

Sitanath Raiguru

C/O-Bijay Kumar Dash, At-Boxi Street, PO-Jeypore, District-Koraput, Pin-764001, Odisha

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10 years of combined experience in teaching and research in the area of marketing and general management. Highly motivated and accomplished faculty, dedicated to foster academic excellence and driving innovation in the field. Passionate about shaping the next generation of marketing professionals, I create an engaging and inclusive learning environment that encourages critical thinking, creativity and the application of marketing concepts to real-world scenarios.

PROFESSIONAL EXPERIENCE

Assistant Professor

Dept. of Business Management, Central University of Odisha, Koraput

21 January 2025–Till Date

- Teaching postgraduate students of Master of Business Administration (MBA) and MBA Logistics & Supply Chain Management (MBA L&SCM) in the area of Marketing and General Management
- Supervising students in conducting their dissertation and summer internship project work
- Assigned with courses such as Marketing Management and Services Marketing
- Syllabus development

Guest Faculty

Dept. of Business Management, Central University of Odisha, Koraput

17 July 2023–20 January 2025

25 July 2022–30 June 2023

18 October 2021–14 May 2023

- Teaching postgraduate students of Master MBA and MBA L&SCM in the area of Marketing and General Management
- Successfully supervised 17 MBA students in conducting their dissertation work and 15 MBA students during their Summer Internship and gave constructive feedback when they presented their findings. From the dissertation, selected works has been published in the form of edited book chapter
- Assigned with courses such as Marketing Management, Consumer Behaviour, Services Marketing, International Business, Business Policy and Strategic Management, Managerial Economics, Business and Economic Environment, Business Communication and Managerial Skills Development, Business Law, Production and Operations Management, and Communication Lab
- Conducted classes using Information and Communication Technology (ICT) and modern pedagogy such as collaborative learning, flipped classroom, live projects, case study discussion, lecture based method, and management games. Conducted seminars on a regular basis to provide a greater exposure to students on diverse issues relating to management, socio-economics, geo-politics and other current events
- Entrusted with the additional responsibility as the Placement Coordinator in the Dept. of Business Management for the academic session 2022-23 and 2023-24. During the period, successfully developed and circulated the first and the second Placement Brochure of the department with the cooperation of other faculty and student members of the placement cell. By considering the vital role of Alumni in the placement related activities, a complete database of alumni was prepared and a group was created for a seamless communication.
- In 2023-24, a pre-placement training session was conducted in the campus by Odisha Rural Development and Marketing Society (ORMAS).

Guest Faculty
Dept. of Business Administration, Berhampur University, Odisha
25 July 2022–30 June 2023

- Worked as a part-time faculty (per-class basis) and taught Post Graduate students of Master of Business Administration (MBA) in the area of General Management such as Indian Ethos and Values and Management Training and Development Programme

Guest Faculty
Dept. of Humanities and Social Science, Parala Maharaja Engineering College, Berhampur, Odisha
05 September 2020–04 January 2021
23 July 2018–31 December 2018
20 December 2017–30 April 2018
25 July 2017–11 December 2017

- Worked as a part-time faculty (per-class basis) in the Dept. of H&SS and taught B.Tech. students in the area of Management such as Marketing Management, Organisational Behaviour, Engineering Economics, Professional Ethics, Communication Lab, Human Resource Management, and Entrepreneurship Development

Assistant Professor
School of Business, ASBM University, Bhubaneswar, Odisha
05 July 2019–29 February 2020

- Worked as a full-time faculty in the area of Marketing and taught Post Graduate and Graduate courses to the students of Business Administration such as Marketing Management, Consumer Behaviour, Retail management, B 2 B Marketing, Services Marketing, and Behavioural Finance.
- Assigned with the responsibility of Assistant Editor, ASBM Journal of Management (ISSN0974-8512) a peer reviewed research journal of ASBM University, Bhubaneswar, listed in EBSCO Host & ProQuest.
- Also, discharged my duties as a Member, Board of Studies, School of Business, ASBM University for the academic year 2019-20. Assigned with the duty to develop course curricula for MBA Fashion Management and Ph.D.in Business Administration. Actively participated in all the meetings during my tenure and suggested necessary course of action required to facilitate quality education to the students.
- Acted as Coordinator, 9th National MarkLogistics Symposium 2019, Co-coordinator for International Management Conference 2020, and Faculty Co-mentor, IGNITE: The ASBM Mgmt. Festival
- Also, the Co-coordinator, Internal Quality Assurance Cell (IQAC), ASBM University, Bhubaneswar, where I was entrusted with the duty to suggest and work upon the areas of importance to get accreditation by NAAC and ACBSP.

Lecturer
Academy of Business and Computer Studies, Bhawanipatna, Odisha
01 September 2009–31 May 2010

- Worked as a full-time faculty in the area of Marketing and taught Post Graduate and Graduate courses to the students of Business Administration such as Marketing Management, Consumer Behaviour, and Managerial Economics.

EDUCATION

Berhampur University, Berhampur, Odisha

December 2017

Ph.D. Business Administration

- Thesis title: “Measuring the impact of emotion, perception and attitude (EPA) towards buying insurance products in Odisha: An empirical investigation”
- Supervisor: Dr Nihar Ranjan Misra, Associate Professor, Berhampur University
- Passed the PRE-Ph.D. Course Work Examination in July 2012 as per UGC (minimum standards and procedures for awards of M.Phil./Ph.D. degree) Regulation 2009

Berhampur University, Berhampur, Odisha

June 2009

Master of Business Administration

- Percentage of Marks: 71.12, Specialisation: Marketing (Major), Finance (Minor)

Sambalpur University, Sambalpur, Odisha

April 2006

Bachelor of Commerce

- Percentage of Marks: 63.83, Accountancy Hons. with Distinction

AWARDS

- Qualified UGC NET (Lectureship and JRF) in Management held in June 2012 by securing 73.14 percent marks in aggregate.

KEYSKILLS

- Public Speaking | Interpersonal Communication | Team Leadership
- Teaching through modern pedagogy | Student Mentoring | Curriculum Development
- **Software Knowledge:** IBMSPSS20, IBMAMOS21, SmartPLS, Process Macro, MS- Office 2016, VOSviewer

PUBLICATIONS

- Raiguru, S. (Ed.). (2023). *Compendium of Management Research and Cases*. World Leadership Academy. ISBN-978-93-94318-16-8
- Raiguru, S., & Dash, P. (2023). Retail investor's personality and portfolio allocation decision: Future research issues. in P. Behera, S. C. Pattnaik, & S. Raiguru (Eds.), *Compendium of Management Research and Cases*. World Leadership Academy. (ISBN- 978-93-94318-16-8)
- Raiguru, S., Jena, P., & Dash, P.(2023). Demystifying Indian Cinema from a Customer Perspective: A Case Study of Recent Bollywood Movies. In P. Behera, S.C. Pattnaik, & S. Raiguru (Eds.), *Compendium of Management Research and Cases*. World Leadership Academy. (ISBN-978-93-94318-16-8)
- Jena, P., Kumar, M. L., & Raiguru, S. (2023). Smartphones purchase decision making: A multi-criteria Decision Making (MCDM) problem using AHP. In P. Behera, S. C. Pattnaik, & S. Raiguru (Eds.), *Compendium of Management Research and Cases*. World Leadership Academy. (ISBN-978-93-94318-16-8)
- Raiguru, S., & Misra, N. R. (2017). An exploratory research on buying behavior model in insurance

sector. *Indian Journal of Applied Research*, 7(2), 663-665. (ISSN: 2249- 555X)

- Raiguru, S., & Misra, N. R. (2016, March). Insuring rural India-A step towards sustainable development. *Asian Journal of Human Development and Livelihood*, 5(01), 19-27. (ISSN: 2250-3161)
- Misra, N. R., & Raiguru, S. (2015). Changing Landscape of Insurance Services Marketing in India. *Research Journal of Berhampur University*, Volume II, 234-245. (ISSN 2250-1681)
- Misra, N. R., & Raiguru, S.* (2015). Plagiarism – A clarion call for academia. In M. Patra & S.K. Jena (Eds.), *Combating plagiarism–A new role for librarian*. NewDelhi, India: S.K. Book Agency. (ISBN 978-93-8315-856-0)

CONFERENCES/SEMINARS

- Presented a paper titled “Risk Perception, Risk Attitude, Locus of Control, and Risky Investment Intentions: A Conceptual Model Building Approach”, in the National Seminar, organized by Department of Business Management, Central University of Odisha, Koraput on 27 March 2024.
- Presented a paper on the title “Cross Cultural Dynamics and Marketing Mix Strategies for Small and Medium Enterprises: An Exploratory Study in BRICS Nations”, in the UGC Sponsored International Seminar–2016, organized by PG Department of Business Administration, Berhampur University on 24-25th November, 2016.
- Presented paper titled as “Impact of insurance on rural livelihood – A steep towards sustainable development”, in the UGC Sponsored International Seminar – 2015, organized by PG Department of Business Administration, Berhampur University on 6- 7th April, 2015.

FDPs/WORKSHOPS

- Participated in the “Short Term Course on Research Methodology (STCRM-2017)” from 17 October 2017 to 23 October 2017 held at Parala Maharaja Engineering College, Berhampur
- Participated in the Workshop on “Igniting Youth Innovation” on 23rd February, organised by Innovation-cum-Incubation Centre, Berhampur University
- Participated in the Faculty Development Program “Microsoft Sakhyam – IT Champion Training Program” from 25 – 30 September 2015, organised by Berhampur University
- Participated in the Faculty Development Program on “Multivariate and Advanced Data Analysis in Marketing”, held at ABV-Indian Institute of Information Technology and Management, Gwalior, from 27 September – 3 October 2013
- Participated in the 2nd Faculty Development Program on “Multivariate Data Analysis for Management Research”, held at ABV-Indian Institute of Information Technology & Management, Gwalior, from 14 – 20 June 2013
- Participated in the National Workshop on “Entrepreneurship Development”, organized by Noble Institute of Science and Technology and Institute of Business Management, Visakhapatnam, from 3 – 6 April 2013
- Participated in the National workshop on “research methodology” on 29 & 30 October 2011 organized by Dept. of Business Administration, Berhampur University
- Participated in the Workshop on “Research Methodology” held on April 2-3, 2011 organized by KIIT School of Management, Bhubaneswar.

INVITED LECTURES

- Delivered a talk as Resource Person on “IP Components and its importance for economic growth. How to protect IP components” organised by MSME Dept. Government of Odisha in Block Office Meeting Hall, Laxmipur, Koraput on 06 December 2023
- Delivered a talk as Resource Person on “IP Components and its importance for economic growth. How to protect IP components” organised by MSME Dept. Government of Odisha in Block Office Meeting Hall, Laxmipur, Koraput on 15 November 2023
- “Basics of Entrepreneurship, Time Management and Quality Packaging” Digapahandi and Patrapur GP, Ganjam, Odisha, Under Pradhan Mantri Kaushal Vikas Yojana (PMKVY).

LANGUAGE PROFICIENCY

- Odia, English, Hindi

REFERENCES

Dr. Subash Chandra Pattnaik

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Dept. of Business Management

Central University of Odisha, Koraput

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Dr. Manoj Kumar Dash

Associate Professor

Dept. of Business Administration,

ABV-IIITM, Gwalior

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