

CURRICULUM VITAE

**Department of Management Studies
Indian School of Mines
Dhanbad**

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 as an Assistant Professor in the Department of Management Studies at Indian School of Mines, Dhanbad.

CURRENTLY TEACHING:

HRD, IHRM, Advertising and promotions management, Sales and Distribution Management
HRM, BSS, Information Technology, Business Communications, Principles of Management,
Industrial Engineering and Management.

Guest Lectures:

- Worked as an Expert consultant for the subject: “Financial Management and Marketing Strategy” from February’08 to April 08 in the Deptt. Of Information Technology, BIT, Sindri as a part of MOU signed between BIT and ISM.

PROFESSIONAL QUALIFICATION:

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

WORK EXPERIENCE:

Having eight years of academic experience from various prestigious institutions and is presently working as a faculty in Indian School of Mines, Dhanbad since last four years. Has also taken SDP and MDP classes at BCCL, UCIL, CIMFR, Power Grid Corporation Limited, Institute of Mines and Metal workers Education etc.

Books/Papers Written:

1. **“Strategic Human Resources Development” Vrinda Publications Pvt Limited, New Delhi, ISBN 978-81-8281-280-2**
2. Has around 30 papers to her credit which has been presented in different national and international conferences, published in journals and seminar proceedings of national and international repute.
3. A paper titled “Promoting a Product’s Emotional Benefits by Use of Colours: A Perspective” at the 8th International Marketing Trends Congress from 15th to 17th January, 2009 in Paris, France.
4. A paper titled “The Effect of Globalization on the Advertising Scenario in India: The Rise of Celebrities as New Demi Gods” was presented at International Convention for Asia Scholars 6, from 6-9th August, 2009 in Daejeon, Korea

Awards

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.

Member of Review/Editorial Board

1. Member reviewers’ board of Scientific Journals International.
2. The 3rd International Online Conference on Business and Management (IOCBM 2009).
3. Reviewer Board Journal of Global Business Administration
4. Member International Review Board Interdisciplinary Journal For Information And Knowledge Management
5. Reviewer of “The 2009 International Non Profit and Social Marketing” Conference held on 14 and 15 th July 2009 in Melbourne, Australia

MDP/Workshops Conducted and Attended:

1. Resource person for the topic “Effective presentation skills for R&D Personnel” in the MDP course on “Presentation skills for R&D Personnel” conducted For R&D Personnel of CIMFR, held at Indian School of Mines, Dhanbad from 22nd -23rd March, 2010.
2. Chaired a session and gave an invited talk on the topic “Organization Behaviour In Modern Business” at the U.G.C. sponsored National Seminar on “Human Resource Management – Leading the Changes” held at the Department of Business Administration, Banwarilal Bhalotia College, Asansol (affiliated to University of Burdman) from 19th and 20th February, 2010.

3. Coordinated a 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.
4. Resource person for the topic” Motivation, Personality and Effectiveness” and Negotiation Skills” in the MDP conducted For Executives of Power Grid Corporation Limited, held at Indian School of Mines, Dhanbad from 18st -20th January, 2010.
5. Resource Person in the MDP conducted For Executives of Power Grid Corporation Limited, held at Indian School of Mines, Dhanbad from 21st -23rd December, 2009.
6. Attended a five-day training program on “Training Needs Analysis and Impact Evaluation” from 23rd -27th March, 2009 conducted by ESCI, Hyderabad.
7. Attended a 5-day training program “Public Policy and Leadership” from March 10th -14th, 2008 conducted by IC Centre for Governance in association with Centre for Public Policy, New Delhi.
8. Co-Chaired a Technical Paper Presentation Session at National Conference at BIT, Sindri on September 15th, 07.
9. Attended a Workshop on “Relevant Communicative Teaching” organized by Deptt. Of Humanities and Social Sciences, ISMU, Dhanbad on 6TH May, 2007.
10. Resource Person in the MDP conducted by the Department for Scientists of Department of Atomic Energy, GOI at UCIL, Jadugoda, Jharkhand during February 13-16,2007.
11. Coordinated a One-Day Workshop for teachers on “Pupil-Centric Teaching” held at Deptt. Of MS, ISMU in June, 2007

Projects Undertaken:

- A Study of Management Information Systems of Dabur India Limited.
- A Study on the Voluntary Retirement Scheme of *Bharat Coking Coal Ltd.*
- A Study on the Turnaround Strategy of *ATN Agro Products Ltd.*
- Perceptions and Reality: An Empirical Investigation of Consumer responsiveness of their Rights.
- A Minor Research Project on “An Empirical-Theoretical Approach to Using Celebrities as a Surrogate Advertising Tool” financed by ISM.

Members of Professional Bodies

1. Aims International
2. Academy of Indian Social Sciences
3. National HRD Network
4. Indian Science Congress.