



## **Dr. Sovanjeet Mishra**

**Assistant Professor, LM Thapar School of Management, Derabassi,  
Thapar Institute of Engineering and Technology (Deemed-to-be University), Punjab,  
India**

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### **EDUCATION**

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**School of Management, National Institute of Technology Karnataka (NITK), Surathkal**  
Ph.D.; Doctor of Philosophy – 21<sup>st</sup> July, 2015 to 11<sup>th</sup> June, 2020 - 8.08/10.0 CGPA (Coursework)  
**Thesis Defended: 31<sup>st</sup> Aug, 20, Ph.D. certificate award date(Convocation): 23<sup>rd</sup> Nov, 20.**  
**Title of the thesis:** An empirical investigation of drivers and outcome of employer branding.  
**Research Supervisor:** Dr. S. Pavan Kumar

**New Delhi Institute of Management-‘NIRF, Management - 2018’ Ranked (Accredited by  
AIU/AICTE, MHRD, Govt. of India), New Delhi**  
PGDM declared equivalent to MBA by AICTE/AIU, MHRD; Master of Business Administration  
(Human Resource) - (2009-2011) - 5.46/8.00 CGPA/66.46 CPI%

**Biju Patnaik University of Technology, Rourkela**  
B.Pharm; Bachelor of Pharmacy- (2004-2008) – 7.80/10.0 CGPA

**CHSE, Orissa**  
(10+2) Science- 2003- 61%

**CBSE, New Delhi: DPS Vidyapeeth, Bhadrak**  
10th – 71%

### **RESEARCH INTEREST**

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Employer branding, employer brand management, human resource (HR), sustainable HR, future of work, humanistic management, talent management, organisational studies, statistical learning: HR Analytics, Multivariate analysis, Factor Analysis, SPSS/R/AMOS

## REFERRED PUBLICATIONS

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1. Mishra, S., & Kumar, S. (2019a). E-recruitment and training comprehensiveness: untapped antecedents of employer branding. *Industrial and Commercial Training*, 51(2), 125-136. **ABS-1/ ('Scopus' & 'Web of Science-ESCI' indexed), Emerald Publishing, UK.** CiteScore: 1.63, RG Journal Impact: 1.05.
2. Mishra, S., & Kumar, S. (2019b). Prospecting the enablers for adoption of e-recruitment practices in organisations: a proposed framework. *International Journal of Environment, Workplace and Employment*, 5(3), 235-246. **('Scopus' & ABDC-'C' indexed), Inderscience Publishing, UK.**
3. Mishra, S., & Kumar, S. (2017). Exploring the nexus between psychological contract and turnover intention: Conceptual framework. *Romanian Economic & Business Review*, 12(1), 68-81. **(ABDC-'C' indexed), Romanian-American University, Romania.**
4. Mishra, S., & Kumar, S. (2017). Strengthening internal employer branding by linking it to employee engagement: Retention aspect. In P. Bhatt, P. Jaiswal, B. Majumdar & S. Verma (Eds.), *Riding the New Tides: Navigating the Future Through Effective People Management*, 178-185. New Delhi: **Emerald Group Publishing.**
5. Mishra, S. (2017). Integration of talent management and international mobility function: Strategy for HR to manage business. *Strategic HR Review*, 16(6), 274-278. **Emerald Publishing, UK.**
6. Mishra, S. (2014). Book Review on „Human Resource Information Systems-Basics, Applications, and Future Direction. *South Asian Journal of Management*, 21(4), 205-208. **(ABDC-'C' indexed), AMDISA Publishing.**
7. Mishra, S. (2014). HR issues and challenges in pharmaceutical sector with special reference to India. *Review of International Comparative Management*, 15 (4), 423-430. **Academy of Economic Studies, Bucharest, Romania.**

## UNDER REVIEW:

1. Mishra, S., & Kumar, S. An empirical investigation of drivers and outcome of employer branding. **(ABDC- A/ABS-3: Under Review , SSCI, Scopus, Web of Science indexed)**

## CONFERENCE PRESENTATIONS AND PROCEEDING PUBLICATIONS

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2019:

Mishra, S., & Kumar, S. **Doctoral Conclave supported by Emerald Publishing, DMS, MNIT Jaipur:** Inspecting the connection between employer branding, environmental factors and internet recruitment adoption: A conceptual modeling approach.

Mishra, S., & Kumar, S. **6<sup>th</sup> Asia Pacific International Conference on Changing Business Practices in Current Environment, SIMSREE, Mumbai:** Exploring the linkage between internet recruitment dimensions and employer branding.

2017:

Mishra, S., & Kumar, S. **27<sup>th</sup> Annual Conference of National Academy of Psychology (NAOP), IIT Kharagpur:** Prospecting the enablers of employer branding: Retention aspect.

Mishra, S., & Kumar, S. **11<sup>th</sup> Indian Subcontinent Decision Sciences Institute International Conference, IIM Tiruchirappali:** Prospecting the enablers and outcomes of employer branding.

Mishra, S., & Kumar, S. **Young Scholar's Research Colloquium- ICMC, MICA, Ahmedabad:** Establishing a nexus between employee engagement and employer branding to develop employees brand behavior.

2016:

Mishra, S., & Kumar, S. **FORE International OB & HR Conference, Fore School of Management, New Delhi:** Strengthening internal employer branding by linking it to employee engagement: Retention aspect.

Mishra, S., & Kumar, S. **Conference on Excellence in Research & Education (CERE), IIM Indore:** Impact of Psychological Contract, Work Culture and Workforce Diversity on Turnover Intention in Indian Insurance Industry

2015:

Mishra, S. **ICIER-IIMB International Entrepreneurship Conference, IIM Bangalore:** Social Entrepreneurship in Education: An Indian Perspective.

2014:

Mishra, S. **Conference on Excellence in Research & Education (CERE), IIM Indore:** Talent Mobility: Strategy for HR to manage business.

2013:

Mishra, S. **IEBFHT (AICTE Sponsored), Sri Sai Ram Institute of Management Studies, Chennai:** HR Issues & Challenges in Pharmaceutical Sector in India.

## **AWARDS & ACHIEVEMENTS**

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2017: **MICA Deans Award for the best YSRC submission (Judged by Prof. Rajan Varadarajan, Regent Prof. & Ford Chair in Marketing, Mays Business School, Texas A&M University) - ICMC organised by Mudra Institute of Communications (MICA), Ahmedabad.**

2016: **Got selected among 30 participants throughout India to attend AIB Coursework (Selection panel & offer from Prof. Elizabeth Rose, University of Otago) - IIM Indore.**

2015: **Doctoral student scholarship (MHRD, Govt. of India) - School of Management, NIT Karnataka, Surathkal.**

2013: **Best Paper Award in IEBFHT (AICTE Sponsored) - Sri Sai Ram Institute of Management Studies, Chennai.**

2008: **Registered Pharmacist** under Pharmacy Council of India (PCI)

2000:

**Certificate of merit for best regular student** - DPS Vidyapeeth, Bhadrak, Odisha

**Certificate of excellence** - Akhil Bharatiya Vidyarthi Parishad (ABVP).

1996:

**Certificate of appreciation**- 38<sup>th</sup> Annual all India United Nations Information Test, USO.

**Invited Talk/ Session delivered:**

2021:

Delivered a session on 'Leadership & Team building' on 13th Nov 2021 at the **Management Development Program** called “Nav Disha” for **Indian Oil Corp Limited** LPG distributor at **Thapar Institute of Engineering and Technology, Patiala**.

Invited to deliver a session on ‘HR Analytics and upcoming trends in HR’ on 08<sup>th</sup> Nov 2021 at the **2<sup>nd</sup> Batch ENTREPRENEURSHIP DEVELOPMENT PROGRAM AT SLIET (Under Skill Vigyan Program of Ministry of Science and Technology, DBT, Govt. of India) Longowal, India**.

**VOLUNTEERING EXPERIENCE**

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1. Nominated Reviewer - AOM Specialized Conference: From Start-up to Scale-up, 2018, Tel Aviv, Israel organized by **Academy of Management, New York, USA**.

2. Nominated Reviewer - SMS India Special Conference, 2018, ISB, Hyderabad organized by **Strategic Management Society, Chicago, IL, USA**.

3. Reviewer - **PSU Research Review: An International Journal, Emerald Publishing, UK**.

4. Reviewer - **Rajagiri Management Journal, Emerald Publishing, UK**.

5. Reviewer - **Asian Business and Management, Springer Nature**.

**TEACHING AND PROFESSIONAL EXPERIENCE**

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Nov, 2020-Till date: **Asst. Prof.-I (HR/OB)**: Teaching; Handled Courses such as Performance Management, HR Metrics & Analytics, OB, Organizational Change & Development, Management across Cross-cultures and Industrial Relations.

Research: Submitted paper (ABS-3/‘A’ ABDC Indexed) with institute affiliation and Institutional development (Members of doctoral committee, Members of research & publication committee, Faculty recruitment committee, Core member SIP Committee, Mentoring: Sustainability in Practice:SIP Team) **LM Thapar School of Management, Derabassi, Thapar University, India (Present Salary: Rs 1,36,338 Per Month)**.

2015-19:

Research Scholar - Handled courses: B.Tech - Principles of Management (Credits: 3); (MBA) – Industrial Relations (Credits: 3), **School of Management, National Institute of Technology Karnataka, Surathkal, India**

2013-15:

Teaching Assistant (Assisted Dr. Antony Paulraj, Li Dak Sum Chair Professor in Information Systems and Operations Management, Nottingham University Business School China and In-house faculties in academic operations), **Great Lakes Institute of Management, Chennai, India**.

2011-13:

Lecturer & Course Coordinator: Course Instructor (BBA & MFC, Utkal University): HRM, OB, Principles of Management, Business Environment, **Arya School of Management &**

## **Technology, Bhubaneswar, India.**

2011(Jan-June):

Management Trainee -**Mancer Consulting Services Pvt. Ltd., New Delhi:**

1. Understanding Job Description & Job Specification of assigned Positions.
2. Managing the entire gamut of the Recruitment cycle and to close the position within the deadline.
3. Sourcing resumes through Job Portals, Database, References, Networking, Head Hunting.
4. Posting Jobs and Fetching Resumes from Job Portals.
5. Screening and selecting the best matched Profiles and taking Telephonic Interview.
6. Briefing Candidates regarding the Job Description, Company Profile and Career Perspective.
7. Taking References and building a long-term relationship with Candidates.
8. Sending Letter of Job Opportunity, Interview Call Letter.
9. Formatting Resumes and crosschecking the Quality before forwarding to Clients side.
10. Coordination with Candidates & Clients, Scheduling Interview, Taking Feedback.
11. Salary Negotiation and Reference Check and providing final offer.
12. Resume Mining and Database Management.
13. Maintaining MIS to trace the bottleneck situation.

2010:

HR Intern: Project on Training & Development, **National Aluminium Company Limited, Bhubaneswar.**

## **WORKSHOP/COURSEWORK/FACULTY DEVELOPMENT PROGRAM/CERTIFICATIONS**

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**2018:**

TEQIP-III Sponsored one day workshop on Intellectual Property Rights - **Start-up Cell, NITK Surathkal.**

Pre-conference Workshop of **27<sup>th</sup> National Academy of Psychology (NAOP)** on Structural Equation Modeling - **IIT Kharagpur.**

**2017:**

Three day National Level Workshop on “Research Methodology, Statistical Data Analysis and Interpretation” by using SPSS & AMOS - **Institute for Statistics and Analytical Research (ISAR), Chennai.**

**2016:**

Managing Talent - **Coursera Course Certificate (University of Michigan).**

Workshop on SEM using Rstudio – **TAPMI (AACSB Accredited), Manipal, Karnataka.**  
**Academy of International Business (AIB) Coursework (Module-I) - IIM Indore.**

Basic Statistics for Reseachers - **Christ University, Bangalore.**

Econometrics for Business Research- **Kristu Jayanti College (Autonomous), Bangalore.**

National workshop on Big Data Analysis, **School of Management, NITK, Surathkal.**

**2015:**

One day workshop on Challenges in Banking and Capital Markets, **School of Management, NITK, Surathkal.**

One day workshop on “Services Marketing and Persuasive Communication to B2B Customers, **School of Management, NITK, Surathkal.**

**2014:**

Improving Quality of Research- **DOMS, IIT Madras.**

## **OTHER SKILLS**

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*Statistical Technique:* Structural Equation Modeling (SEM)

*Software:* SPSS, R, AMOS

## **INTEREST & LANGUAGES**

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Music, Cricket, Reading, Surfing, Travelling

Fluent: English, Hindi & Oriya; Beginner: Spanish

## PERSONAL PROFILE

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1. Gender: Male
2. Religion: Hindu
3. Caste: General
4. Date of Birth: 07/08/1984
5. Marital Status: Married and blessed with a son aged 8 years
6. Residences: Bhubaneswar and Delhi
7. Family Background: Father (Retd. Dist. Judge), Mother (Home-maker), Spouse (Content writer & home-maker)
8. Permanent address: S/O- B.N. Mishra (Retd. Dist. Judge), Flat No.- A/210,Phase-II, Pokhariput, Bhubaneswar-751020, Odisha.

## REFERENCES

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1. Dr. S Pavan Kumar (PhD Supervisor),  
**Associate Professor & Former Head,**  
**School of Management, National Institute of Technology Karnataka (NITK), Surathkal**  
**Mobile: (+91) – 7760020200/ 7760682277; Tel: (+91) 0824 – 2474047(office)**  
**Email: [pavankumar@nitk.ac.in](mailto:pavankumar@nitk.ac.in)**
2. Dr. Vijai N. Giri (PhD Thesis Examiner),  
**Professor of Communication Studies & Former Head,**  
**Department of Humanities & Social Science,**  
**Indian Institute of Technology Kharagpur, IIT KGP**  
**Email: [vng@hss.iitkgp.ac.in](mailto:vng@hss.iitkgp.ac.in)**  
**Mobile: (+91) –9434047327**
3. Dr. SANTOSH RANGNEKAR (PhD Thesis Examiner),  
**Professor & Former Head, Department of Management Studies, Indian Institute of Technology (IIT) Roorkee (India)-247667**  
**Email : [santosh.rangnekar@ms.iitr.ac.in](mailto:santosh.rangnekar@ms.iitr.ac.in)**  
**Mobile: (+91) –94105434**
4. Dr. Fakhra Naeem (MBA Faculty & Internship project supervisor),  
**Asst. Prof. HR, School of Management & Business Studies,**  
**Jamia Hamdard (Deemed to be University), Hamdard Nagar, New Delhi**  
**Mobile: (+91) – 9953851770**  
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