

DR. TAPAN KUMAR PANDA

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Personal Details

Dr Tapan K Panda, born in Orissa on 20th January 1968 to Sri Krupasindhu Panda and Mrs Nivedita Panda is married to Dr. Julie Mishra. Blessed with a son Tejasvee who studies in Class IX at Chennai.

Educational Qualifications

Dr Tapan K Panda holds a **Ph.D.** in **Business Administration** from Utkal University with the topic "*Brand Personality as a Competitive Advantage*"; completed **Master of Business Administration** from Utkal University in 1989 in first division; also qualified for NET in 1992, completed B.Sc. (Hons) with Physics as Honors; Passed Intermediate Science in 1995 and BSE in 1983; He has also completed Post Graduate Diploma in Computer and Management Information System and Post Graduate Diploma in Journalism and Mass Communication.

Work Experience

Currently working as President, Marketing & Corporate Affairs, Everonn Education Limited at Chennai. Total academic experience is Sixteen years and seven months at various reputed business schools. Last worked at **Indian Institute of Management, Indore** as a **Professor** in the area of **marketing (2005-2008)**. Prior to joining Indian Institute of Management Indore, was working at **Indian Institute of Management Kozhikode** as **Associate Professor** (2003-2005) and **Indian Institute of Management Lucknow** as an **Assistant Professor (2000-2003)**. Prior to joining IIM, Lucknow taught at Regional College of Management, an University Business School under Utkal University and the oldest management school offering MBA, MCA, MTA, MBA (Executive) courses in the State of Orissa as Lecturer/ Sr. Lecturer (1992-99) in Marketing area.

Prior to joining academics worked in the industry for 2 years in various reputed advertising agencies like Clarion, Media World and Mode Research. Also visits various schools including Institute of Management Technology, National Institute of Agri Business Management Jaipur and MANAGE, Hyderabad, Xavier Institute of Management and Goa Institute of Management. Also visited University of Cincinnati, USA as a research scholar

Academic Services

- Served as Officiating Director of Indian Institute of Management Indore(2008)
- Member, BOG and Society, IIMIndore(2007-2008)
- Chairman, Research and Publications at Indian Institute of Management Indore (2005-2008)
- Chairman, Fellow Program in Management (Doctoral Program)(2005-2008)
- Chairman, Post Doctoral Research Fellow Program
- Editor, International Journal of Management Practice and Contemporary Thought (IMPACT) at Indian Institute of Management Indore
- Member to Faculty Selection and Confirmation Committee (2006-2008), and PGP committee (2006-2008)
- Area Chair, Marketing Area (2007-2008), IIMIndore
- Chairman, Management Development Program at Indian Institute of Management Kozhikode (2005-2007)
- Chairman, Library and Information Verification Committee at Indian Institute of Management Lucknow.

Workshops/ Seminars Attended

- Attended 6th AsiaCALL International conference on ‘Computers and Language Learning Technologies in and for the developing Economies and presented a paper on ‘ Death of Distance in Management Education” November17-19, 2007.
- Invited as a Key Note Speaker in the International Conference on ‘Innovation on Tourism: Competitiveness and Sustainability’ organized by IITTM, Bhubaneswar, December 20-22, 2007
- Delivered Key Note Address at AICTE Sponsored National Seminar on ‘Marketing in the New Digital Era” organized by Sona School of Management and Chaired a session on ‘Customer Relationship Management”, September15-16, 2007.
- Presented a paper on ‘Role of Information Technology in Customer Relationship Management’ in the International Conference at Goa jointly organized by PES Bangalore and Indiana University at Pennsylvania USA, January 8-10,2007
- Attended International Conference on Management Cases organized by IMT Ghazabad and George Mason University, USA and chaired a session on Strategic Management and presented a case’ Tata Motors”, December 8-10, 2006

- Attended a national conference on Marketing of Financial Services as Chief Guest organized by Viswakarma Institute of management Pune, March 4-5, 2006
- Attended a national conference on Special Interest Tourism Marketing, organized by Department of Tourism, Govt. of India and Indian Institute of Tourism and Travel Management, Bhubaneswar as Key Note Speaker, March 25-27, 2006.
- Attended International Conference on Product Innovation jointly organized by NASMEI and IIT Madras, 21-23, December, 2005
- Attended International conference on Marketing in the age of Convergence organized by IIMKozhikode and MAI and presented a paper 'Convergence and Challenges of Building a Digital Brand', Chaired session on 'Marketing implication of functional Convergence and Technical Convergence", January 6-8, 2006
- Attended International Conference on Management Cases organized by IMT Ghazabad and George Mason University, USA and chaired a session on Strategic Management and presented a case 'Global Marketing: A Case of ICICI Bank", December 19-20, 2005
- Attended the National Conference organized by ICFAI Business School Bangalore and chaired a session on Trends in Research in Consumer behavior in Indian Markets. Delivered a lecture on the plenary titled "Paradigm Shift and Aftermath", October 28-29, 2004, Bangalore
- Attended The National Convention of Association of Management Schools at Goa and presented paper, "Effectiveness of Product Placements in Indian Films and Its Effects on Brand Memory and Attitude with Special Reference to Hindi Films" in August 2004
- Organized a National Seminar on "Building Brands in Indian Market" at Indian Institute of Management Kozhikode during December 13-14,2003
- Attended Notre Dame Research Workshop and Conference on Marketing Competitive Conduct and Antitrust Policy at Mendoza School of Business, South Bend, Notre Dame, May 2-4, 2002 and presented a paper titled "Market Misgivings and Indian Consumer- Scope for Competitive Conduct"
- Attended Seventh South Asian Management Forum, the International Convention of Association of Management Development Institutions in South Asia at Male, Maldives and presented a paper on "Entrepreneurial Success-Key Indicator Analysis in Indian Context" (15-17) April2002

- Attended India Brand Summit held at Mumbai during Nov (20-22), 2001 and chaired a technical session on Service Branding.
- Attended the opening seminar on "Meeting the challenges of a borderless economy: WTO and allied issues" organized by Strategic Management Forum in association with IIM Ahmedabad, Bangalore, Lucknow and Calcutta at IIM Lucknow and presented a paper titled "Dumping and Strategic Implications for Indian Marketers" during February 24-25, 2001.
- Attended National Conference organized by Indian Institute of Travel and Tourism Management, Govt of India in association with Dept. Of Tourism, Govt of Orissa and presented a paper "Socio-Political Barriers to Tourism Promotion in India" February, 2001
- Attended International Conference at Bhubaneswar on "Information Technology and E-Commerce" organized by OTIS and OSME in association with University of Texas, USA and presented a paper "Death of Dotcom" during Dec-20-22, 2000
- Attended International Conference on "Customer Relationship Management" held at MDI, Gurgaon during November 22-24, 2000
- Attended an International Workshop on World Class Marketing: Destination 2000, Organized by Center for Services Management, XLRI Jamshedpur in collaboration with NASMEI, USA and SLIM, Colombo, (1-3) October 1999.
- Attended an International Workshop on Management Consulting Skills Organized by Association of Management Development Institutions in South Asia (AMDISA) held at CIRT, PUNE (15-17) September 1999.
- Attended the International Convention of AMDISA in Thimpu, Bhutan and presented a paper on "Tribal Produce Marketing- An application of Multiplier Effect Model" (24-28) April 1998.
- Attended the International Convention of Association of Management Development institutions in Bangladesh (AMDIB) at Dhaka, Bangladesh and presented a paper on "Pasture Haunting for Indian Brands-South Asian Perspective". (16-20) May 1996.
- Attended International Convention of Association of Management Development Institutions in South Asia (AMDISA) in Colombo, Sri Lanka and presented a paper on "Transfer of Appropriate Technology through NGOs- Need for a Marketing Approach". (24-26) April 1996.

- Attended a three weeks Orientation Program for technical teachers financed by AICTE and organized by Academic Staff College, Utkal University (14, March-3rd April) 1996.
- Attended a Workshop on "Teaching Business Ethics in Management Schools" Organized by XLRI, Jamshedpur under the auspices of JRD TATA Foundation for Business Ethics (26-28), February 1996.
- Attended 7th Management Convention of Association of Indian Management Schools at Indian Institute of Management, Calcutta and presented a paper titled: Developmental Marketing, August 1995.
- Attended National Workshop on "Management By Indian Ethos: Human Value Perspective" Organized by Indian Institute of Management, Calcutta in collaboration with A.I.M.S, (19-24) June 1995
- Attended Faculty Development Program Organized by I.C.F.A.I at Hyderabad (22-26) May 1995.
- Attended 5th Management Convention of Association of Indian Management Schools at Thiruvananthapuram, Kerala and was a winner in the National Case Writing Competition (Case Title: Destination Marketing: Toshali Sands, Address of a New Village) 1993.
- Attended Orientation Program on Cooperatives Organized by Institute of Cooperative Management, N.C.U.I, Bhubaneswar. (7-11) June 1993.
- Attended Case Development Workshop Organized by I.G.N.O.U at New Delhi (27-29) April, 1993

Publications

Books

1. Panda Tapan K, Knowledge Management, Excel Books, 2008
2. Panda Tapan K and Naveen Donthu, Marketing in the New Global Order- Opportunities and Challenges, Excel Books, 2007
3. Panda Tapan K, Mishra Sitikantha, Tourism Marketing, ICFAI Universities Press, 2006
4. Panda Tapan K, Contemporary Marketing-Issues and Challenges, 2007
5. Panda Tapan K, Marketing Management-Indian context- Excel Books, 2007
6. Branding-Paradigms and Prognostications, ICFAI Universities Press, 2005

7. Panda Tapan K and Sahadev Sunil, Sales and Distribution Management, published by Oxford University Press, 2005
8. Panda Tapan K and Nargundkar Rajendra, "Marketing Strategies for Emerging Markets" published by Excel Books 2005
9. Panda Tapan K and Nargundkar Rajendra, "Managing Customer Relationships in Service Industries" published by Excel Books, 2005
10. Panda Tapan K, "Building Brands in Indian Market" published by Excel Books, 2004
11. Panda Tapan K, Mishra Sitikantha and Parida Bivraj "Tourism Management – The Socio- Economic and Ecological Perspective" published by Universities Press 2003
12. Panda Tapan K and Mishra Sitikantha, "Tourism Industry in India" published by Excel Books, New Delhi, 2003
13. Panda Tapan K, Dimensions of Development-A Managerial Approach published by Marg Darshan Foundation, 1997.

Research Papers/Papers Published

- *A Conceptual Model of Customer-Company Dynamics in the Convergence Era*, PES Business Review, Vol 1, Issue 2, 2006.
- *Consideration Set and Marketing Related Information Search in the Worldwide Web*, The ICFAI Journal of Consumer Behavior, Vol1, No1, 2006
- *To Extend or Not to Extend, Finding the Brand Fit*, Advertising Express, May 2006.
- *Anti-Dumping Retaliation- A Common Threat to International Trade*, Global Business Review, Vol 7, No 2, 2006.
- *Using Strategic Combat to Manage CRM*, Indian Management, Vol 45, Issue 8, 2006.
- *An Integrated Destination Planning for Marketing- A Case Study of Orissa*, Siddhant, Vol 6, No 2 &3, 2006
- *Ancient Philosophy: Commodity Branding*, Advertising Express, Vol.VI, Issue 4
- *Branding in a Crowded Market:3 D Framework for Commodity Branding*, The ICFAI Journal of Brand Management, Vol-3, No.1, 2006
- *The Myth of Indian Rural Market-Challenges and Illusions*, Marketing Mastermind, Vol VI, No 2, 2006
- *The New Landscape for Marketers*, Indian Management, 2006

- *Sex Oriented Advertising and Its Impact on Attitude of Teenagers: Application of Behavior Intention Model Across Product Categories*, Vision, The Journal of Business Perspective, Vol. 9, No 4, 2006
- *Studying Entrepreneurial Seriousness amid Small Business Of Orissa*, The ICFAI Journal of Entrepreneurship Development, Vol II, No 4, 2006
- *From Tacit to Explicit: Role of Business Intelligence and Employees Commitment in Bridging the Divide between Human Resource Management and Knowledge Management*, ICFAI Journal of Knowledge Management, Vol. III, No 4. 2006
- *Advertising a Brand's Personality through Symbolism and Imagery*, Marketing Mastermind, Vol. 5, Issue 2, 2006
- *Food Marketing to Children, The Prevalent Paranoia and Policy Rectifications*, Advertising Express, November 2005,
- *Being Current while Looking Historic: Strategies for Heritage Branding*, Advertising Express, Vol. VI, Issue 1, 2005-6
- *Customer Relationship Management in Retail Banking*, SCMS Journal of Management, Vol. 3, October 2005
- *Pricing Innovative Products Through Internet Research*, Marketing Mastermind, October, 2005, pp 2-28
- *Predicting Behavioral Intention for Purchase and Positioning of New Brand*, Journal Of Marketing and Communication, Vol 1, Issue 2.
- *Employee Commitment, The Bridge Between Human Resource Management and Knowledge Management*, HRM Review: October, 2005, pp 47-55
- *Making Advertising Work Through Cognitive Elaboration*, Indian Management, September, 2005
- *Sexual Liberalism or Harassment*, Advertising Express, August 2005
- *Consumer Response to Brand Placements in Films: Role of Brand Congruity and Modality of Presentation in Bringing Attitudinal Change among Consumers with special reference to Brand Placements in Hindi Films*, South Asian Journal of Management, Vol 11, Issue 4, October-December, 2004
- *Changing Paradigms, Competitive Strategies and Role of Integrated Marketing Communication in Building Brands in Indian Market"*, published in Management and Labor Studies, Vol. 29, No 3, August 2004.

- *Effectiveness of Product Placements in Indian Films and Its Effects on Brand Memory and Attitude with Special Reference to Hindi Films* published in ICFAI Journal of Marketing Management in August 2004.
- *Branding India: Strategic Challenges and Possible Approaches*, Advertising Express, July 2004
- *Leveraging Brands through Extensions and factors Influencing Consumer Acceptance of Extensions across Product Categories*, published in South Asian Journal of Management, October 2003, Vol 10, No-4 pp 7-12
- *Marketing Misgivings and Indian Consumer Scope for Competitive Conduct*. The ICFAI Journal of Management Research, July 2003, Vol2, No-4, pp5-14
- *Sustainable Change through Transfer of Technology and Tribal Produce Marketing- A Case Study of the Dongriya Kondh of Orissa*, published in Social Change, March 2003, Vol33, No-1
- *Entrepreneurial Success and Risk perception among Small Scale Entrepreneurs of eastern India* published in Journal of Entrepreneurship, Volume 11, No-2, 2002
- *Changing Consumer Attitude through SMS Advertising* published in Advertising Express, Volume III, Issue-I, January, 2002
- *Creating Customer Life time value through Effective CRM in financial services industry* published in Journal of Services Research, Volume 2, Number 2, October 2002-March 2003
- *An application of Multi Dimensional Scaling Model towards brand positioning of Mutual funds: A case study of Tax saving schemes* published in Finance India, Vol XVI, No-3, September, 2002.
- *Building Strong Brands for Competitive Advantage* published in Business Research, October, 2002
- *Strategic Advantage through Co-branding* published in Pratibimba, Vol-2, Issue-2, July- December 2002
- *The Vanishing Act* Published in ICFAI Portfolio Organizer, September 2002
- *Creating Customer Value Focused Organization through Employment Branding* published in Management and Labour Studies Volume-27, No-3, July, 2002

- *Service Quality Value alignment through Internal Customer Orientation in Financial Services- an Exploratory Study in Indian Banks* published in The ICFAI Journal of Applied Finance, vol 8, No-03, May, 2002
- *Brand Management: Hiring Mind Space* published in Management Today, Vol 3, No-1, April 2002
- *Socio Political Barrier to Tourism Marketing in South Asia* published in South Asian Journal of Management, Vol 9, Issue-1, January 2002
- *Entrepreneurial Success- Key Indicator Analysis in Indian Context*, published in the Conference Proceedings of 7th South Asian Management Forum 2002 on Breaking Dawn - Towards South Asian Economic Renaissance, April 15th-17th, 2002
- *Marketing@speed*, published in Siddhanta- A Journal of Decision Making 2(1) 2001
- *Use of Phonetics in Creating Hawking Brands* published in Business Research, Vol-2, No-2,
- *Customer Orientation in Designing New Mutual Fund Products* published in The ICFAI Journal of Applied Finance, Volume-7, Number-5, September 2001
- *An Alternative Method for Developing New Tourism Products* published in Siddhanta- A Journal of Decision Making1 (1) 2001.
- *Recent Trends in Marketing of Public Issues; an empirical Study of Investor's Perception* published in The ICFAI journal of Applied Finance, Volume - 7, Number-1, January, 2001
- *Job satisfaction of Dot Com Employees* published in Management and Labor Studies, Vol. 26, No-2, April 2001
- *Economic Liberalization and Rural Development* published in Globalization and Dimensions of Management in India, Edited by Prof Atmanand, Shipra Publications, 1997.
- *Rural Exodus and Innovative Alternatives for Rural Development* published in *Innovations in Asian Management*, edited by Dharani P.Sinha, Delta Publishing House, 1996.

Working Papers

- Completed Working Paper titled "*Marketing Misgivings and Scope for Competitive Conduct*", Working Paper Series WPL/IIML/2002/20.
- Completed Working Paper titled "*Teaching Business Ethics in Indian Business Schools- An Unparalleled Task!*", Working Paper Series WPL/IIML/2002/17.
- Completed Working Paper titled "*Tourism Marketing in India*", Working Paper Series WPL/IIML/2001/03.
- Completed Working Paper titled "*A Study in Indian small Car Industry*" Working Paper Series WPL/IIML/2001/13.
- Completed Working Paper titled "*Entrepreneurial Success – A Study on the Grass root Level Organizations in Eastern India*" IIML Working Paper 2002/06

International Conference Proceedings

- "*Market Misgivings and Indian Consumer- Scope for Competitive Conduct* published in International workshop and conference proceeding held on May 1-4, 2002 at Mendoza School of Business, University of Notre Dome, Indianapolis, USA
- *Online Branding: Leveraging Offline Brands, published in International Conference Proceedings*, Conference held on Nov 19-2, 2001 by Institute of Management and Information Technology, Cuttack
- *Strategic Issues in Global Branding* published in International Conference Proceeding, conference held on Dec 2001, 20-22 at MDI Gurgaon, 2001
- *Brand Extensions in Destination Marketing- A Case Study of Sustainable Tourism in Chillika Lake* in International Workshop on Restoration of Chillika Lagoon during January 18-20, 2002.

Newspaper Articles

- *The Ps and Qs of Global Branding*, Hindu Business Line, Catalyst, September 26,2002
- *Taking A brand Global*, Hindu Business Line , Catalyst, September 19,2002
- *Advertising and Branding*, The Economic Times, May 30, 2001
- *Wooing Rural Customers*, The Hindu Business Line, July 5th, 2001
- *Lalitaji and Empowerment*, The Hindu Business Line, September 27th, 2001

Web Articles

- *Kuchh Kar Dikhana Hai* , B-School Page of IndiaInfoline.com
- *Lolitaji Syndrome*, B-School Page of IndiaInfoline.com
- *Brand Personality as a Competitive Advantage*, "Prof's Prophecy" web column at IndiaInfoline.com
- *Bailing out cyber crime*, "Prof's Prophecy" web column at IndiaInfoline.com
- *Marketing@speed*, "Prof's Prophecy" web column at IndiaInfoline.com
- *Small Scale Industry on Cross Roads* "Prof's Prophecy" web column at IndiaInfoline.com

Research Work Completed

- Completed a research project titled "*Rural Participation and Self Help Group*" sponsored by Ministry of Personnel, Govt. of India and wrote few cases on micro-credit finance and rural self help group.
- Completed a seed money project and wrote a case on marketing of milk and milk produce titled "*The Trusted Milkman Around*" on OMFED.
- Published a case series on "*Indian Small Car Industry*", IIML-03/2001

Consulting Assignments Completed

- Consulting for UCO Bank on Media Planning and Brand Building at IIMIndore
- Consulting for MP Blind Association on Alternative Employment Generation Project in the country at IIMIndore.
- Consulting for Kochi Refinery Limited on Corporate Repositioning among Stakeholders at IIMKozhikode
- Consulting for Kerala Handloom for building brands in up markets of India at IIMKozhikode
- Consulted and visited by invitation from Deliver Bangladesh to Dhaka, Bangladesh for learning about the logistic management and information system development in family planning and health care sector at IIMLucknow.
- Completed an assignment for conducting need assessment study, development of training manual and training strategy for developing a family

planning logistics system in Uttar Pradesh with John Snow Inc. USA in association with USAID at IIMLucknow.

- Consulting for LG Electronics in designing sales promotion campaign and Idea Cellular (Escotel Mobile), a telephony company for customer satisfaction survey, call centers efficiency evaluation at IIMLucknow.
- Consulting for BSNL (Bharat Sanchar Nigam Limited), the public sector landline and mobile telephony giant in India for designing the dealer motivation program at IIMLucknow.

Courses Taught at Indian Institute of Management, Indore

- Completed teaching courses on Customer Relationship Management (PGP-II), Marketing Management-II (PGP-I two sections) in the academic session 2003-2004 at Indian Institute of Management Indore as a visiting faculty.
- Completed teaching courses on Customer Relationship Management (PGP-II), Marketing Management-II (PGP-I two sections) in the academic session 2004-2005 at Indian Institute of Management Indore as a visiting faculty.
- Completed teaching courses on Customer Relationship Management (PGP-II), Marketing Management-II (PGP-I two sections) in the academic session 2005-2006 at Indian Institute of Management Indore as a full time faculty.
- Completed teaching courses on Customer Relationship Management (PGP-II), Marketing Management-II (PGP-I two sections) in the academic session 2006-2007 at Indian Institute of Management Indore
- Completed teaching courses on Retail Management (PGP-II), Marketing Management-II (PGP-I two sections) in the academic session 2007-2008 at Indian Institute of Management Indore

Courses taught at IIM Kozhikode

- Completed teaching courses on Consumer Behavior (PGP-II, two sections) and Marketing Management (PGP-I, two sections), Customer Relationship Management (PGPII, one section) in the academic session 2004-2005
- Completed teaching courses on Consumer Behavior (PGP-II), Contemporary Issues in Marketing (PGPII) and Marketing Management (PGP-I, two sections) in the academic session 2003-2004

Courses Taught at Indian Institute of Management, Lucknow

- Taught a course on Marketing Management and Planning to two sections which covers marketing estimation, planning procedure, strategy and research (December 2000 to March 2001, Term III, 2000-2002 batch)
- Taught a course on Advertising and Sales Promotion to PGP-II students (July-September 2001), Term-IV, 2000-2002 batches
- Taught a course of Marketing Management -1 (October -December 2001).
- Taught two sections of PGP-2 on Brand Management for Batch 2002 from December 2001 to March 2002
- Taught two sections of Marketing Management-II for batch 2003 from December 2001 to March 2002
- Taught two sections of Advertising and Sales Promotion for Batch 2003 from July 2002 to September 2002
- Taught a course on Brand Management for three sections (September 2002-December 2003) for batch 2003.
- Taught a course on Customer Relationship Management (December 2002 – March 2003) for batch 2003

Courses taught at Xavier Institute of Management Studies, Bhubaneswar

- Taught two courses at Xavier Institute of Management Bhubaneswar on Product and Brand Management and Marketing Management in 2005-2006.

Courses taught at Regional College of Management, Bhubaneswar

- Taught courses on consumer Behavior and Marketing Research, advertising and Sales Promotion to MBA program, taught Consumer Behavior and Marketing Research, Advertising and Sales Promotion to MBA (Executive Program), taught Tourism and Hospitality Marketing to MTA students

Management Development Programs

- Completed a MDP on Customer Relationship Management at IIMIndore from August 10-13, 2008
- Completed a MDP on Sales Force Motivation at IIMIndore in June , 2008
- Completed a MDP on Customer Relationship Management at IIMIndore in September 2007

- Completed a MDP on Customer Relationship Management at IIMIndore from September 27-29, 2006
- Completed MDP on Selling Skills in October 2005 at IIMKozhikode
- Completed MDP on Selling Skills in September 2005 for Ramco Cements at Indore
- Taught in MDP on Project Management in September 2005 at IIMIndore.
- Completed MDP on Selling Skills in November 2004 at IIMKozhikode
- Completed MDP on Customer Relationship Management in September 2004 at IIMKozhikode
- Completed a MDP on Sales Force Management for L&T at Ooty, September 19-20, 2003
- Completed a MDP on Sales Force Motivation at Calicut , December 5-7,2003
- Completed a MDP on Sales and Marketing on IDL Platform during the September –December 2003
- Completed training programs for Geojit Securities Limited, Malabar Institute of Medical Science, Nuclear Power Corporation and All India Radio during the academic year 2003-2004.
- Completed a MDP on 'Dealer and Sales Force Motivation' for BSNL at ALTTTC, Ghaziabad April 22-24, 2003.
- Completed an Open MDP on "Corporate Communication for Image Building" from 19-22 and November 2002.
- Completed an Open MDP on "Sales Force Motivation for achieving Excellence from 25 September 2002 to 28th September 2002
- Conducted Open MDP on Customer Relationship management with Prof M.L. Agarwal at India Habitat Center, NewDelhi (2nd September to 5th September 2002)
- Trained four batches of executives of Gas Authority Of India Limited on various subjects like Customer Relationship management, Image Building, Corporate Communication for Image Building, Managing a diverse product portfolio, Customer Relationship Management
- Completed an Open Management Development Program "Sales Force Motivation for achieving excellence" from 25th Sept-27th Sept, 2001

- Handled sessions in the MDP on "Market Orientation "from 20 Aug to 23 Aug 2001. Program Director- Prof S. Chakravorthy
- Completed an open MDP on "Corporate Communication for Image Building" Nov 14-17, 2001
- Handled sessions on "Skill Building for Trainers" Sept 26-30, 2001, Program Director Dr Archana Shukla.
- Handled sessions on Internal Branding in MDP on "Strategic Human Resource Management", Program Director- Prof Anil/Abha Chaturvedi
- Handled sessions on market orientation and internal branding for NTPC senior executives, Program Director- Prof. Anjula Goortu and Shailendra Simgh Program Director of two weeks MDP on Creating Business Excellence for ONGC Executives from Jan 11 to 25th Jan 2002.
- Handled Sessions on Micro-Segmentation, Managing Brand Relations in an open MDP on Customer Relationship Management. Program Director- Dr Mohanlal Agarwal
- Handled sessions on financial services branding, brand positioning strategies for senior level managers of Punjab National Bank from 22nd July to 3rd August. Program director: Dr JK Das and Dr Rajendra Nargundkar

Faculty Development Programs

- Handled sessions on Pedagogy on Handling Group discussions on a faculty development program, Program Director: Prof AH Kalro
- Handled sessions on Case Teaching Methods, Case Writing and Handling Group discussions on the Faculty Induction Training Program, Program Director: Prof Saji Gopinath and Prof Sunil Sahadevn

Interviews in Magazines and Newspapers

- Interview on *Global Slowdown*, published on "Analyst" August 2001 issue.
- Interview on *present stock market crisis* published in Portfolio Organizer, August 2001 issue
- Debate on *Dismantling APM: Progress and Prospects* published in ANALYST January 2002 issue.

- Interview published in Times of India on "*IIM Panacea for ailing UP Health Sector*" on 16th November 2001

Guidance for Research

- Four students for the doctoral program and two students for postdoctoral program are currently pursuing their research.
- Dr Bivraj Bhusan Parida was awarded D.Litt in Business Administration in 'Customer Relationship Management in Financial Services Area- A Comparative Study of Indian Financial Services Sector' in 2008
- Dr Deepak Kumar Sahoo was awarded PhD in Business Administration in the topic " Human System Interface- Role of Customer Relationship Management in banking Industry" in 2009

International / National Assignments

- Editor of Indian Institute of Management Indore Journal of Management IMPACT
- Editorial Board of Journal of Emerging Markets published from University of Winnipeg Canada,
- Editorial Board Member of SCMS Journal of Management, Cochin
- Editorial Board Member to the IBAT Journal of Management, Bhubaneswar
- Editorial Board Member to the DCS Journal of Management , Kerala
- Reviewer to 'IIMB Review'- The Journal of IIMBangalore, Bangalore
- Reviewer to 'The Journal of Advertising's special issue on Advertising on New Media, USA.
- Selected to the Board of Studies to Sambalpur University, Orissa
- Selected to the Board of Studies to Goa University
- Referee to the journal 'Bank Parikrama' published by Bangladesh Institute of Bank Management, Bangladesh.
- Editorial Board Member to the journal 'DCM Journal of Management' published by DC School of Management, India
- Editorial Board Member to the journal 'IBAT Journal of Management' published by IBAT Bhubaneswar

Cases Released

- Serving Global Indian " A case study of ICICI Bank sponsored by Indian Institute of Bankers, Mumbai
- The Trusted Milkman Around, sponsored by Indian Institute Management Lucknow
- A Note on Indian Small Car Industry" IIML case Series No-13/2002
- "Marico Industries Limited" IIML case Series 05/2005

Course Material Development

- Prepared course material for Indira Gandhi National Open University New Delhi on Marketing Management, Advertising Management, Brand Management, Market Targeting, Product Support Services and a case study on Financial Services Marketing.

Current Research and Teaching Interest

- The current research interest is focused on three key areas that include brand extensions and brand building models in Indian context, use of relational paradigm in building brands through customer relationship management in financial services and advertising influence on children.
- The current teaching interests include courses in core marketing with a strategic approach, advertising and sales promotion, and brand management and consumer behavior. There is a plan to build up a course in the area of financial services marketing in future after substantial research and understanding in the area.

Research in Progress

- Research on Social Advertising Campaign Evaluation of "Goli Ke Humjoli Communication Campaign" in association with Commercial Market strategist Project, USAID, India. This study aims at tracking and monitoring mechanism for a social campaign. The complexity of the campaign is multifold. In a normal advertising campaign, the tracking is easier as can be measured either by sales or by top of the mind recall as the target audience is and sponsors are identified. This campaign is run by USAID's Commercial Market Strategist Project where O & M (the advertising agency) provides the creative input and is paid by USAID where as the various brand players in Indian market are benefited directly by the enhancement in the use of the pills by women for

family planning. Instead of a delivering approach, USAID is playing a competition approach where by the goal of family planning is achieved.

- The larger project that currently I am handling is to write a reference volume on the origin, growth and maturity of Indian Brands. Twenty-five brands are selected for the purpose out of which I am working in ten brands now. This project tries to look at various brand-building models in Indian context and tries to find out an indigenous model for Indian market.

Co-Curricular Activities

- Wrote a column Bajar Yudha (Marketing War) for two years in Dharitri, an Oriya daily-. The series is on marketing and strategic warfare aimed at common readers.
- Short Story: An anthology of English Short Stories titled "Naxalite and Other Stories" was published in 1998 with a foreword from Dr. Prativa Roy, the recipient of prestigious Moorthi Devi Award.
- Winner of Book Fair Award for the Short Story Chhata O Bhaatra Bhugol (The geography of roof and rice) for the year 1997.
- A prolific translator of Oriya Short Stories in to English published in various magazines.

Television Series

- Scripted an international documentary on Konark, the world heritage monument for Sony Televisions, Japan with TBS Vision, TOKYO, Scripted episodes of Business Orissa – a business magazine from Dharitri Televisions, Scripted and directed a telefilm "Orissa-as a Destination for HARAO, for presentation in tourism festival at Melbourne, Australia.

Hobbies

Include Writing and Reading, Listening music, Trekking, Photography.

I do hereby declare the above to be true to the best of my knowledge.

Date: Place: Chennai

(Dr Tapan K Panda)