reputed institute in India, i.e;, IIM-Lucknow, IIITM-Gwalior, ITS-Mohan Nagar, SIOM-Nashik, Utkal University and Berhampur University Orissa etc.
- ➤ Chaired sessions in International Conference of Arts and Science held at Harvard University, Boston (USA),
- ➤ **Ph.D. supervision:** Five (5) Ph.D. awarded.
- ➤ Visited USA and Cyprus for presenting paper in international conferences.

Selected Publications (28 Scopus indexed)

- Dash, M, Kumar, A (2017). Using Fuzzy Delphi and Generalized Fuzzy TOPSIS to Evaluate Technological Service Flexibility Dimensions of Internet Malls. *Global Journal of Flexible Systems Management.* 18(2): 153-161. DOI 10.1007/s40171-017-0154-8.**Springer.**

- Kumar, A., Kabra, G., Dash, M. K., and Rana, P. (2017), Combined artificial bee colony algorithm and machine learning techniques for prediction online consumer behavior, Neural Computing and Application, pp.-1-14. https://doi.org/10.1007/s00521-017-3047-z **(Springer)** (IF: 1.5**).**

- Kabra, G., Dash, M. K., and Ramesh A. (2017), Understanding Behavioural intention to use information technology: Insights from humanitarian practitioners, Telemetric and Informatics, 34 (2017) 1250–1261 Vol. 34(7) PP. 1250-1261. https://doi.org/10.1016/j.tele.2017.05.010 (IF: 2.261, **Elsevier**.

- Kumar, A., Kaviani. M. A., Bottani. E., Dash, M. K., and Zavadskas. E. K. (2018), Role of Social Media in Polio Prevention: An Integrated Fuzzy Delphi and DEMATEL Method, Kybernetes**, (Emerald) [Accepted].**

- Kumar, A., Dash, M. K., and Sahu, R. (2017), Using DEA Comparative Performance Efficiency Measurement of Indian Airports, International Journal of Strategic Decision Sciences. **[Accepted] IGI Global**

- Kapse., C. P., Kumar, A., Dash, M. K., and Zavadskas. E. K. (2017), Developing Textile Entrepreneurial Inclination Model by Integrating Experts Mining and ISM-MICMAC, International Journal of Production Research **(Taylor & Francis)** (IF:2.325) **[Accepted].**

- Kumar, A., Pal, A., Vohra, A., Gupta, S., Manchanda, S., and Dash, M. K. (2017), Construction of Capital Procurement Decision Making Models to Optimize Supplier Selection Using Fuzzy Delphi and AHP-DEMATEL, Benchmarking: An International Journal, **(Emerald) [Accepted].**

- Srivastava, G. N. and Dash, M.K.(2018), Train specific services and commuter satisfaction of Delhi Metro: an empirical analysis, International Journal of Business Excellence. (Inderscience), **[Accepted].**

- Bhattacharyya, J., and Dash, M.K. (2018), A Know Your Student (KYS) Analysis: A case study on the students of a higher education institute in India, International Journal of Higher Education and Sustainability. (Inderscience), **[Accepted].**

- Pandey, A, Dash, M and Sahu, R. (2017). Social Media Marketing Impact on the Purchase Intention of Millennials. International Journal of Business Information Systems. (Inderscience), **[Accepted].**