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**Laxmikant Pattnaik**

**Designation (PhD Research Scholar):**

**JRF Scholar**

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**Photo of the Research Scholar**



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3	<b>PhD Registration Number</b>	Regn. No- 104/2022/Management
4	<b>Name of the Nodal Centre &amp; Address</b>	Department of Business Administration
5	<b>Name of the Supervisor(s)</b>	Dr. Saroj Kumar Sahoo
6	<b>Details of the Funding Agency</b>	UGC NET JRF
7	<b>Title of the Research Work</b>	“A Study on Marketing of Financial Products on the Structural Relationship of Customer-engagement, Attitude, and Brand Preference”
8	<b>Brief Abstract of the Research Work(250 Words)</b>	Brand preference is heavily influenced by a customer's emotional and mental states driven by their engagement with a brand. Customer engagement (CE) has been a requisite in the marketing of various products and services, constantly instigating regards from marketers and academicians in the past two decades. This research follows the literature review to arrive at the research gaps, which ultimately given the guidance for specifying the research design and methodology to be adopted in this research work. This research will deal with a question which is whether the contextual relationships among customer-engagement, attitude, and mental accounting are reaching brand preference. This research-work will follow mixed research design, where both the qualitative and quantitative data and methods will be adopted. The above research activities like mutual funds (MFs), SIPs, ULIPs and similar other products.
9	<b>Progress of Research Work(Stage)</b>	This is the 2 <sup>nd</sup> year of my PhD. In the first year I completed my course work and submitted my research proposal. In the beginning of second year, I am working on my Questionnaire preparation and scale adaptation till now. I have 3 articles related to my PhD topic under review with different Journals and a few

		other articles as well in different management topics.				
10	<b>Research Experience</b>	2 years				
11	<b>Teaching Experience</b>	1 year				
12	<b>Corporate Experience</b>	Not Applicable				
13(A)	<b>Journal Publication</b>					
<b>Year</b>	<b>Author</b>	<b>Co-Author</b>	<b>Title</b>	<b>Name of the Journal</b>	<b>Publisher</b>	<b>Volume/Issue</b>
13(B)	<b>Magazine Publication</b>					
13(C)	<b>Book Chapter Publication</b>					
13(D)	<b>Book Publication</b>					
13(E)	<b>Conference Proceedings Publication</b>					
13(F)	<b>Case Publication (with Teaching Notes)</b>					
13(G)	<b>Conference Presentations</b>					
1	<b>Laxmikant Pattnaik</b>	<b>Dr. Saroj Kumar Sahoo, Suman De</b>	<b>Brand Preference on the edge of Customer engagement, Mental accounting, attitude and customer biasness: An ISM Approach for Financial Products</b>	<b>Goa Institute of Management</b>	<b>NA</b>	<b>NA</b>
2	<b>Laxmikant Pattnaik</b>	<b>Dr. Saroj Kumar Sahoo, Suman De</b>	<b>Performance Resilience of Sales-force through a Business Innovation Model: A Study by TISM</b>	<b>Fakir Mohan University</b>	<b>NA</b>	<b>NA</b>

			<b>approach</b>			
3	<b>Laxmikant Pattnaik</b>	<b>Dr. Saroj Kumar Sahoo, Suman De</b>	<b>Underestimation or Overestimation: What Makes the Social Communication attach or detach the Sustainable Development?</b>	IIM, Vishakapatnam	NA	NA
4	<b>Laxmikant Pattnaik</b>	<b>Dr. Saroj Kumar Sahoo, Suman De</b>	<b>Loyalty of Individual Investors: A Structural Logic of Customer-engagement, Mental accounting, &amp; Attitude</b>	Sambalpur University	NA	NA
14	<b>FDPs attended</b>					
15	<b>Professional Associations &amp; Recognition</b>					