

**Dr. Snigdha Madhusudan Das**  
**Associate Professor**  
**School of Commerce and Management**  
**Department of Management Studies**  
**Guru Ghasidas Vishwavidyalaya**  
 Phone: 9861077150, 7978656696  
 Email: smadhusudandas@gmail.com, dr.smdas@ggu.ac.in

**Qualifications:**

M.A.(Economics), M.B.A., Ph.D. (Management)

**Area of Interest/Specialization:**

Marketing Management, Consumer Behaviour, Services Marketing, Managerial Economics

**Experience:** 24 Years

**List of Publications:**

| Sl. No. | Title of Research Paper  | Journal   | ISSN No./Volume/Issue/Month & Year  |
|---------|--|---|---|
| 1       | An Empirical Study in India Examined How Patients' Attitude Affected their Satisfaction and their Likelihood of Switching to a Different Generic Medicine Provider | European Economic Letter  | ISSN:2323-5233, Volume13, Issue-3–023, <a href="http://eelet.org.uk">http://eelet.org.uk</a> , 2023                   |
| 2       | Familiarity With and Preference on the Use of Generic Medications by the Doctors of Odisha   | Korea Review of International Studies                                   | ISSN:1226-4741, Volume16, Issue46 –(May)2023  |
| 3       | Knowledge and Attitude Towards the use of Generic Drugs by the Doctors of Odisha   | YMER  | ISSN:0044-0477, Volume21, Issue 12(Dec)– 2022, <a href="http://ymerdigital.com">http://ymerdigital.com</a>            |
| 4       | An Assessment on the Impact of Entrepreneurship Learning and Emotional Intelligence on Entrepreneurial Intention of Post Graduate Students of Management           | Neuro Quantology  | November2022, Volume20, Issue13, Page 2616-2622, doi 10.14704/nq.2022.20.13.NQ88328                                   |
| 5       | Service Quality, Company Goodwill and Customer Perception are the Stimuli to Customer Satisfaction for Banks Catering Home Loans                                   | Journal of Information & optimization Sciences (Taylor & Francis Group) | ISSN0252-2667(Print), ISSN2169-0103(Online), Volume43(2022), No.7, PP. 1529 -1538, DOI: 10.1080/02522667.2022.2128512 |
| 6       | Changing Customers' Attitude towards Banking Services in Odisha: A Review and Implications   | Korea Review of International Studies                                   | ISSN-1226-4741, Volume-15, Issue-36, July2022   |
| 7       | Effect of Patients' Attitude on Their Satisfaction and Switching Intention in Generic Medicine Industry: An Empirical study In India                               | Asia-Pacific Journal of Health Management                               | 17(2):11821.Doi; 10.24083/apjhm.v17i2.1821, 01-07, 2022   |
| 8       | Banker's Services That Leads To Customer's Satisfaction In Availing Home Loan  | Korea Review of International Studies                                   | ISSN–1226–4741, Volume – 15, Issue–35, 97– 113, June2022  |

|    |  |   |  |
|----|--|---|--|
| 9  | Spontaneity in Banker's Attitude for Satisfying Customer's Perception Availing Home Loan                                 | Journal of Critical Reviews   | ISSN-2394-5125, Volume -07, Issue -09, 2938-2948, 2020   |
| 10 | Managing Customer Relationship through Emotional Intelligence-Some Perspectives during Post COVID-19                     | PDUAMT Business Review  | ISSN:2582-113X, Volume:II, 13-21, 2020   |
| 11 | Managing People During Recession-Some Challenges.  | Asian Journal of Management   | ISSN:0976-495X, Volume-3, Issue-4, 243-247, December 2012  |
| 12 | Villagers' Perception Towards MGNREGA: A Case Study  | Journal of Tourism and Hospitality (An International Research Journal on Tourism & Hospitality) | ISSN:2250-0626, Volume-1, No.1, 126-132, June 2012   |
| 13 | Human Dimensions of Organizational Restructuring- A Study  | Asian Journal of Management   | ISSN:0976-495X, Volume-2, Issue-4, 162-164, December 2011  |
| 14 | Green Marketing for Sustainable Business Growth  | Journal of Business Management & Social Science Research  | ISSN:2319-5614, Volume-1 No.1, 82-87, October 2012   |
| 15 | Serving the Insured Customer- An Insight into e-CRM (Customer Relationship Management) Practices in the Insurance Sector | Indian Management   | RNI Regd.No.7140/61, Volume-51, Issue-3, 110 - 116, March 2012                                     |
| 16 | ESOP-HR Strategy to Retain People in Indian Organizations  | Emerging Trends & Challenges in Management  | ISBN:978-93-82062-09-7, First impression, Excel India Publishers, New Delhi, 155 - 162, March 2012 |
| 17 | The Sense of Brand   | Srusti Management Review  | ISSN 0974-4274, Volume-4, Issue-3, 85-88, April 2011   |
| 18 | Rightsizing Manpower with a Human Face   | Amity Management Analyst  | ISSN 0975-1440, Volume IV, No.1, 58-65, June 2009  |

#### **Research Supervision:**

- Ph.D. Awarded : 02
- Ph. D. Registered: 03(Ph. D.)

#### **Administrative Responsibilities:**

- Member, Admission Committee/Coordinator, Discipline Committee/Member DRC of the Department
- OSD, Examination of the University

\*\*\*