

## **Dr. Ajatashatru Samal**

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Dr. Ajatashatru Samal has 16 years of experience in teaching. He received BE in Electronic & Telecommunication from Utkal University and MBA from Biju Patnaik Technological University and completed his doctorate from Rayalseema University, Kurnool. His area of interest includes Customer Relationship Management, Business Analytics, Statistics for Management, Operation Research and Production & Operation Management.

To his credit prolifically published around 20+ papers in national / international journals and conferences. He is also acting as BOE, Empanelment member and subject expert member for various autonomous institutions and universities.

### **Research Interests**

- Customer Relationship Management
- Marketing
- Business Analytics

1. Ajatashatru Samal, Rajewari G.V, Sunitha Y.K, **Impact of Covid-19 Pandemic on factors Influencing Consumer Behaviour: A study with reference to Bengaluru (U)**, Bioscience Biotechnology Research Communications (**BBRC**), Special Issue Volume 13, Number(13), DEC2020, Print ISSN:0974-6455, Online ISSN-2321-4007 DOI: [10.21786/bbrc/13.13/31](https://doi.org/10.21786/bbrc/13.13/31)

2. Ajatashatru Samal, Sandhya. N, Dr. T.V.V. Phani Kumar, **Enhancement on Customer Satisfaction by Examine the Customer Relationship Management Dimensions Model for the Efficiency of Private Banks Operation**, Journal Pensee, Volume 51, Issue -4, April 2021, ISSN- 0031-4773

3. Pinakapani, Ajatashatru Samal, Enhancement of Customer Satisfaction through Emphasizing on Customer Relationship Management, Brand Equity & Value Chain International Journal of Recent Technology and Engineering (IJRTE), ISSN: 2277-3878, Volume-8 Issue-6, March 2020, DOI: 10.35940/ijrte.F8939.38620

4. Ajatashatru Samal, CN Anil, **Best CRM Practices in Banking Sector- An Opportunity for Broadening Customer Base**, Online International Interdisciplinary Research Journal ISSN 2249-9598, Volume-09, May 2019 Special Issue (04).

5. Ajatashatru Samal, Gopi G, **The Impact of Information Technology in Economic Development in India**, Asia Pacific Journal of Research (Impact Factor- 6.58.) Vol: I. Issue LXXXVII, April 2018 ISSN (Print): 2320-5504 ISSN (Online): 2347-4793 DOI:10.5281/zenodo.4393117

6. Ajatashatru Samal, Pinakapani, **Impact of Brand Equity, Service Value Chain and Customer Relationship Management in enhancing Customer Satisfaction with reference to selected Indian Banks, Bangalore**, Asia Pacific Journal of Research, APJR, November 2017- ISSUE No-LVII, Volume1, Impact Factor-6.58, Print ISSN-2320-5504, Online-E-ISSN-2347-4793

7. Ajatashatru Samal, Pinakapani, **A Study on the Perception Of Bank Executives on Customer relationship Management Practices in selected banks in Bengaluru**, International Journal in Management and Social Science IJMSS (Impact Factor- 6.178) Scopus ID IJMSS: A9CA72AA6AE914A8, July 2017 ISSUENo-07, ISSN: 2321-1784

8. Ajatashatru Samal, **A Study on Consumer Buying Behaviour towards organized and unorganized retail stores in Bangalore city**, International Journal of Management Research & Business Strategy, IJMRBS, July 2013- ISSUE No-05, Volume2 No-03, ISSN: 2319-345X.
9. Ajatashatru Samal, **A Study On Competitive Indian Banking Industry With Reference To Pre E-Banking And Post E-Banking**, International Journal of Research in Commerce, IT & Management, IJRCM, May 2013- ISSUE No-05, Volume No-03, ISSN: 2231-5756, Page No: 06-09.