

BIO-DATA

1. **Name:** Dr.Mridusmita Das
2. **Designation:** Assistant Professor
3. **EducationalQualification:** MBA, Ph.D
4. **Specialisation:** Marketing Management
5. **Areaof Interest:** Marketing Management, Advertising & Integrated Marketing Communications, Consumer Behaviour
6. **DateofJoining:** 10-09-2012
7. **DateofBirth:** 18-11-1984
8. **EmailID:** mridusmitadas@yahoo.com
- 9.**Contact No.:** 9435156749
10. **Awards&Achievements:** Nil
11. **TeachingExperiences:** 6years
12. **Orientation/Refresher/Short term CourseAttended:**
 - **OrientationCourse:** Nil
 - **RefreshersCourse:** Nil
 - **Shortterm Course:** ITES Course from DOEACC Society including Spoken English, Personality Development and Soft Skills and Skills Acceleration Program from Centre for Innovation and Leadership, Bangalore
13. **Research Project carried out &Guidance:**
 - **MinorResearchProject:** Nil
 - **MajorResearchProject:** Nil
 - **Guidance:** PhD Supervisor of one research scholar under management & Project works of the MBA semester students.
14. **Past/Ongoing corporate responsibilities:** Member of Sexual Harassment cell, Head of Training cell, HOD (i/c) of School of Entrepreneurship & Management etc. of the University
15. **Academic Association:** Closely associated with organizing and acting as resource persons in various trainings under Government funded projects, Preparation of project proposals and training proposals under Government funded schemes, etc.
16. **Research Papers:** 05 Papers
 - **Das M, Nath CK.** “Analyzing the parameters Adopted by Advertisers in Designing Media Advertisements”. Vanijya- Dibrugarh University Refereed Journal of Business studies, Vol-25, ISSN:0972-6594(Print)
 - **Das M, Nath CK.** “Understanding the Buying Behaviour of Generation Y with Special Reference to Fast Moving Consumer Goods”. BANIZ, A Book on Trade, Commerce & Industry

of Assam, Sibsagar Commerce College, Sivasagar, 2nd Edition, ISBN: 81-202-8773-8978-81-202-8773-0(Print).

- **Das M.** “*Impact of Internal Corporate Communication in IOCL, Guwahati*”. IIMS Journal of Management Science, Vol-5, No. 2, ISSN: 0976-030X(Print).
- **Das M, Nath CK.** “*A Bidirectional Study On Advertiser’s Perspective Towards Designing Fmcg Advertisements And Viewers’ Understanding Of The Advertisements Selected For The Study*”. Vanijya- Dibrugarh University Refereed Journal of Business studies, Vol-26, ISSN:0972-6594(Print).
- **Das M, Nath CK.** “*Viewers' Understanding Of The Marketing Communication Through Media Advertisements Of FMCG Brands And Its Impact On Buying Behaviour*”. Asian Journal of Management;Vol:8 No:4:October-December:2017, ISSN: 0976-495X(Print).

17. Conference Paper: 01

- **Das M, Nath CK.** “*Impact of Mass Media Advertisements of FMCG Products on the Buying Behavior of Generation Y*”. Proceedings of the National Conference, Management Challenges In The New Era: Strategies For Success, organized by Centre for Management Studies, Jamia Millia Islamia (Central University) New Delhi- 110025, Excel India publishers, ISBN 9789383842087, First Impression 2014.

18. Books: Nil

19. Chapter in Books: 01

- **Das M, Nath CK.** "Advertisement and Sales of Small Car Segment: Eyeing From Demonetisation Lens". Demonetisation and Indian Economy, EBH Publishers India, 2017, ISBN 9789386302427.

20. Edited Books: Nil

21. Articles: Nil

22. Seminars/Workshops/Trainings attended:

i) Seminars

a) National: 06 Seminars

- **Das M, Nath CK,** “Mass Media Advertisements eyeing from the Lens of Advertisers” in the National Seminar On Media Laws and Ethics: Implementation in North East India, Department of Communication & Journalism, Gauhati University.
- **Das M, Nath CK,** "A Study on Contemporary Advertisements Eyeing from Ethical Lens" in the National Seminar On Ethics in Management: Trends and Issues, organized by Centre for Management Studies, Dibrugarh University.
- **Das M,** “Grassroot participation and enrichment through Comprehensive Training in the field of Cooperative” in the National Seminar on Cooperative Law and Management, organized by Vaikunth Mehta National Institute of Co-operative Management, Pune- 411007.
- **Das M, Nath CK,** “Human Resource Management Practices In Higher Educational Institutions – A Case Study” in the UGC- Sponsored National Seminar on Human Resource Management in Higher Educational Institutions: Roadmap for Prosperity, organized by Tinsukia Commerce College, Tinsukia, Assam-786145.
- **Das M,** “Contemporary Marketing of Organic Green Tea – A Case Study” in the National Conference in collaboration with Indian Society for Training & Development “Managing Excellence: An Indian Perspective”, organized by Rajarambapu Institute of Technology, Maharashtra- 415414.

- **Das M, Nath CK,** "A Study On The Impact Of Marketing Communications Through Media Advertisements On The Buying Attitude Of Urban-Rural Viewers" in the upcoming two day National Marketing Conference (NMC-2017) On "Contemporary Practices in Modern Marketing: A Roadmap for 2020", on 9th September 2017, organized by Fortune Institute of International Business, Delhi.

b) International: 01 Seminar

- **Das M, Nath CK,** "Interdisciplinary Approach in Creation of Advertisements: Eyeing from Advertiser's Lens" in the International Conference on Multidisciplinary Approaches in Business Management & Sustainability, organized by Birla Institute of Management Technology, Bhubaneswar.

(ii) Workshops:

(a) International: Nil

(b) National: Nil

(i) Trainings:

- (a) Faculty Development Programme (FDP) conducted by Assam Rajiv Gandhi University of Co-operative Management from 10th September to 25th September 2012.**
- (b) Trainers Training programme on the topic "Corporate Governance for Financial Cooperatives" by NABARD, BIRD Lucknow**

23. Services rendered:

- **In the Institution:** Try to inspire the students for study and acquiring knowledge.
- **In the Society:** Try to create an academic environment in the society.

(Dr. Mridusmita Das)

Date: 05-12-2018