

CURRICULUM VITAE

Department Of Management Studies and IE,
Indian Institute Of Technology(ISM),
Dhanbad -826004, Jharakhand

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 a faculty in the Department of Management Studies. She has about 20 years of academic experience in teaching various courses on Management both at PG and UG levels. She has also given invited lectures at Public and Private sector Organizations, HEI and Government Departments.

EDUCATIONAL QUALIFICATIONS

POSH CERTIFIED TRAINER

Ph D

MBA

M A English

ACADEMIC CONTRIBUTIONS

BOOKS

- "Disaster Management" 2ND EDITION, Wiley India Pvt Ltd.,2014, ISBN 978-81-265-4924-5/ 978-9357461610
- Yoga Marketing in India, Himalaya Publications Pvt. Limited, ISBN No. : 978-93-5693-458-0
- Celebrity Endorsements: The Name Game, Himalaya Publications Pvt. Limited, ISBN No. : 978-93-5051-902-8
- 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
- Strategic Human Resources Development” Vrinda Publications Pvt Limited, New Delhi, ISBN 978-81-8281-280-2

- MODULES for the Master of Philosophy Program of NIT Arunachal Pradesh
- **Successfully completed the NPTEL COURSE on Advertising and Promotions Management, January 25-April 25 session (Learners enrolled- 6096, Exam registrations-1987), to be rerun: January-26-April26**
https://onlinecourses.nptel.ac.in/noc25_mg04/preview
- **Approved NPTEL COURSE on International Human Resource Management for January, 26-April26**

CREATED RESOURCES FOR IGOT KARMA YOGI

- **Stress Management can be accessed at**
https://portal.igotkarmayogi.gov.in/app/toc/do_1143586287530557441245/overview
- **Transformational Leadership can be accessed at**
https://portal.igotkarmayogi.gov.in/app/toc/do_1143586300290744321246/overview
- **Effective Communication can be accessed at**
https://portal.igotkarmayogi.gov.in/app/toc/do_1143576794390691841545/overview?batchId=0143627608503336960&ML=english&MLId=do_1143576794390691841545

REVIEWER OF LEADING ACADEMIC BOOK PUBLISHERS

- Reviewed Book for Tata Mc Graw Hill Publications Pvt Ltd. To publish revised edition of Lesikar: Business Communication which is an Indian adaptation for aiding publication decision in 2013 and again in 2018 for publication of revised edition of the same book.
- Reviewed book titled ‘Sharma: Business Correspondence and Report Writing’ of Tata McGraw Hill Pvt Ltd for aiding in development of book and consequently reaching a publication decision in 2015
- Reviewed table of contents book titled Fundamentals of Human Resource Management: Content, Competencies and Applications 14/e by Garry Dessler and Biju Varkkey of Tata McGraw Hill Pvt Ltd for aiding in further development of book, 2017
- Prepared a Table of Contents for the book on Human Resource Analytics for Pearson Publications Pvt Limited.

Member of the Reviewer Panel for several reputed Indexed Journals indexed in Web of Science, Scopus and ABDC

Publications

Have contributed in national and international journals, conference presentations and chapters in books of repute.

Awards and Recognitions

- Honored by Prabhat Khabar by conferring the “*Aparajita Award*” for her contribution towards women empowerment in Jharkhand. The award was given twice in 2016 and 2024.
- 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)
- 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.
- 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 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.

Keynote/Session Chair/ Convener

- Invited to deliver Inaugural speech in the प्रांतीय सप्तशक्ति संगम कार्यशाला 2025 organized by Vidyalaya Vikas Samiti, Jharkhand on 12th August, 2025 at Saraswati Vidya Mandir, Bhuli, Dhanbad.
- Invited to deliver Inaugural speech in the CSU Funded National Seminar entitled – संस्कृतोन्मुखीकरणकार्यक्रमःजनकल्याणेसंस्कृतञ्चेत्युपरिजातीयासंगोष्ठी (Sanskrit Orientation

Programme Cum International Seminar on Sanskrit for Human Welfare) on 23.04.2025
Organized by the Department of Sanskrit Sidho-Kanho-Birsha University, Purulia in
Collaboration with Central Sanskrit University, New Delhi.

- Keynote speaker on topic “Importance of Structural Mitigation in Disaster Management” in International Conference on Smart, Resilient and Sustainable Infrastructure (SRISTI) to be held at IIT (ISM) Dhanbad during 24-25 January, 2025.
- Coordinator for Nurturing Future Leadership Program which is a flagship program of Ministry of Education, Government of India, and The Programs were held in March, 2024, June, 2024(Co-CI), October, 2024, December, 2024 and January, 2025.
- Session chair at the International Research Conference on Mindfulness (IRCM), on 9th and 10th February 2024 at IIM Bodh Gaya, India.
- Coordinator for Pre Conference Workshop of Workshop on “Inclusive innovations for sustainable development: Leveraging the HBN CRIIA Platform” on 8th February, 2024
- Keynote speaker in a two day multi-disciplinary National seminar on topic "Emphasis of Technology in the New Education Policy 2020 For Transforming Education And Research" organized by Kumar B Ed College with ICSRD Bangalore held on 29th and 30th May 2024 at Dhanbad
- Convener for NCW sponsored Conference titled "Women in Decision Making Roles in Corporates," held on 30th September, 2023 at IIT (ISM) Dhanbad.
- Keynote Speaker at International Business Conference on ‘Technological Trends in Current Business Environment’ held Haldia Institute of Technology on 29-30th November, 2023
- Coordinator for International Women’s Day celebrated on 8th March, 2022
- Coordinated the inaugural Lecture on "Cyber Crimes and Safety" to mark Cyber Jagrookta Diwas is scheduled to be held on 6th October, 2021 (Wednesday) from 11 am onwards.
- Delivered a key note address on the topic “Effect of Climate Change on Indigenous Paintings of Jharkhand: An Exploratory Study” at the National Conference on “Biogeochemical Cycles and Climate Change” held from 10-11 August 2018, at IIT(ISM) Dhanbad.

- Chaired a session on “Consumer Behaviour” in the “International Conference on Evidence Based Management 2015 (ICEBM2015) held in BITS Pilani on 20th and 21st March, 2015.
- Invited Speaker on the topic” Stress Management” at the 36th Regional Conference of Institute of Chartered Accountants of India held at Patna on 31st and 1st September, 2015
- Delivered a key note talk on Motivation, Personality Development and Leadership Quality on Managers’ Conference of Bank of India Dhanbad Zone (Attended by 90 managers) on 17th October, 2014.
- Delivered a key note address on the Topic “Adoption of New Management concepts to fit into the Global Business scenario in the era of Globalisation” in the “International Conference on Relevance of Contemporary Social and Technical Research in the context of the Recent Trend of Globalisation and its Impacts in Management Pedagogy”, held at SMSS, Haldia Institute of Technology from 3-4th January, 2012.
- Organizing Secretary (Financial Affairs) for National Seminar on ‘Innovation and Creativity for Business Excellence-ICBE-2011 Held at Department Of Management Studies, Indian School of Mines, Dhanbad from 17-18th February, 2011
- Chaired A session on “Personal Ethics” at the International Conference on Value Based Management, jointly organized by AIMS International, Dev Sanskriti Vishwavidyalaya Haridwar and Indus Business Academy held at Haridwar from 11-13th August, 2010.
- Chaired a session and gave an invited talk on the topic “Organization Behaviour In Modern Business: A strategic Purview” at the U.G.C. sponsored National Seminar on “Human Resource Management – Leading the Changes” organized by the Department of Business Administration, Banwarilal Bhalotia College, Asansol (affiliated to University of Burdman) from 19th and 20th February, 2010.
- Co Session Chair for a Technical Paper Presentation Session in National Conference on Learning Dynamics and Value Addition in ERP Implementation: A Review from HR Perspective, Organized by BIT, Sindri, Dhanbad, on 15th September, 2007.

Invited Talk and Resource Person

- Resource person for topic Academic Leadership, Governance, and Management on 09.09.25 for online NEP Orientation and Sensitization Program of Ranchi University

- Resource Person for the Theme Higher Education and Society on topics “Mission and challenges of Higher Education System” and “Internationalization and Globalization in Higher Education” for online NEP Orientation and Sensitization Program of IIT Patna held on 20th August, 2025
- Resource person for topic Academic Leadership, Governance, and Management on 28.07.25 for online NEP Orientation and Sensitization Program of South Bihar University
- Resource Person for Short Term Program on the topic “TRANSFORMATIVE MENTORING: Empowering Mentees” for Mentoring and Counselling on 15th July 2025, organized by Malviya Mission Teacher Training Centre, Maharshi Dayanand Saraswati University, Ajmer, on 15/06/25. The program was held in online mode.
- Resource person for topic Academic Leadership, Governance, and Management on 24.06.25 for online NEP Orientation and Sensitization Program of Goa University
- Special guest and resource person for Ministry of Textiles sponsored Entrepreneurship Development Programme on the topics “General Introduction to Entrepreneurship, Role of entrepreneurs, Types of enterprises, Documents required, Procedure & facilities available for establishing enterprise, risk factors and entrepreneurial behaviour along with Case studies giving details of successful enterprise from beginning till marketing” held at Dhanbad on 16 and 17th June 2025
- Resource person for the topic “Communication and Effective Leadership Skills” for "Behavioral Competency Development Program" **for** Executives of BCCL held at Kalyan Bhavan, BCCL on 20th May, 2025
- Resource person for Ministry of Textiles sponsored Entrepreneurship Development Programme on the topic “Marketing of Handicraft products and waste and disaster management” held at Ranchi on 19/5/2025
- Resource person for Ministry of Textiles sponsored Entrepreneurship Development Programme on the topic “Consumer behaviour towards handicraft products and branding emerging as eco-friendly products held at Bokaro on 28/03/2025
- Resource person for topic Academic Leadership, Governance, and Management on 21.03.25 for online NEP Orientation and Sensitization Program of Ranchi University
- Resource person for topic Academic Leadership, Governance, and Management on 04.03.25 for online NEP Orientation and Sensitization Program of Jamia Milia Islamia.
- Resource person for topic “Employability Skills” in Skill Development Program on 03/03/2025 "Training of Trainers (ToT)" for Enhancing the Skilling/Teaching Quality of Trainers organised by the Department of Mining Engineering, Indian Institute of

Technology (Indian School of Mines), Dhanbad - 826004, Jharkhand, Bharat under the scheme of PMKVY4.0 & NSDC. (TR ID 591798)

- Resource person for topic Academic Leadership, Governance, and Management on 25.02.25 for online NEP Orientation and Sensitization Program of Ranchi University
- Resource Person for Guru Dakshata Programme for Ranchi University on 18.2.2025. The topic was “Envisioning future, roadmap of excellence, defining goals and objectives and preparing vision document.” The program was held in online mode.
- Resource person for Ministry of Textiles sponsored Entrepreneurship Development Programme on the topic “Retail Marketing of Handicrafts for terracotta artisans held at Hazaribagh on 01/02/25.
- Resource Person for Guru Dakshata Programme for MDS UNIVERSITY, Ajmer On 15/02/25. The topics were “Envisioning future, roadmap of excellence, defining goals and objectives, and preparing vision document,” and “Stress and time management, work life balance, and emotional intelligence.” The program was held in online mode.
- Resource person for Ministry of Textiles sponsored Entrepreneurship Development Programme on the topic “Consumer behaviour towards handicraft products and branding emerging as a eco-friendly products held at Bokaro on 09/02/2025
- Resource person for Ministry of Textiles sponsored Entrepreneurship Development Programme on the topic “Retail Marketing of Handicrafts for terracotta artisans held at Hazaribagh on 10/02/25.
- Resource person for Ministry of Textiles sponsored Workshop on the topic “Marketing of Applique Products”, held at PIPLI Odisha on 02/02/25
- Resource person for topic “Employability Skills” in Skill Development Program from 28/01/25 and 30th August, 2024 to 09th September, 2024 on "Training of Trainers (ToT)" for Enhancing the Skilling/Teaching Quality of Trainers organised by the Department of Mining Engineering, Indian Institute of Technology (Indian School of Mines), Dhanbad - 826004, Jharkhand, Bharat under the scheme of PMKVY4.0 & NSDC. (TR ID 591798)
- Resource person for Guru Dakshata Programme (16th Dec 2024 – 14th Jan 2025). for Ramanujan College On 02/01/2025. The topic of discourse was Fundamentals of Strategic and Transformational Leadership The program was held in online mode.
- Resource person for the "Refresher Training Program for CIL Executives" on the topic Leadership and HR issues in Mining Project. This is a recurring program held from December, 2024 every month for one year.

- Resource Person for Short-Term Programme organized under the aegis of the Malviya Mission Teachers Training Programme, IITISM Dhanbad on Research Methodology & Data Analysis the topic “Sampling and Data collection” on 10/12/24. The program was held in online mode from 9th to 14th December 2024, 9:45 AM – 6:00 PM (IST)
- Resource person for Ministry of Textiles sponsored Design Development Workshop on the topic “To Develop market aligned products and creating value chain for water hyacinth handicrafts held at Handicrafts Training Centre, Bokaro Steel City on 31-12-2024
- Resource Person for Short-term Course on Research Methodology organized by MMTTC, Guru Ghasidas Vishvidyalaya, Bilaspur (GGV), Bilaspur from 04/11/2024 to 09/11/2024 on the topic Sampling and Qualitative Research on 7/11/24.
- Resource person for topic Academic Leadership, Governance, and Management on 21.08.24, 04.09.2024 and 26.10.2024 for online NEP Orientation and Sensitization Program of Ranchi University and Goa University
- Resource person for topic Qualitative Research and Sampling on 25.07.2024 for online Short-Term Programme (STP) -Research Methodology held 23.07.2024 to 29.07.2024 at Goa University.
- Resource person for a Seminar on topics Importance of Marketing, Design and Technology Up-gradation, Enhancement of Skill, GST, GEM portal, E commerce platform, Procedure of GI registration, Mudra loan, Artisan ID card for handicrafts artisans 29/01/2024
- Resource person for topic Personality Traits of an Entrepreneur and Selecting Potential Entrepreneurs: Rationale for Selection DST Sponsored Entrepreneurship Training Program at the Department of Management Studies IIT(ISM) Dhanbad scheduled from 18 January 2021-30th Jan 2021 and 22 February 2021- 6 March 2021.
- Resource Person for one day International Seminar on "Enhancing the Velocity of Capacity Building and Inclusive Growth Through Women Empowerment" organized by Haldia Institute of Technology in association with Department of Management & Social Science, Haldia Institute of Technology, West Bengal on 8th March, 2021.
- Resource persons for online training programs of HRD, BCCL on topics on "Attitudinal Change Through Motivation, "Gender Sensitivity and Gender Audit," "Role of Communication Skill & Time Management In Leadership Development." FROM September, 2002-June, 2024

- Facilitator of a one day “AWARENESS PROGRAM ON THE SH ACT - 2013 [Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal)]” on 09th of December, 2021 for MDP Program of BCCL.
- Resource person for Ministry of Textiles one day workshop on “Marketing of Handicraft Products on 24.08.21 held at Ranchi
- Invited as a resource person for the one-day International Seminar on "Enhancing the Velocity of Capacity Building and Inclusive Growth Through Women Empowerment” to be held through virtual mode on 08.03.2021
- Invited Speaker in the Webinar on “Corona: The Unwanted Companion but the Invisible Teacher” organized by International School of Management. Patna on 24.05.2020 from 5-7pm
- Resources person for one day online MDP on "GENDER SENSITIVITY AND GENDER AUDIT" for MDP Program of BCCL held on 30th of November, 2020.
- Resource person for the topic “Local Level Marketing” organized by Jharkraft in association with DC Handicrafts, GOI on 30th January, 2019 in Bokaro.
- Delivered talks on ‘Interpersonal Skills’ at Management Development Program on Managerial Capability Enhancement For Executives Of Coal Sector, for Executives of Coal Sector held at IIT(ISM) from January 29 – February 02, 2018
- Delivered talks on ‘Transformational Leadership for leading changes’ and ‘Interpersonal Skills’ at Management Development Program on Communication And Leadership Development for Executives of Coal Sector held at IIT(ISM) from January 22nd to January 27th, 2018
- Delivered talks on ‘Preparing Vision and Mission Statement’ and ‘Defining Goals and Objectives’ at Orientation Program for College Professors held at IIT(ISM) on January 3rd and 4th, 2017
- Delivered talks on ‘Transformational Leadership for leading changes’ and ‘Interpersonal Skills’ at Management Development Program on Communication and Leadership Development for Executives of Coal Sector held at IIT(ISM) from December 18 – 22, 2017
- Resource person for the topics “Transformational Leadership for leading changes” for training Program on “Leadership Development” for Senior and Middle level Executives of BCCL held at Kalyan Bhavan, BCCL on 4 th September, 2017

- Attended a workshop on the topic '*Ethics and Professional Values in Technical Education*' on 5th August, 2016 organized by Humanities and Social Sciences Department, ISM Dhanbad under TEQIP II
- Delivered talks on 'Negotiation Skills' and 'Collaborative and Administrative conflict' at Development Program for Trade union leaders and officers of BCCL' held at ISM from 17TH August to 21st August, 2015
- Delivered talks on 'Brand Building' and 'Team Building and leadership' at Dealer's Development Program for Indian Oil Corporation Dealers' held at ISM on 24th and 25th July, 2015.
- Resource person for the topic "Leadership" for Management Development Program on "Soft Skills Development" for Senior and Middle level officials of Postal Department of Jharkhand held at ISM from 1st-3rd May and 6th -8th May, 2013.
- Resource person for the topics "Making Mentoring Work" and "Role of senior managers in mentoring" for training Program on "Mentorship Development" for Senior and Middle level Executives of BCCL held at Kalyan Bhavan, BCCL on 14 and 15th January 2013.
- Guest of Honor at the National Seminar on "Role of Management in Economic Development of Jharkhand" 16th & 17th March 2012 organized by A S College, Deoghar Sponsored by University Grants Commission in Collaboration with S.K.M.University, Dumka Jharkhand
- Resource person for the topics "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 January, 2011.
- Resource person for the topics" 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 20th -22nd December, 2010.
- Resource person for the topic "Effective leadership skills" in the EDP on "Soft Skills and general Development" conducted for Zonal Directors and Deputy Directors of NYKS, Ministry of Youth Affairs, Government of India, held at Indian School of Mines, Dhanbad from 28th -30th June, 2010.
- Resource person for the topic "Effective Communication skills" in the EDP on "Soft Skills and general Development" conducted for Zonal Directors and Deputy Directors of NYKS, Ministry of Youth Affairs, Government of India, held at Indian School of Mines, Dhanbad from 28th -30th June, 2010.

- Resource person for the topic “Effective presentation skills for R&D Personnel” in the MDP course on “Marketing skills for R&D Personnel” conducted For R&D Personnel of CIMFR, held at Indian School of Mines, Dhanbad from 22nd -23rd March, 2010.
- Resource person for the topics” 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.
- Resource Person for the topics” 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 21st -23rd December, 2009.
- 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.

Training Programs/Workshops and Attended:

- Attended 3days training on POSH from 08/09/2024-10/09/24. The training was organized by ISTD, Delhi.
- Attended a five-day training program on “Training Needs Analysis and Impact Evaluation” from 23rd -27th March, 2009 conducted by ESCI, Hyderabad.
- 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.
- Attended a Workshop on “Relevant Communicative Teaching” organized by Deptt. Of Humanities and Social Sciences, ISMU, Dhanbad on 6TH May, 2007.

Research Guidance

1. Guided Projects of MBA, MBABA and Mtech Students

2. Research Guidance Leading to Ph.D. degree

AWARDED-

- i. A Study of Effect of Advertising on Consumers’ Acceptance Level of IPTV in India of Sri Samiran Sur
- ii. -“A Study of impact and acceptability of Augmented Reality Advertising on Indian Consumers’ of Ms. Punam Pratap

- iii. “A Study of Awareness & Impact of Effective Marketing Initiatives of Yoga and Ayurveda in Indian Urban Market” of Sri Arunangshu Giri
- iv. "Study of Emotional Response of Consumer towards Indian Television Advertisements of Automobile Sector" of Shri Sanjay Jerath
- v. “Impact of Organizational Politics on Employees’ Job Satisfaction in Institutes of Higher Learning in India." Of Ms. Akanksha Dubey
- vi. “A Comparative Study on Work-Life Balance of Women Employees in select Public and Private Sector Organizations in India." Of Ms. Anuradha
- vii. “The impact of Advertisements using Psychological Pricing Strategies on consumers attitude and buying behaviour" of Mr. Santosh Kumar
- viii. Influence of Interest Groups Lobbying in India: A Study of Fossil Fuels Sector of Shri Pankaj K P Shreyaskar
- ix. "Gender Based Stereotypes at Workplace: A Case Study of Banking Sector of India" of Ms. Punam Raj
- x. “Assessing Beliefs, Perceived Advertising Value, Attitudes, and Behavioral Responses Towards Advertising on Social Networking Sites” of Shri Arun Kumar
- xi. “Exploring the Effects of AI-enabled Intelligent Advertisements (AIeIA) on Indian Consumers” Thesis Submitted Abhishek Kumar

Administrative duties

- **Presiding Officer, IC, IIT(ISM)**
- **Program Director, MMTTC, IIT(ISM)Dhanbad**

Life Members of Professional Bodies

1. Indian Traditional Knowledge and Science Society (BPGVS)
2. Indian Association of Women’s Studies
3. Academy of Indian Social Sciences
4. National HRD Network
5. Indian Science Congress.