

1. **Dr. Yajnya Dutta Nayak**

Designation: Assistant professor

Date of Joining: 17th June 2014

Department: Commerce

Contact no- +91 9438324892

Mail ID: yajnya.dutta@gmail.com

Dr. Yajnya Dutta Nayak has been working as lecturer in commerce (Ad hoc) in the P.G. Department of Commerce, since 17th June 2014. He has about 10 years of teaching experience at management and degree colleges. He has participated three national seminars. His area of interest is in Marketing, Business & Company Law, Management, Insurance and Entrepreneurship. He is also the life and patron member of OCA, All India Commerce Conference, (AIMA), and Indian Accounting Association.

Qualification:

Examinations	Name of the Board/ University	Year of Passed
M.COM	Berhampur University, Odisha	2006
M.PHIL (Commerce)	Berhampur University, Odisha	2007
PGDMM	IGNOU, New Delhi	2009
Ph.D. in Commerce	Berhampur University, Odisha	2012

AREA OF INTEREST

Marketing, Business Management, Organizational Behavior, Insurance, Entrepreneurship, Retailing etc.

ACADEMIC ACHIEVEMENT

- Assistant Professor in Commerce, Khallikote Unitary University, Berhampur, Odisha since 17th June 2014.

- Lecturer in Commerce (principal-in-charge) of Sevananda Saraswati Degree Mahavidyalaya, Bomokoi (Gm.) Odisha, since 10 August 2011 to 31st December 2013.

AWARDS

- **Junior Research Fellow (University Awardees)** 2009-2011, P.G. Department of Commerce, Berhampur University, Odisha.
- Received **Out Standing Young Person Award – 2013** in recognition of outstanding accomplishments and contributions in the realm of “Teaching, Administration & Research” given by the JCI a worldwide federation of young leaders & entrepreneurs organizations.

PUBLICATIONS BOOK:

Text Books/ Edited books (08)

1. **Consumer Behavior Towards Life Insurance Services (2013)**
2. **COST ACCOUNTING (2014)**
3. **CSR and Ethical Business Practices an Indian Perspective (2016)**
4. **Entrepreneurship (2017)**
5. **Business Organization and Management (2018)**
6. **Advanced Stress Management (Biological Principles and Strategies) (2018)**
7. **Agribusiness (Concepts and current Challenges) (2018)**
8. **Spirituality in Modern Business (2019)**

CHAPTERS PUBLISHED IN BOOKS (06)

Sl. No.	Title of the Chapter
1	Chapter-19 : Make in India Efforts: New product innovation for the Industrial growth (P-174-184)
2	Chapter- 07: Corporate Social Responsibility in India: A Review (P-77-102)
3	Chapter-18 : Implication of M-Commerce on Retail Business in India (P-221-233)
4	Chapter-13 : Empowering Indian Women Through Skill Development

- And Vocational Education (P-161-168)**
- 5 Chapter-13 : Renovating Entrepreneurial Skill in Tribal People: A Case Study (P-92-103)**
- 6 Chapter-15 : Women's Empowerment with Special Reference to Enhancing Income and Child Nutrition among ST & non- ST's in India (P-148-165)**

ARTICLES (21)

1. **Selected First Moving Consumer Goods in Odisha's Rural market**
2. **Consumer's Perception Towards Life Insurance Services: An Empirical Study In Odisha.**
3. **Financial Innovations Towards Indian Capital Market**
4. **Customer Perception, Problems and Satisfaction on Multi-level Marketing Products**
5. **Social and Commercial Entrepreneurship- A Comparative Study"**
6. **Customers' Preferences Towards Retail Banking Services in Ganjam District"**
7. **Impact of Internet Advertisement on Consumer Behavior in Berhampur City",**
8. **Life insurance Policies in Rural Area of Odisha Understanding Buyer Behavior",**
9. **Importance of Consumerism Towards Society**
10. **Foreign Direct Investment in Retail Sector"**
11. **Decision Making Role of Tribal Women- A Case Study on Gajapati District of Odisha",**
12. **"Consumers' Perception Towards Foreign Products A Study On Odisha",**
13. **Factor Influencing Consumer Buying Decision For Male Cosmetics",**
14. **A Study of Market Potential of SBI Life Insurance Company at Berhampur City",**
15. **Consumer's Perception Towards Life Insurance Services: An Empirical Study In Odisha"**
16. **"Impact on Direct and Indirect Marketing on The Sale of Energy Conservation Products",**
17. **Marketing v/s E-Marketing",**
18. **"Goods and Service Tax (GST) in India",**
19. **Satisfaction & Brand Loyalty Towards Bath Soaps: A Study in Berhampur City",**
20. **Global Marketing of Knowledge Based Services",**

21. Agriculture and New Information Technology”,

MAJOR PROJECT UNDERTAKEN

- National Institute of Rural Development (NIRD), NREGS Project for Odisha (2008).
- Youth for Social Development (YSD) Citizenship Report Card project, Berhampur, Odisha (2007-08)
- Pani Panchayat audit project conducted by Department Miner Irrigation Govt. of Odisha, of Gajapati district (2008-09)
- ICT Project organized by National Institute of Rural Development (NIRD) of Ganjam District, Odisha (2009-10)

MEMBERS OF PROFESSIONAL BODY :

- Life Member of Orissa Commerce Association (OCA)
- Patron Member of Odisha Economic Association
- Patron Member of All India Commerce Conference
- Patron Member, All India Management Association (AIMA), New Delhi
- Patron Member, India habitat centre, New Delhi.