

Research Scholars Profile



Name of the Scholar	LUSHISMITA JENA
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Name of the Course	Ph.D. in Sociology
Registration No.	62/2021/Sociology
Name of the Department & Address	P.G Department of Sociology, Sambalpur University, JyotiVihar, Burla, Sambalpur, 768019, Odisha, India.
Name of the Supervisor & Correspondence Address	Dr.Tattwamasi Paltasingh, Professor, PG Department of Sociology, Sambalpur University, JyotiVihar, Burla, Sambalpur, 768019, Odisha.
Details of the Fellowship & Funding Agency	N.A
Title of the Research Topic	Emerging Trends of Mall and Fast-food Culture in the Era of Consumerism: A Sociological Study in the Twin Cities of Odisha
Abstract of the Research Work	Globalization impinges consumer culture in all over the world. The policy of liberalization has fueled the intensity and extensity of globalization after the World War II than ever before. Now we are living in a borderless world where everything can move freely without any geo-political barriers. Consumerism has become popular in the current era of globalization through the medium of shopping malls and fast-food restaurants (FFRs) across the globe. Both the malls and FFRs are depicted as the dominant trends in the market by adopting innovative marketing strategies to hook the consumers into a consumerist bubble. This study will be conducted in the select shopping malls and FFRs in the twin cities of Odisha (Bhubaneswar & Cuttack) and aims to explore the reasons behind consumer preference. The findings of the study may reveal the dynamics of the emerging trends of mall and fast-food culture in the era of globalization. More specifically the logic behind consumer preference and inclination towards the malls and FFRs in the twin cities of Odisha in the context of consumerist culture would be addressed.
Progress of the Research Work	Successfully Registered for PhD Programme and Currently perusing the fieldwork

Participation in Conference & Workshop	<ol style="list-style-type: none"> 1. Digital- divide and the Commoditization of higher education in India: At the platform of Covid-19-Paper presented in the National Webinar (Ravenshaw University,2020). 2. Globalization, Consumerism and social Exclusion- Paper presented in the UGC Sponsored National Seminar (Sambalpur University, 2018) 3. Consumerism and Folk culture in the era globalization – Paper presented in the National Symposium (S.B Auto. Collage, 2018) 4. Women’s Rights in India: Issues and Challenges- Paper presented in the UGC Sponsored National Seminar(Ravenshaw University,2017) 5. Development Trends in Odisha: An Overview- Paper Presented in the ICSSR sponsored Nationalseminar(Ravenshaw University,2015)
Awards	UGC -NET-2017