***A BRIEF BIO-DATA 2011-2018***

***Career Summary****:*

***Designation****: Assistant Professor (Sept. 2011 onwards)*

***Department****: Department of Business Management, Tripura University (A Central University), Suryamaninagar, Tripura (W), 799022*

***Specialization****: Marketing Management & Operations Management*

***Area of Interest for Research****: Consumer Behaviour, Values and Ethics, Rural Marketing*

***Educational Qualification****:*

*Ph.D. (Ongoing)*

*NET (Management)*

*Masters in Marketing Management (MMM), Pune University*

*MBA (Operations Management), Suryadatta Institute of Management and Mass Communication, Pune.*

*BE (Mechanical Engineering), NIT Agartala (Formerly Tripura Engineering College)*

***E-mail:*** *manishdas@tripurauniv.in*

***Accomplishments***

***Research Project*:**

Major research project titled ‘Consumer Demographics, Consumption Habits, Acculturation of the Global Consumer Culture and Consumer Ethnocentrism: A Rural India Perspective with special reference to Tripura’, funded by Indian Council for Social Science Research (ICSSR), MHRD, Govt. of India. Total fund mobilization is **Rs. 7, 00,000/- (Seven Lakh)** for two years duration. Final report is submittedtowards ICSSR in the month of September, 2017.

***Awards*:**

**1. Third best paper** among all conference papers in the 7th International Conference on **Excellence in Research and Education (CERE 2016)** organized by **IIM Indore** with a cash award of **Rs. 10,000/-.** For more, <http://www.iimidr.ac.in/news-events/cere-2016-concludes-at-iim-indore/>

***Journal Publications*:**

1. Das, M., & Debarshi, M. (2018). Cosmopolitanism (COSMO), Materialism (MAT), Consumer Ethnocentrism (CET) and Consumer Behaviour: evidence from aboriginal tribe of Tripura, **IIM Kozhikode Society and Management Review (Sage Publications)** (Accepted).

2. Das, M. (2018). Impact Assessment of Consumer Demographics on Rural Consumers’ Ethnocentric Tendencies (CE) and Social Comparison Information (ATSCI) Habits, **Indian Journal of Marketing (Scopus Indexed, UGC Referred)** (Accepted)

3. Das, M. (2018). Impact of acculturation and ethnocentrism on food consumption: evidence from rural India, **PRiMa: Practices and Research in Marketing (Journal of Symbiosis International University)**, 9(1), 28-38.

4. Das, M. and Mukherjee, D. (2017). Consumer Ethnocentrism, Status and Consumption Behaviour: evidence from a Communist Govern State in a Transnational Economy, **International Journal of Management Development,** 2(1), 10-33 (A UGC Referred Journal).

5**.** Das, M. and Chanda, M. (2017). Construction of Personality Measurement Scale based on ‘GunaTraya’ concepts of Bhagavad-Gita, **Purushartha (Scopus Indexed),** 10(1), 1-19 (A UGC Referred Journal)

6. Das, M., and Saha, V. (2017). Ethnocentrism (CET), Social Comparison (ATSCI) and Marketing Strategy: Evidence From Rural India, **South Asian Journal of Management (SAJM),** 24(1), 141-164. (A UGC Referred Journal)

7. Das, M. (2013). Dynamic yet Static: A boon for high performance organizations, **Indian Journal of Management,** 6(1), ISSN: 09752854. (A UGC Referred Journal)

8. Das, M. (2014). Effects of Values and Business Ethics Course on Students’ Perception of ethics in Business: An empirical investigation of Management students in Tripura, **Indian Journal of Management,** 7(3), ISSN: 09752854. (A UGC Referred Journal)

9. Das, M. (2013). Consumer Demographics and Environmental Responsibility: An Empirical Investigation of the Consumers in Tripura, **Indian Journal of Management (Scopus Indexed),** 8(5), ISSN: 09752854. (A UGC Referred Journal)

10. Das, M. (2013). Factors Affecting the Purchase of Staple Goods: An empirical study of edible oil purchase in Tripura, **Indian Journal of Marketing (Scopus Indexed),** 43(6), 47-53. (A UGC Referred Journal)

11. Das, M. (2015), Reflection of Attention to the Social Comparison Information (ATSCI) Consumption Habit on Facebook (FB) Status Updates: An Empirical Investigation in Rural India, **International Journal of Marketing and Business Communication (IJMBC)**, 4(2), 1-8.

12. Chakraborty, K.S., Das, M., Krishnankutty, R., and Debnath, N. (2013), Consumer Ethnocentrism in Backward regions of India: A case study of Tripura, **Review of Management Innovation and Creativity (RMIC),** 6(19), ISSN: 1934-6727.

13. Chakraborty, K.S., Krishnankutty, R., Das, M., and Debnath, N. (2013), Determinants of Current Ratio: A study with respect to large listed companies in India, **Journal of International Business Management and Research (JIBMR),** 4(12), ISSN: 1940-185X

14. Das, M., and Debnath, N. (2013), Socio-Economic segmentation of the households of auto rickshaw owners: A case study of Tripura, **International Journal of research in Commerce, Economics and Management (IJRCM),** 3(8), ISSN: 0976-2183.

15. Das, M. (2011), Communication strategies to make a brand iconic: A descriptive study of selected dominant brands in their categories, **Vedaang,** 2(2), ISSN: 09757961

16. Das, M. (2014), Consumer Ethnocentrism and Fashion Apparel Purchase: a study with reference to Tripura, a small North-Eastern state if India, **Development Dynamics,** 2(1), ISSN: 2347-6524.

***Research Paper in Edited Books*:**

1. Das, M. (2012), Surviving Globalization: Socio-Cultural Glocalization strategy for Brands with special focus to India, Haldar et.al. (Eds.), Contours of Globalization, 2012, Global Publishing House, 374-384, ISBN: 9789381563137.

2. Das, M. (2017), Acculturation to the global consumer culture (AGCC) and Food Consumption Behavior: An investigation of rural consumers in Tripura, Bhadra, S.S. (Ed.), Communication & Modern Indian Society, 2017, Global Publishing House, 201-218 ISBN: 9789381563377

***Conference Participation*:**

**1. 4th** International Conference on Spirituality and Skill for Leadership and Sustainable Management by **SMS Varanasi with Claflin University, USA and California State University, USA** on 18th -19th Feb, 2017. Presented Paper on ‘Construction of Personality Measurement Scale based on the ‘Guna-Traya’ Concepts of the Bhagavad-Gita.

**2. 7th** international conference on Excellence in Research and Education **(CERE 2016)** by **IIM Indore,** 5th - 8th May, 2016. Presented paper on ‘Acculturation to the global consumer culture, consumer ethnocentrism and food consumption habits: An investigation of rural Indian consumers’ with focus to Tripura.

3. International conference by **Intellect base International Academic Consortium (IIAC),** 14th - 16th March, 2013, Bangkok, Thailand. Presented paper on ‘Consumer ethnocentrism in backward regions of India: A case study of Tripura’

4. International Seminar on “Globalization: Issues and Challenges”, by **Holy Cross College & Tripura University,** 29th & 30th Oct., 2011. Presented paper on ‘Surviving Globalization: Socio-Economic Glocalization strategy for brands with special reference to India’.

5. International Conference on “Agricultural Education & Knowledge Management”, Organized by: **IGNOU & IFPRI (Washington, DC) USA,** 24th -26th Aug., 2010. Presented paper on ‘Role of Knowledge Management in development of Agricultural Value Chain’.

**6. XIMB-TISS** National seminar on ‘Corporate Social Responsibility’, 9th -11th Feb, 2012. Presented Paper on ‘Price Empowerment: The most Important Corporate Social Responsibility’.

**7. UGC sponsored** National Seminar on ‘Management of Environment: North-East India Perspective’, by **ICVC, Tripura** on 11th & 12th Sept., 2010. Presented paper on ‘Micro level Implementation of Kyoto Protocol for Environmental Sustainability in North-East India’.

**8. UGC sponsored** National Seminar on ‘Inclusive Development Strategy and North-East India’, By RTC, Tripura on 11th &12th Jan, 2014. Presented paper on ‘Development Strategy in Tripura: Quest for Financial Inclusion’.

***Faculty Development Programme*:**

Worked as an Assistant Programme Director for **FDP in Business Studies,** organized jointly by the **Department of Management and the Department of Commerce** during **March 24-30, 2014**. The programme was tailor made to suit the requirements of the participants from various universities and colleges and graced by renowned professors in the field of management and commerce across India as expert.

***Workshops*:**

* Participated on 7 days Workshopon **Statistical Data Analysis Method** organized jointly by **ISI Kolkata and Tripura University,** 18th -24th Nov. 2015.
* Completed **Orientation Programme** From NEHU, Shillong, 23rd June - 20th July, 2014.
* Completed 21days **inter disciplinary refresher course** on **‘Gandhian Thoughts’** from Tripura Central University (28th April-18th May) in 2017.

***Association:***

* **Life Member** of **Economic Science Society of Tripura (ESSOT),** a not for profit prominent organization of accomplished personalities in the area of economic science in Tripura.
* **Academic Counselor** for Indira Gandhi National Open University **(IGNOU)** for Commerce and Management Courses in Tripura since 2008.
* **Resource Person** for State Institute for Public Administration and Rural Development (SIPARD), a training and orientation provider for service holders of Govt. of Tripura.
* **Life Member** of **Hepatitis Foundation of Tripura (HFT),** a not for profit prominent institution in Tripura solely responsible for near eradication of hepatitis from Tripura.

**Manish Das**