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Dr. Sudipta Kumar Jana has completed his Ph.D. from Siksha‘O’Anusandhan University, Bhubaneswar. He has more than 10 years of teaching experience and has served in Srusti Academy of Management, SOA University, Bhubaneswar, and he specializes in Marketing and Research Methodology. He has presented research papers in many International Seminars like IIM Indore, IIM Lucknow. He has also published Research articles in many International (Socpus Indexed) and National Journals. He has also received the best paper award from Christ University Bengaluru. He has been invited as a Resource Person in many Eminent Academic Institutions of the Country. He has successfully taken Training Programs for L&T(FLS), Oil India etc.