

CURRICULUM VITAE

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DR. MRINALINI PANDEY

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PRESENT STATUS:

Presently is involved in pursuit of forwarding her academic aim to impart managerial Excellence to the students of IIT(ISM) Dhanbad as an Associate Professor in the Department of Management Studies.

WORK EXPERIENCE:

She has about 17 years of academic experience in teaching various courses on Management both at PG and UG levels. as Associate Professor in Department of Management Studies, IIT(ISM), Dhanbad. She is actively involved in taking MDP and EDP classes and have delivered invited lectures at many public sector organizations. In pursuance of her academic aim she has reviewed many books of HR and marketing and supervised various research projects relating to the field. A member of leading professional bodies of management, she has contributed papers in management journals and presented papers in international and national conferences in India and abroad. She has won many awards which include Two best paper Awards for her research work, best case study award. She is the recipient of Aprajita Award. She has chaired sessions and given invited talks and key note addresses at International and National Conferences. She is also on the editorial and review board of a number of International and National Journals of repute. In the pursuance of her academic aim she is involved in supervising PhD scholars and Research projects related with the field of Marketing & HR.

Books/Chapter in Books/Papers Written:

1. **"Disaster Management" Wiley India Pvt Ltd.,2014, ISBN 978-81-265-4924-5**
2. **Celebrity Endorsements: The Name Game, Himalaya Publications Pvt. Limited, ISBN No. : 978-93-5051-902-8**
3. **“Wake Up Dear Consumer: A Study Of Awareness And Responsiveness of Indian Consumers Towards Their Rights, Lap-Lambert Academic Publishing, Germany, ISBN: 978-3-8484-8303-7**
4. **“Strategic Human Resources Development” Vrinda Publications Pvt Limited, New Delhi, ISBN 978-81-8281-280-2**

Awards and Recognitions

- Honored by Prabhat Khabar by conferring the “Aparajita Award” for her contribution towards women empowerment in Jharkhand. The award function was held on 17th April, 2016 at Community Hall, Koyla Bhavan, Dhanbad.
- Won the Best Research Paper award paper titled "Emotional Contents In Television Advertisements Of Automobile Sector And Its Effect On Indian Consumers And Brand Sustainability" At 3rd International Conference on Sustainability and Management Strategy (ICSMS-2014) organized by IMT Nagpur in association with California State University San Bernardino, USA & National Environmental Engineering Research Institute [NEERI], Nagpur on 21st and 22nd March, 2014 (Co authored with Sri Sanjay Jerath)
- Won The Best Case Award for her case titled "Dilemma: To be or not to be" in Vishleshana, 2013 the case study contest held by P E S Institute of Technology, Bangalore.
- Awarded the prestigious Bharat Jyoti Award and a certificate of Excellence for Meritorious Services, Outstanding performance and Remarkable Role at a Seminar on Economic Growth and National Integration organized by India International Friendship Society in May 2012.
- Awarded the Prof. Sourya Pattnaik Memorial Best Paper Award for her paper on “Celebrity Endorsements: An Effective Communications Tool for Emerging Marketing Scenario” at the International Conference on “Marketing in Emerging Markets: Icon-M’09”, held at Rourkela Institute of Management Studies, Rourkela from 6-8 September, 2009.

PROFESSIONAL QUALIFICATION:

- **Ph. D in Management**
- **Master of Business Administration** from Indian School of Mines, Dhanbad.
(Areas of Specialization: Marketing Management & Human Resource Management)
- **Masters in English**
- Certificate Course in Consumer Protection

RESEARCH PROJECTS:

- PI for a Major Research Project titled “Study of Living and Working conditions of Artists of Tribal paintings of Jharkhand” sponsored from Department of Handicrafts from Ministry of Textiles, GOI (Status: Completed)

- Co PI for a major Research project titled “Corporate Entrepreneurship in India: An Exploratory Study” (Financed by UGC Status: Completed).
- A Minor Research Project on “An Empirical-Theoretical Approach to Using Celebrities as a Surrogate Advertising Tool” Completed in May, 2010 (Funded by ISM)
- A Study on the Voluntary Retirement Scheme of Bharat Coking Coal Ltd.
- A Study of Management Information Systems of Dabur India Limited.

CONSULTANCY PROJECTS

- Coordinator for Competition on awareness on legal rights of women held on 15th November, 2019. The event was sponsored by National Commission for Women, Ministry of Women and Child Development, Govt of India.
- Coordinator and Consultant In charge of Dealer Development Program for Indian Oil Corporation Dealers’ held at EDC, ISM on 25th and 25th July, 2015.
- Co co ordinated for Three-Day Training Program on “Managerial Effectiveness through Self Awareness” for the Executives of Power Grid Corporation Limited, held at Indian School of Mines, Dhanbad from 18st -20th January, 2010
- Coordinated a One-Day Workshop for teachers on “Pupil-Centric Teaching” held at Deptt. Of MS, ISMU in June, 2007

LIFE MEMBERS OF PROFESSIONAL BODIES

- Indian Association of Women’s Studies
- Academy of Indian Social Sciences
- National HRD Network
- Indian Science Congress