



LAXMINARAYAN COLLEGE JHARSUGUDA

FACULTY PROFILE

Name	Dr. Yadav Devi Prasad Behera	
Designation	Lecturer	
Department	P.G. Department of Commerce	
Address	Laxminarayan (Degree) College, Jharsuguda	
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EDUCATION

Exam. Passed	Board/University	Year of Passing
10 th	ICSE	2004
+2 Science	C.H.S.E	2006
B.Com. (Accountancy Hons.)	Utkal University	2009
M.Com. in Finance specialization	Utkal University	2011
M.Phil. (Commerce)	Sambalpur university	2014
Ph.D. (Management)	Sambalpur University	2022
UGC NET (Management)	CBSE NET	2018
UGC NET (Commerce)	NTA NET	2019

PUBLICATIONS

Article Publication

1. Behera, Y.D.P., Sahoo, T.R. & Sahoo, L. (2023). Behavioral Intention as Mediating Driver Towards Acceptability of UPI and E-wallet for Formalization of Economy. *Orissa Journal of Commerce*. 44(3). 128-140. 0974-8482. (UGC CARE) <https://doi.org/10.54063/ojc.2023.v44i03.10>
2. Behera, Y. D. P., Sharma S., and Rao, S. (2022). Marketability of Electric Bikes: A Study in South East Odisha. *ASBM Journal of Management*. 15 (2). 99-114. 0974-8512. (EBSCO)
3. Behera, Y. D. P., Nanda S. S., Sharma S., and Sahoo, T. R. (2022). Examining Risk Absorption Capacity as a Mediating Factor in the Relationship between Cognition and Neuroplasticity in Investors in Investment Decision Making. *International Journal of Financial Studies* 10(21). 1-16. 2227-7072. <https://doi.org/10.3390/ijfs10010021> (Web of Science-ABDC-B).
4. Behera, Y.D.P. and Sharma, S. (2021). Determinant for the Development of Tourism Industry in the Post Pandemic Period: A study of Southern Odisha. *Odisha Journal of Commerce and Management*. 7 (1). 28-38. 0976-8599. ((Peer Reviewed))

5. Behera, Y.D.P., Nanda, S.S., Sahoo, S.K., Sahoo, T.R. (2021). The Compounding Effect of Investors' Cognition and Risk Absorption Potential on Enhancing the Level of Interest towards Investment in the Domestic Capital Market. *Journal of Risk and Financial Management*. 14 (95). 1-19. 1911-8074. <https://doi.org/10.3390/jrfm14030095> (Web of Science-ABDC-B).
6. Behera, Y.D.P. and Sharma, S. (2021). Marketability of Luxury Fashion Brand In Tier – II Cities – A Study in South Odisha Region. *Integrated Research Journal of Management, Science and Innovation*. 8(2) 11-24. 2582-5445. (Peer Reviewed) <https://doi.org/10.32804/IRJMSI>
7. Sharma, S. and Behera, Y.D.P. (2021). Brand Loyalty & Customer Satisfaction Regarding Online Marketing: A Study on Flipkart. *Bhartiya Bhasha, Shiksha, Sahitya evam Shodh*. 12 (7). 11-24. 2321 – 9726. (Peer Reviewed) <https://doi.org/10.32804/BBSSES>
8. Behera, Y.D.P., Sahoo, S.K., Sahoo, T.R. (2020). Risk-absorption: A Study on the power enhancer of cognition to reach a degree of interest in Investment. *International Journal of Advanced Science and Technology*. 29(6). 61-76. ISSN-2005-4238 (SCOPUS)
9. Behera, Y.D.P., Nanda, S.S., Sahoo, S.K., Sahoo, T.R. (2020). Perceptual Biasness: A Key Driver for Diverse Behavior in Stock Market Investment. *Test Engineering and Management*. 83(6), 13888-13899. ISSN-0193-4120. (SCOPUS)
10. Behera, Y.D.P., Mishra, S., Sharma, S.(2020). The Need of Digitalisation of banking in Covid Scenario :A Study on Users' Satisfaction of the Payment Bank and Mobile Wallets in Rural South Odisha. *Sambodhi Journal*. 43(2). 262-270. ISSN-2249-6661. (UGC CARE)
11. Behera, Y.D.P., Sahoo, S.K. & Sahoo, T.R. (2020). Consumers' Differential Perception towards Financial Products: The Key Driver to Purchase Decision By Social Media. *Abhigyan*. 38(2). 11-23. ISSN-0970-2385. (GALE – Cengage Learning)
12. Behera, Y.D.P., Sharma, S., Turuk, S.S., Mishra, S. (2020). The Compounding Effect of Self-Efficacy and Work-Related Challenges on the Turnover Intention: A study on Private Banker of South Odisha. *Sambodhi Journal*. 43(2). 117-125. ISSN-2249-6661. (UGC CARE)
13. Sahoo, S. K., Behera, Y.D.P., & Sahoo, T. R.(2019). A Study on the Efficiency of Vegetable Marketing: A Integrated Approach with Consumers' and Farmer-cum- Sellers' Perspective. *Journal of Global Information and Business Strategies*. 11(1). 77-88. ISSN-0976-4925. (Peer Reviewed)
14. Sahoo, S. K., Sahoo, T. R. and Behera, Y.D.P. (2019). A Strategic Move for Vegetable Marketing and the role of Farmers-cum Marketers. *Vidyasagar University Journal of Commerce*. 24(1). 76-91. 0973-5917. (Peer Reviewed)
15. Behera, Y.D.P., Sahoo, S.K. & Satpathy, B. (2017). The Investment Confirmation: A Consequences of Investors' Attitudes Towards Risk. *International Journal of Business Economics and Management Research*. 8 (7). 23-34. ISSN-2229-4848 (UGC Approved)
16. Sahoo, S. K., Behera, Y.D.P., & Sahoo, T. R. (2017). Secured Life Style behind the Investment Decision is the True Mirror of The Indian Financial Market: An Empirical Justification. *International Journal of Science, Engineering and Management (IJSEM)*, 2(12), 64–67. ISSN-2456 - 1304. (Peer Reviewed)
17. Sahoo, S.K., Behera, Y.D.P. & Sahoo, T.R. (2018). The Analytical Gaps In The Healthcare Services In India For The Strategic Decision Makers: A Butterfly Approach. *International Journal of Business and Management Invention (IJBMI)*. 7 (3). 42-49. ISSN-2319-801X. (UGC Approved)
18. Pati, M., Sahoo, S.K.& Behera, Y.D.P. (2018). Predictability of Job-quit intention by the Work Environment: A study in the Banking Industry. *Journal of Management Research and Analysis*. 5 (2). 284-290. ISSN-2394-2770 (UGC Approved)
19. Sahoo, S. K., Behera, Y.D.P., & Sahoo, T. R. (2018). Whether rural India is Ready for the Implemented Macroeconomic Changes: An Analytical Study in the Decision Makers' Perspectives. *Splint International Journal of Professionals*, V(4), 59-64. ISSN-2349-6045. (Peer Reviewed)

1. Sahoo, S. K., Behera, Y.D.P., & Sahoo, T. R. (2018). Consumers' Differential Perception towards Financial Products: The Key-Driver of Purchase Decision by Social Media. *PANIITIMC-18*. ISBN : 978-93-5311-935-5.
2. Behera, Y.D.P., Sahoo, S.K. & Pati, M. (2018). Investors' Risk Absorption: A strategic tool for investors' propensity to invest. *CPM Regional Management Conference 2018, CRMC 2018 Research Paper Publication*. ISBN 978-955-3729-03-3
3. Behera, Y. D. P., Sharma S., & Rao, S. (2022). Pygmalion Effect or Rosenthal Effect on Investment Decision of Indian Millennial. *New Edge Innovation in Commerce and Management*. ISBN 978-939-5651-202.
4. Rao, S, K., Pradhan S.K. & Behera, Y.D.P. (2023). Marketing Efficiency of Financial Products (SIP & Mutual Funds): A Synergetic Effect of Promotion, Corporate Reputation and Employees' Performance. *Compendium of Management Research and Cases*. ISBN- 978-93-94318-16-8.

Book for Distance Learning

1. Behera, Y.D.P., (2022). Indian Financial System. *Odisha State Open University*.
<http://egyanagar.osou.ac.in/slm-BBA-14-Block-01.html>

ACHIEVEMENTS

- Cleared UGC National Eligibility Test for Assistant Professor (NET) conducted by CBSE in the month of July 2018 with subject "**Management**".
- Cleared UGC National Eligibility Test for Assistant Professor (NET) conducted by CBSE in the month of December, 2019 with subject "**Commerce**".
- **Completed NPTEL Online Certification Program on Behavioural and Personal Finance in SWAYAM platform.**
- **Topper of M.Phil. in Commerce** of 2013 batch of G.M. University, Sambalpur.

WORK EXPERIENCE

- Currently working as Lecturer in Commerce in Laxminarayan College, Jharsuguda. Under SSB, Government of Odisha since 24th May, 2022.
- Worked as Guest Faculty in Department of Business Management, Central University of Odisha, Koraput, Odisha from 29th January, 2020 to 15th May, 2022.
- Worked as an Officer Trainee in Stock Holding Corporation Of India Ltd from 4th Oct 2010 to 16th Nov 2011.
- Worked as a Lecturer in the Dept. of Commerce at Dhenkanal Autonomous college from July 2012 to April 2014.
- Worked as Executive Project at Daxen Agritech India Private Limited (Indian subsidiary of DXN Sdn Bhd, Malaysia) From January 28, 2015 to February 2, 2017.
- Worked as Research Associate in ICSSR funded project named "Sustainable Livelihood Development of Sambalpuri Handloom Weavers: A study of Western Odisha."

EXTRA-CURRICULAR WORK EXPERIENCE

- Working as Associate Account Bursar of Laxminarayan College.
- Worked as Nodal Officer of the District of Jharsuguda for the supervision of conduct of NUA-O activities in various colleges of Jharsuguda
- Worked as Nodal Officer of the District of Jharsuguda for the supervision of disbursement of NUA-O scholarship in various colleges of Jharsuguda.
- Working as a core committee member of the IQAC, L.N. College. Jharsuguda.
- Admission team member of +2 section and +3 section of L.N. College. Jharsuguda
- Team member of internal control and internal audit team L.N. College. Jharsuguda.
- Examination In-charge of the +3 4th Semester University Exam of L.N. College. Jharsuguda.

CONFERENCES/SEMINARS

- Title of the Paper Presented: Effect of Social Media through Social Media Influencers, Social Media Blogs and Social Media Podcast on the Popularity of Social Movement Among Gen Y and Gen Z in a Democracy
Title of conference / seminar: Digi-Tech, Media and Democracy
Date From: 21-11-2023 ; Date To: 23-11-2023
Organized By: Institute of Media Studies & Utkal University. Level of Organization: State University
- Title of the Paper Presented: Behavioural Intentions as Mediating Driver Towards Acceptability of UPI and E-Wallet for Formalisation of Economy
Title of conference / seminar: 42nd OCA Conference and National Seminar
Date From: 10-12-2022 ; Date To: 11-12-2022
Organized By: Odisha State Open University. Level of Organization: State University
- Title of the Paper Presented: Analyzing the role of preferential factors on the selection of channel member with mediating effect of Affinity: A study on tribal vegetable farmers
Title of conference / seminar: National conference on “decision making in a disruptive era”
Date From: 02-12-2022 Date To: 03-12-2022
Organized By: Sambalpur University ; Level of Organization: State University.
- Title of the Paper Presented: Pygmalion Effect or Rosenthal Effect on Investment Decision of Indian Millennial
Title of conference / seminar: International Conference on New Edge Innovation in Commerce and Management (ICNEICM-2022)
Date From: 28-09-2022; Date To: 29-09-2022;
Organized By: Berhampur University.; Level of Organization: State University
- Title of the Paper Presented: Understanding the Traveler’s Attitude for the Development of Tourism Industry in the Post Pandemic Period: A Study of Southern Odisha
Title of conference / seminar: Innovation and Sustainability: Application and Assessment In Emerging Business Environment
Date From: 28-06-2021; Date To: 29-06-2021;
Organized By: Gangadhar Meher University.; Level of Organization: State University
- Title of the Paper Presented: Fear and Marketing: A Study on Marketability of Life Insurance Policy in the Pandemic Period.
Title of conference / seminar: Contemporary issue in Finance and Economics,
Date From: 28-12-2021; Date To: 29-12-2021;
Organized By: Sikhya O Anusandhan University. University; Level of Organization: State/University
- Title of the Paper Presented: Whether rural India is ready for the implemented macroeconomics changes: An analytical study in the decision maker's prospective
Title of conference / seminar: International conference on Rural Management
Date From: 23-11-2017; Date To: 24-11-2017;
Organized By: Xavier University; Level of Organization: State/University
- Title of the Paper Presented: Secured Life Style behind the Investment Decision is the True Mirror of The Indian Financial Market: An Empirical Justification
Title of conference / seminar: International conference on economic and business management
Date From: 24-12-2017; Date To: 24-12-2017;
Organized By: ASAR; Level of Organization, **Indonesia**. : International (Abroad)
- Title of the Paper Presented: A Strategic move for vegetable marketing and the role of farmer cum marketers
Title of conference / seminar: Drifts in business, Governance and societal values: conflicts and challenges
Date From: 08-12-2017; Date To: 09-12-2017;
Organized By: International Management Institute; Level of Organization: National
- Title of the Paper Presented: The Analytical Gaps in the Healthcare Services in India:A Review Study for Strategic decision makers
Title of conference / seminar: Contemporary issues in Management research and managerial decision Making.
Date From: 6-01-2018; Date To: 06-01-2018;

- Organized By: Birla Global University; Level of Organization: State/University
- Title of the Paper Presented: Risk Absorption: A strategic tool for Investors' propensity to Invest
Title of conference / seminar: Delivering Winnovative Business Strategies: The quest for managerial excellence
Date From: 04-09-2018; Date To: 05-09-2018;
Organized By: **CPM & AMDISA, Sri Lanka.** ; Level of Organization: International (Abroad)
 - Title of the Paper Presented: Consumers' Differential Perception towards Financial Product: A Key Driver of Purchase decision by social media
Title of conference / seminar: **First PAN IIT International Management Conference**
Date From: 30-11-2018; Date To: 02-12-2018;
Organized By: IIT, Roorkee; Level of Organization: International
 - Title of the Paper Presented: Perceptual Biases: A Key driver for Diverse Behavior in Stock Market
Title of conference / seminar: Issues and Challenges of Business in emerging economy Conference
Date From: 11-01-2019; Date To: 12-01-2019;
Organized By: Birla Global University; Level of Organization: State/University
 - Title of the Paper Presented: The effect of socialization on investment decision for comparatively Risky financial product
Title of conference / seminar: Sustainable Management Practices; Concepts and emerging trends
Date From: 10-03-2018; Date To: 11-03-2018;
Organized By: Sambalpur University; Level of Organization: State/University.
 - Title of the Paper Presented: Risk-absorption: The power enhancer of cognition to reach a degree of interest in Investment.
Title of conference / seminar: **7th PAN-IIM World Management Conference.** Public Policy and Management: Emerging Issue
Date From: 12-12-2019; Date To: 14-12-2019.
Organized By: Indian Institute of Management, Rohtak; Level of Organization: International.

COMPUTER PROFICIENCY

- PGDCA-DOEACC SOCIETY
- TALLY 9.0 ERP-CAC
- MS Word, Excel, Power point
- Working knowledge in IBM SPSS for Data Analysis
- Working knowledge in IBM SPSS AMOS for Data Analysis.
- Working knowledge in bibliometric analysis by vosviewer.
- Working knowledge in qualitative data analysis in ISM and TISM.

WORKSHOP/FDP ATTENDED

- National Workshop on AMOS at Gangadhar Meher University, Sambalpur, Odisha as on 21st and 22nd July, 2018.
- National Workshop on Big Data Analytics in Institute of Management Study, Kolkata held on 14th and 15th July, 2018.
- Certificate Programme on “Advanced Research Methodology and Data Analysis” Conducted by ASBM University from 1st July to 14th July, 2020.
- Online Workshop on Discovering Structural Equation Modeling Through IBM SPSS AMOS from 14th July to 16th July, 2020.
- Online Workshop on Text Mining and Sentiment Analysis Using R: Hands on Training on 19th July, 2020
- Online Faculty Development Programme on “Contemporary Trends in Management” Organized by Department of Management, Karpagam Academy of Higher Education, Coimbatore from 24.08.2020 to 30.08.2020.