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# SUBHANKAR DAS, PhD

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**Associate Professor, Director of Marketing,** Southstar Management Institute (SMI), Room 201 (G)  
120 Hoang Minh Thao St, Lien Chieu  
Duy Tan University  
Hoa Khanh Nam Campus  
Da Nang, Vietnam 550000

**Date of birth:** 26/10/1981

**Nationality:** Indian

**Mobile:** (+84) 0779422516

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**Email:** [subhankardas26@outlook.com](mailto:subhankardas26@outlook.com)

**LinkedIn:** [SUBHANKAR DAS, Ph.D. | LinkedIn](#)

**Scopus:** [Das, Subhankar - Author details - Scopus](#)

**Google Scholar:** [Subhankar Das, Ph.D. - Google Scholar](#)

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## PROFESSIONAL SNAPSHOT

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Dr Das is a senior researcher and associate professor at Duy Tan University with 16+ years of collective experience in academia and research, helping students of Indian, African, and ASEAN universities excel. Over the years, his solo and collaborative projects at Duy Tan have garnered recognition from various government agencies. He has worked on 1 Government-sponsored project as a PI. He has published in 17 Web of Science (SSCI, SCI, SCIE, ESCI) and 86 Scopus publications from Elsevier, Emerald, Taylor & Francis, covering topics such as the metaverse, marketing management, waste management, AI, digitalisation, blockchain, and analytics. He served as editor and author of nine Scopus-indexed books, with 50 book chapters published by reputable publishers such as Springer, Elsevier, Palgrave, CRC, and IGI. He is a keynote speaker for two conferences in Europe. He is a member of the review board for 11 Q1 Elsevier journals, 3 Emerald journals, 2 each from Taylor & Francis and Wiley, and 1 from Sage journals. He also acts as a PhD supervisor/co-supervisor for three universities in Italy, Poland, and Kenya.

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## WORK EXPERIENCE

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- **24/09/2025 – Till Date, SMI, Duy Tan University, Da Nang, Vietnam**  
Director of Marketing Management of SMI  
*Responsibilities:* Coordinating the course material preparation for the AACSB process.
- **10/02/2023 – Till Date, SMI, Duy Tan University, Da Nang, Vietnam**  
Associate Professor (Marketing), **SMI, Duy Tan University**
  - a. *Teaching Responsibilities:* Marketing Management, Digital Marketing, Internet Marketing, Tourism Marketing, Brand Management, Place Marketing, Consumer Behaviour courses
  - b. *Research Responsibilities:* Publishing in Q1/Q2 Scopus and Web of Science-indexed marketing, economics, and management journals
- **26/07/2019 – 09/02/2023, SMI, Duy Tan University, Da Nang, Vietnam**  
Assistant Professor (Marketing), **SMI, Duy Tan University**
  - a. *Teaching Responsibilities:* Management, Marketing, OB, HRM, Digital marketing, Internet marketing, Tourism marketing, Advertising and Communications, Place marketing, Consumer behaviour courses
  - b. *Research Responsibilities:* Publishing in Q1/Q2 Scopus and Web of Science indexing, marketing, economics and management journals
- **12/06/2021 – 25/07/2023, IDE, Ho Chi Minh City, Vietnam**  
Senior Research Fellow (Marketing), **Institute of Development Economics Research, University of Economics**
  - a. *Research Responsibilities:* Working on projects regarding AI, social robots, and intelligent tourism (Part-time Consultancy)
- **17/06/2017 – 15/05/2019, TISS, Mumbai, India**  
Member of the **Centre of Excellence TISS-SVE (Management & Entrepreneurship and Professional Skills)**
  - a. *Course & Training Consultancy Responsibilities:* Course content for digital marketing and management courses, and conduct interviews of faculty and act as a trainer for TISS
- **06/01/2016 – 08/07/2018, TMU-INURTURE, Moradabad, India**  
Associate Professor (Marketing Leadership & Innovation) **TMU-INURTURE**
  - a. *Teaching Responsibilities:* Brand Management & Digital Marketing in BBA (Brand management & Communication) & MBA (Digital Marketing & Advertising)
  - b. *Research Responsibilities:* Publishing in Scopus-indexed marketing, economics and management journals

- **06/09/2010 – 24/12/2015, GITA, Bhubaneswar, India**  
Assistant Professor (Marketing), **GITA, BPUT, Odisha**  
a. *Teaching Responsibilities:* Marketing management, OB, HRM for BBA & Consumer behaviour, digital marketing for MBA
- **10/11/2009 – 30/08/2010 TEAM Business School, Bhubaneswar, India**  
Academic Coordinator & Lecturer in Marketing Management, **Odisha, India**  
a. *Teaching Responsibilities:* Marketing management, Consumer behaviour, digital marketing for MBA
- **24/02/2009 – 22/10/2009 NIIS, Bhubaneswar, India**  
Lecturer In Marketing Management, NIIS Institution of Business Administration  
a. *Teaching Responsibilities:* Marketing Management for BBA

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## EDITORIAL EXPERIENCE

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- Appointed to the **International Editorial Board** of the **Learning and Instruction journal** published by Elsevier! (*I am the first person from Vietnam*) [Editorial board - Learning and Instruction | ScienceDirect.com by Elsevier](#) *TS. Subhankar Das của ĐH Duy Tân là thành viên Ban Biên tập Tạp chí Learning & Instruction, Elsevier (News covered by Leading news paper in Vietnam)*  
a. **Learning and Instruction** is one of the world's most prestigious international, multi-disciplinary, peer-reviewed journals in educational sciences. This top-tier journal demonstrates exceptional academic impact  
b. **Journal Excellence Metrics: Impact Factor:** 6.2 (2025-2026) - Among the highest in educational research. [4.9 in WoS, 9.7 Cite score in 2024] **SCImago Journal Rank (SJR):** 2.236 - Placing it in **Q1 quartile** (top 25%). **H-index:** 153 - Demonstrating sustained citation impact. **Overall Ranking:** 1,168 out of 27,955 journals globally. **Publisher:** Elsevier B.V. (Netherlands/UK). ISSN: 0959-4752
- Appointed to the **International Editorial Board** of the **Strategic Business Research (SBR) journal** published by Elsevier! [Editorial board - Strategic Business Research | ScienceDirect.com by Elsevier](#) (*Top Reviewer for 2025*)
- Co-editor of a special issue on "Innovation in Sustainable Tourism: Strategies for Resilience and Adaptation" under Sustainability (ISSN 2071-1050). This special issue belongs to the section "Tourism, Culture, and Heritage". (Cite Score – 6.8, IF- 3.3) [Sustainability | Special Issue: Innovation in Sustainable Tourism: Strategies for Resilience and Adaptation](#)

- Co-editor of a special issue on "Neuromarketing and Sustainable Development: Latest Advances and Prospects" under Sustainability (ISSN 2071-1050). This special issue belongs to the section "Sustainable Management". (Cite Score – 6.8, IF- 3.3) [\*Sustainability | Special Issue: Neuromarketing and Sustainable Development: Latest Advances and Prospects\*](#)
- Co-editor of a special issue on “Towards 2030: SDG 9 from the point of view of Digital Impacts and HR Analytics” under Frontiers in Human Dynamics (Digital Impacts) E-ISSN - ISSN: 2673-2726.
- Corresponding Editor of “Pioneering the New Space Economy through AI and Immersive Technologies: Economic Development and Tourism Opportunities in Space”, released in June 2025 in a collaboration of Vietnam and Greece universities with a DOI. [\*https://doi.org/10.1007/978-981-96-5977-7 and Hardcover ISBN978-981-96-5976-0\*](https://doi.org/10.1007/978-981-96-5977-7)
- Corresponding Editor of “Generative AI for a Net-Zero economy - Managing Climate Change and Business Innovation in the Digital Era”, released in July 2025 in a collaboration of Vietnam and Slovakia, with a DOI [\*https://doi.org/10.1007/978-981-96-8015-3 and Hardcover ISBN978-981-96-8014-6\*](https://doi.org/10.1007/978-981-96-8015-3)
- First Editor of a Book for Palgrave-Springer titled “Digital Entertainment: The Next Evolution in Service Sector” (2<sup>nd</sup> Edition) released in February ’2023 in a collaboration of Vietnam and India universities with DOI: [\*https://doi.org/10.1007/978-981-19-8121-0 and Hardcover ISBN 978-981-19-8120-3\*](https://doi.org/10.1007/978-981-19-8121-0)
- Corresponding Editor of “New Normal in Digital Enterprises - Strategies for Sustainable Development,” released in February’2023 in a collaboration of Turkey, India, and Vietnam universities with DOI: [\*https://doi.org/10.1007/978-981-19-8618-5 and Hardcover ISBN 978-981-19-8617-8\*](https://doi.org/10.1007/978-981-19-8618-5)
- Corresponding Editor of “HR Analytics and Digital HR Practices - Digitalisation post-COVID-19” under Palgrave-Springer Publication, released in December’2021 in a collaboration of Italy, India, and Vietnam universities with DOI: [\*https://doi.org/10.1007/978-981-16-7099-2 and Hardcover ISBN 978-981-16-7098-5\*](https://doi.org/10.1007/978-981-16-7099-2)
- Corresponding Editor of “Sustainable Development and Innovation of Digital Enterprises for Living with COVID-19” under Springer Publication, released in July 2022 in a collaboration of Serbia, India, and Vietnam universities with DOI: [\*https://doi.org/10.1007/978-981-19-2173-5 and Hardcover ISBN978-981-19-2172-8\*](https://doi.org/10.1007/978-981-19-2173-5)
- First Editor of a Book for Palgrave-Springer titled “Digital Entertainment: The Next Evolution in Service Sector” released by Springer on February 27, 2021, in a collaboration of India and Vietnam universities with DOI: [\*https://doi.org/10.1007/978-981-15-9724-4 and Hardcover ISBN978-981-15-9723-7\*](https://doi.org/10.1007/978-981-15-9724-4)

- Editor & Author of a Book for CRC Press, Routledge, titled “SEO-SEM: A conjugal recipe for success in digital marketing”, released online in January’2021. With <https://doi.org/10.1201/9780429298509> eBook ISBN: 9780429298509. Pub. Location: Boca Raton, Imprint Chapman, and Hall/CRC
- First Editor of a Book for IGI Global titled “Innovations in Digital Branding and Content Marketing” released in September 2020 with DOI: 10.4018/978-1-7998-4420-4 & ISBN13: 9781799844204
- Guest editor for a special issue with Int. Journal of Environmental Engineering (Inderscience)
- Member of the Editorial Board for The Journal of Socio-Economic and Humanities Studies at AMBIS University in the Czech Republic.

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## EDUCATION AND TRAINING

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- 10/09/2013 – 31/12/2018 Bhubaneswar, India  
PhD. in the Marketing Major, Siksha O Anusandhan Deemed University  
Website <https://www.soa.ac.in/> Level in EQF level 8
- 12/06/2007 – 29/04/2009 India  
MBA with Marketing Major, ICFAI University, Level in EQF level 7
- 10/06/2003 – 09/05/2006 India  
BSc. (Radio Imaging Technology) Allahabad Agricultural Institute of Deemed University Level in EQF level 6
- IELTS British Council
- Digital Marketing Professional Program in Association with Google (GDMP), Manipal, India
- Honour Code Certificate in Introduction to Marketing, University of British Columbia -EDx
- Verified Certificate of Introduction to Marketing Essentials. IIM Bangalore -EDx
- 12/06/2011 – Till Date, India : NET In Management UGC

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## PROJECTS

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- 15/07/2020 – 14/07/2022

### **Research the Impact of Artificial Intelligence (AI) on Using Tourism Products and Services in Ho Chi Minh City: Application of Research on Consumer Behavior Through the Impact of Technology.**

Acted as principal investigator (PI) for a research project funded by Ho Chi Minh City's Department of Science and Technology (HCMC-DOST) and the Institute for Computational Science and Technology (ICST) under the project:

Funding grant contract number: 33/2020/HĐ-QPTKHCN; dated 6 July 2020. (Project value: Approximately USD 22,000)

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## CREATIVE WORKS

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- 01/11/2023 – Till Date (**Appointed as a Co-supervisor**)

Appointed as a Co-supervisor for Miss. Antonia Puccio, under the Law and Economics Department of the University of Molise, Italy, with Professor Francesca Di Virgilio

- 01/10/2023 – Till Date (**Online Supervisor**)

Appointed as an online supervisor for the final thesis for the Doctor of Business Administration (DBA) postgraduate study in Collegium Humanum at Warsaw Management University, Poland.

- 01/06/2019 – Till Date (**Lead Supervisor**)

Appointed as Lead Supervisor for Mr Joseph Donkor. For the title *“Corporate Governance: The Role of the Board of Directors, CEOs’ risk management and challenges facing the Ghanaian Insurance Industry”* under the Management University of Africa, Kenya

- 05/12/2020 – 10/02/2021 (**PhD external examiner**)

Appointed as a PhD external examiner at the University of New England, Armidale, NSW, Australia 2351.

- 09/06/2020 – 10/08/2020 (PhD external examiner)

Appointed as PhD external examiner of IKG Punjab Technical University, Jalandhar-Kapurthala, 144603, Punjab, India. Ref. No. IKGPTU/R&D/CAMP/053 in June 2020.

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## LANGUAGE SKILLS

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### English Language Proficiency

| UNDERSTANDING |         | SPEAKING          |                    | WRITING |
|---------------|---------|-------------------|--------------------|---------|
| Listening     | Reading | Spoken production | Spoken interaction |         |
| C1            | B2      | C1                | C1                 | C1      |

*Proficiency Levels: A1 and A2: Basic user, B1 and B2: Independent user, C1 and C2: Proficient user*

**Mother tongue (s): HINDI | ODIA**

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## DIGITAL SKILLS

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### Data & Statistical Analysis

- IBM Statistical Package for Social Sciences (SPSS)
- Multivariate Data Analysis
- Quantitative & Qualitative Research Methods

### Software & Productivity Tools

- Microsoft Office Suite: Excel, Word, PowerPoint, Outlook (Advanced)
- Digital Research Management Systems
- Academic Writing & Citation Tools

### Digital Communication Platforms

- Video Conferencing: Zoom, Microsoft Teams, Skype, Webex (Advanced)
  - Collaboration Tools: Google Meet, Slack
  - Social Media: Twitter, Facebook, WhatsApp
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## COMMUNICATION AND INTERPERSONAL SKILLS

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### Professional Communication

- Active Listening & Empathetic Communication
- Stakeholder Engagement & Relationship Building



- Clear & Effective Information Delivery

### Research Management

- Research Design & Implementation
- Grant Writing & Funding Acquisition
- Digital Research & Scholarly Writing

### Team Leadership & Collaboration

- Team Management & Development
- Cross-functional Coordination
- Organizational Skills & Project Planning

### Cross-Cultural Communication Expertise

- Proficient in engaging with Indian, African, and ASEAN academic communities
- Adaptive communication across diverse cultural contexts
- Successfully navigate different communication styles
- Asset in multicultural and international academic settings

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## PUBLICATIONS

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### Top-Tier Journal Publications (IF > 8.0, Q1)

- **Das, S.**, Mondal, S., Majerova, J., Vartiak, L., & Vrana, V. G. (2025). Tweet Sentiments: Understanding X (Twitter) users' perceptions of the Russia–Ukrainian crisis on consumer behavior and the economy. *International Journal of Consumer Studies*, 49(1). Metrics: IF 10.0, CiteScore 18.6, SSCI (Q1), ABDC-A, ABS-3 | **First Author** DOI: <https://doi.org/10.1111/ijcs.70009>
- Paul, J., Akbari, M., Mondal, S. R., & **Das, S.** (2024). Knowledge sharing leads to engagement during COVID-19 for online gamers. *Information & Management*, 103948. Metrics: IF 8.2, CiteScore 17.9, SSCI/SCI/SCIE (Q1), ABDC-A\*, ABS-3 | <https://doi.org/10.1016/j.im.2024.103948>

### Q1 Journal Publications in Sustainability & Innovation

- Mondal, S., Uyen, N. C. T., **Das, S.**, & Vrana, V. G. (2025). Innovation Dynamics and Ethical Considerations of Agentic Artificial Intelligence in the Transition to a Net-Zero Carbon Economy. *Sustainability*, 17(19), 8806. Metrics: IF 3.3, Cite Score 6.8, SSCI/SCIE (Q1) | **Corresponding Author** DOI: <https://doi.org/10.3390/su17198806>
- Mondal, S., **Das, S.**, & Vrana, V. G. (2024). Exploring the Role of Artificial Intelligence in Achieving a Net Zero Carbon Economy in Emerging Economies: A Combination of PLS-SEM and fsQCA Approaches to Digital Inclusion and Climate Resilience. *Sustainability*,



16(23), 10299. **Metrics:** IF 3.3, Cite Score 6.8, SSCI/SCIE (Q1) | *Corresponding Author DOI: <https://doi.org/10.3390/su162310299>*

- Van, N. T. T., Vrana, V., Duy, N. T., Minh, D. X. H., Dzung, P. T., Mondal, S. R., & **Das, S.** (2020). The Role of Human–Machine Interactive Devices for Post-COVID-19 Innovative Sustainable Tourism in Ho Chi Minh City, Vietnam. *Sustainability*, 12(22), 9523. **Metrics:** IF 3.3, Cite Score 6.8, SSCI/SCIE (Q1) | *Corresponding Author | Included in WHO database DOI: <https://doi.org/10.3390/su12229523>*
- Duy, N. T., Mondal, S. R., Van, N. T. T., Dzung, P. T., Minh, D. X. H., & **Das, S.** (2020). A Study on the Role of Web 4.0 and 5.0 in the Sustainable Tourism Ecosystem of Ho Chi Minh City, Vietnam. *Sustainability*, 12(17), 7140. **Metrics:** IF 3.3, Cite Score 6.8, SSCI/SCIE (Q1) | *Corresponding Author DOI: <https://doi.org/10.3390/su12177140>*
- Singh, S., Mondal, S., Singh, L. B., Sahoo, K. K., & **Das, S.** (2020). An Empirical Evidence Study of Consumer Perception and Socioeconomic Profiles for Digital Stores in Vietnam. *Sustainability*, 12(5), 1716. **Metrics:** IF 3.3, Cite Score 6.8, SSCI/SCIE (Q1) | *Corresponding Author DOI: <https://doi.org/10.3390/su12051716>*

#### Q1 Journal Publications in Strategic Marketing & Consumer Behavior

- **Das, S.,** Sandhu, K., & Mondal, S. R. (2023). Music logos drive digital brands: an empirical analysis of consumers' perspective. *Journal of Strategic Marketing*, 30(8), 1397-1412. **Metrics:** IF 4.1, Cite Score 9.2, ABDC-A, ESCI (Q1) | *First and Corresponding Author DOI: <https://doi.org/10.1080/0965254X.2022.2098526>*

#### Q1 Journal Publications in Health Sciences & Public Health

- Sharma, E., Mondal, S., **Das, S.,** & Vrana, V. (2023). Scale Development for COVID-19 Vaccine Hesitancy by Integration of Socio-Demographic and Psychological Factors. *Vaccines*, 11(6), 1052. **Metrics:** IF 5.2, Cite Score 8.9, SCIE (Q1) | *Corresponding Author DOI: <https://doi.org/10.3390/vaccines11061052>*

#### Q1 Journal Publications in Environmental Sciences

- Ilyas, S., Srivastava, R. R., Kim, H., **Das, S.,** & Singh, V. K. (2021). Circular bio economy and environmental benignness through microbial recycling of e-waste: A case study on copper and gold restoration. *Waste Management*, 121, 175-185. **Metrics:** IF 7.1, Cite Score 15.6, SCIE (Q1), | *Contributed to Research Analysis DOI: <https://doi.org/10.1016/j.wasman.2020.12.013>*

## Q1 Journal Publications in Technology & Innovation

- Puri, V., Mondal, S., **Das, S.** & Vrana, V. G. (2023). Blockchain Propels Tourism Industry: An Attempt to Explore Topics and Information in Smart Tourism Management through Text Mining and Machine Learning. *Informatics*, 10(9). **Metrics:** IF 3.4, Cite Score 6.6, ESCI (Q1), | **Corresponding Author** DOI: <https://doi.org/10.3390/informatics10010009>
- Mondal, S., **Das, S.** & Vrana, V. G. (2023). How to Bell the Cat? A Theoretical Review of Generative Artificial Intelligence towards Digital Disruption in All Walks of Life. *Technologies*, 11(2), 44. **Metrics:** IF 4.2, Cite Score 6.7, ESCI (Q1), | **Corresponding Author** | **Won Editor's Choice Award.** DOI: <https://doi.org/10.3390/technologies11020044>

## Scopus-Indexed Journal Publications (Q2-Q3)

- **Das, S.**, Mondal, S., Puri, V., & Vrana, V. (2022). Structural review of relics tourism by text mining and machine learning. *Journal of Tourism, Heritage & Services Marketing*, 8(2), 25-34. **Metrics:** Cite Score 5.8, Scopus (Q2) | **First Author** DOI: <https://doi.org/10.5281/zenodo.7358349>
- Borgia, M., **Das, S.** & La Torre, M. (2024). Human Capital Dimensions Influencing Knowledge Hiding in the Public Sector: Evidence from Italy. *Electronic Journal of Knowledge Management*, 22(1), 14-25. **Metrics:** Cite Score 3.0, ABDC-C, Scopus (Q3) | **Second Author** DOI: <https://doi.org/10.34190/ejkm.22.1.3176>
- **Das, S.**, Mondal, S. R., Struck, F., Eissfeldt, J., Beernink, L., Sigouras, V., Hoose, S., & Kopac, L. (2023). What Can We See Inside the Crystal Ball? Exploring Opportunities and Challenges for Metaverse and Circular Economy. *Academic Journal of Interdisciplinary Studies*, 12(6), 221. **Metrics:** CiteScore 1.5, Scopus | **First Author** DOI: <https://doi.org/10.36941/ajis-2023-0165>

## Web of Science Indexed Publications

- **Subhankar, D.** & Anand, N. (2019, May). Digital sustainability in social media innovation: a microscopic analysis of Instagram advertising & its demographic reflection for buying activity with R. In 1st International Scientific Conference "Modern Management Trends and the Digital Economy: from Regional Development to Global Economic Growth" (MTDE 2019). Atlantis Press. **Metrics:** Web of Science indexed | **First and Corresponding Author** DOI: [10.2991/mtde-19.2019.72](https://doi.org/10.2991/mtde-19.2019.72)

## SSCI & High-Impact Publications

- Sharma, E., & **Das, S.** (2021). Integrated model for women empowerment in rural India. *Journal of International Development*, 1–18. **Metrics:** CiteScore 3.1, JCR 1.537, SSCI, ABDC-B, ABS-2 | **Second Author** DOI: <https://doi.org/10.1002/jid.3539>

- **Das, S.,** Nayyar, A., & Singh, I. (2019). An assessment of forerunners for customer loyalty in the selected financial sector by SEM approach toward their effect on business. *Data Technologies and Applications*, 53(4), 546–561. **Metrics:** CiteScore 4.3, SSCI, IF 1.8, Scopus | **First and Corresponding Author DOI:** <https://doi.org/10.1108/dta-04-2019-0059>

#### Additional Scopus-Indexed Publications (Q3-Q4)

- Sharma, E., Nigam, N., & **Das, S.** (2020). Measuring gap in expected and perceived quality of ICT-enabled customer services: a systematic study of the top ten retailers of India. *International Journal of Applied Systemic Studies*, 9(2), 159-184. **Metrics:** IF 0.5, Scopus (Q3/Q4) | **Research Methodology Author DOI:** <https://doi.org/10.1504/ijass.2020.113260>
- Sharma, E., & **Das, S.** (2020). Measuring impact of Indian ports on environment and effectiveness of remedial measures towards environmental pollution. *International Journal of Environment and Waste Management*, 25(3), 356-380. **Metrics:** Cite Score 1.2, Scopus (Q4) & ERA | **Second Author DOI:** <https://doi.org/10.1504/IJEW.2020.106295>
- Singh, I., Nayyar, A., Le, D.H., & **Das, S.** (2019). A conceptual analysis of internet banking users' perceptions. An Indian perceptive. *Revista ESPACIOS*, 40(14). **Metrics:** IF 0.330, Scopus (Q3) | **Corresponding Author**
- Gupta, D. K., Jena, D., Samantaray, A. K., & **Das, S.** (2019). HRD climate in selected public sector banks in India. *Revista ESPACIOS*, 40(11). **Metrics:** IF 0.330, Scopus (Q3) | **Corresponding Author**
- Singh, I., Nayyar, A., & **Das, S.** (2019). A study of antecedents of customer loyalty in banking & insurance sector and their impact on business performance. *Revista ESPACIOS*, 40(06). **Metrics:** IF 0.330, Scopus (Q3) | **Corresponding Author**
- Mohanty, P.C.; Dash, M.; Dash, M. & **Das, S.** (2019). A study on factors influencing training effectiveness. *Revista Espacios*, Volume (40), 7-15. **Metrics:** IF 0.330, Scopus (Q3) | **Corresponding Author**
- Behera, M; Dash, M.; Ayasa Kanta Mohanty, A.K. & **Das, S.** (2019). Entrepreneurial ecosystem: A geographical upliftment. *Revista Espacios*, Volume (40), 26-36. **Metrics:** IF 0.330, Scopus (Q3) | **Corresponding Author**
- **Jain, S., Jain V., & Das, S.** (2018). Relationship analysis between emotional intelligence and service quality with special evidences from Indian banking sector. *Revista ESPACIOS*, 39(33). **Metrics:** IF 0.330, Scopus (Q3) | **Corresponding Author**

- **Das, S.**; Mondal, S.R.; Sahoo, K.K; Nayyar, A. & Musunuru, K. (2018). Study on Impact of socioeconomic make up of Facebook users on purchasing behavior. *Revista Espacios*, Volume (39), 28-42. **Metrics:** IF 0.330, Scopus (Q3) | **First and Corresponding Author**
- Singh, S., & **Das, S.** (2018). Impact of post-merger and acquisition activities on the financial performance of banks: a study of Indian private sector and public sector banks. *Revista Espacios Magazine*, 39(26), 25. **Metrics:** IF 0.330, Scopus (Q3) | **Corresponding Author**
- **Das, S.**, Dash, M., Sahoo, K., & Mishra, U. S. (2018). Study the effectiveness of celebrity endorsements in print & social media advertisements on consumers' buying behaviour. *Revista ESPACIOS*, 39(06). **Metrics:** IF 0.330, Scopus (Q3) | **Corresponding Author**
- Mondal, S., **Das, S.**, Musunuru, K., & Dash, M. (2017). Study on the factors affecting customer purchase activity in retail stores by confirmatory factor analysis. *Revista ESPACIOS*, 38(61). **Metrics:** IF 0.330, Scopus (Q3) | **Second Author**

#### Other Academic Publications

- Di Virgilio, F., Baber, R., & **Das, S.** (2024). Innovative Work Behavior and Technological Knowledge Competencies: Evidence from SMEs in Southern Italy. *Athens Journal of Tourism*, 11(3), 179-200. | **Third Author**
- **Singh, L. B., Mondal, S. R., & Das, S.** (2020). Human resource practices & their observed significance for Indian SMEs. *Revista ESPACIOS*, 41(07). **Metrics:** IF 0.330, Scopus | **Corresponding Author**
- **Nadanyiova, M., & Das, S.** (2020). Millennials as a Target Segment of Socially Responsible Communication within the Business Strategy. *Littera Scripta*, 13(1), 119-134. | **Second Author** DOI: [https://doi.org/10.36708/Littera\\_Scripta2020/1/8](https://doi.org/10.36708/Littera_Scripta2020/1/8)

#### Scopus-Indexed Edited Books (First/Corresponding Editor)

- Mondal, S. R., Vrana, V., & **Das, S.** (2025). *Pioneering the New Space Economy through AI and Immersive Technologies: Economic Development and Tourism Opportunities in Space*. Springer Nature. **Publisher:** Springer Nature | **ISBN:** 978-981-96-5976-0 | **Indexing:** Scopus | **Role:** Corresponding Editor DOI: <https://doi.org/10.1007/978-981-96-5977-7>
- Mondal, S. R., Vartiak, L., & **Das, S.** (2025). *Generative AI for a Net-Zero Economy: Managing Climate Change and Business Innovation in the Digital Era*. Springer Nature. **Publisher:** Springer Nature | **ISBN:** 978-981-96-8014-6 | **Indexing:** Scopus | **Role:** Corresponding Editor | DOI: <https://doi.org/10.1007/978-981-96-8015-3>

- **Das, S.** (2023). *Digital Entertainment: The Next Evolution in Service Sector. Emerging Digital Solutions in Reshaping Different Industries* (2nd Edition). Palgrave-Singapore. **Publisher:** Palgrave Macmillan | **Indexing:** Scopus | **Role:** First & Corresponding Editor DOI: <https://doi.org/10.1007/978-981-19-8121-0>
- Mondal, S.R., Yegen, C., & **Das, S.** (2023). *New Normal in Digital Enterprises - Strategies for Sustainable Development*. Palgrave-Singapore. **Publisher:** Palgrave Macmillan | **ISBN:** 978-981-19-8617-8 | **Indexing:** Scopus | **Role:** Corresponding Editor DOI: <https://doi.org/10.1007/978-981-19-8618-5>
- Mondal, S. R., Majerova, Jana, & **Das, S.** (2022). *Sustainable Development and Innovation of Digital Enterprises for Living with COVID-19*. Springer Nature. **Publisher:** Springer Nature | **ISBN:** 978-981-12-2172-8 | **Indexing:** Scopus | **Role:** Corresponding Editor DOI: <https://doi.org/10.1007/978-981-19-2173-5>
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**h. Book Chapters in Smart Cities & Urban Management (2019)**

- **Das, S.,** & Nayyar, A. (2019). Innovative Ideas to Manage Urban Traffic Congestion in Cognitive Cities. In *Driving the Development, Management, and Sustainability of Cognitive Cities* (pp. 139-162). IGI Global.  
**Publisher:** IGI Global | **Role:** First & Corresponding Author  
 DOI: 10.4018/978-1-5225-8085-0.ch006

**i. Book Chapters in Social Communications (2018)**

- **Das, S.** and Mondal, S. (2018). Innovations in Social Communications and Branding. In *SEPIKE Monograph: Innovations in the Modern World*. SEPIKE, Germany.  
**Publisher:** SEPIKE | **Role:** First & Corresponding Author  
 Available at:  
[http://docs.wixstatic.com/ugd/b199e2\\_2d249e20f90540f7b985b4ccf284b658.pdf](http://docs.wixstatic.com/ugd/b199e2_2d249e20f90540f7b985b4ccf284b658.pdf)

**j. Case Study Publication**



- **Das, S.**, & Mondal, S. (2016). Yours Digitally: Patanjali. Available at SSRN 2737299. Social Science Research Network (SSRN) with URL <http://ssrn.com/abstract=2737299>. (First & Corresponding Author)

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## CONFERENCES AND SEMINARS

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### *a. International Conference Presentations (Peer-Reviewed)*

- **Das, S.** Di Virgilio, F. and Puccio, A. (2024). The impact of workplace spirituality on innovative work behavior of employees in public administration: a bibliometric analysis. UFHRD2024 Conference Programme ISEC, Lisboa, Portugal. **Conference:** UFHRD2024 | **Location:** Lisboa, Portugal | **Date:** June 12-14, 2024 | **Role:** First Author
- Di Virgilio, F. Baber, R. and **Das, S.** (2024). Innovative Work Behavior and Technological Knowledge Competencies: Evidence from SMEs in Southern Italy. 26th International Conference on IT and Computer Science, Athens, Greece. **Conference:** 26th International Conference on IT and Computer Science | **Location:** Athens, Greece | **Date:** May 20-23, 2024 | **Role:** Co-Author
- **Das, S.** and Mondal, S. (2020). Impact of Tourists' Willingness & Acceptance of Artificial Intelligence (AI) Applications Employed for Smart Destination Tourism Services in Vietnam. 6th International Conference of the Euro-Asia Tourism Studies Association (EATSA). **Conference:** EATSA 2020 | **Location:** Sardinia, Italy (Online) | **Date:** June 15-18, 2020 | **Role:** First & Corresponding Author

### *b. Professional Development Workshops & Training*

- International Webinar Participation (2025): **MDPI World Tourism Day Session Two**  
**Organization:** MDPI (Multidisciplinary Digital Publishing Institute)  
**Event:** World Tourism Day Webinar Series 2025  
**Date:** September 26, 2025, 6:00 pm (CEST)  
**Format:** Online International Webinar  
**Focus Area:** Tourism research, sustainable tourism, and industry developments  
**Role:** Keynote Speaker  
**Professional Development:** Engagement with the global tourism research community and the latest industry trends

- **"Writing and publishing a high impact (Q1) journal article"**  
**Workshop Provider:** ACE Learning Excellence and Innovation  
**Location:** Malaysia, KL (Online) | **Date:** October 24-25, 2020  
**Focus:** Advanced research writing and Q1 journal publication strategies
- **"Publishing in Top SSCI Journals and Getting Recognition for Your Research"**  
**Workshop Provider:** EMERALD-sponsored workshop  
**Instructor:** Dr. Dimitros Buhalis, Editor-in-Chief of Tourism Review  
**Location:** Online | **Date:** October 7, 2020  
**Focus:** SSCI journal publication strategies and research visibility | **Format:** Online

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## VOLUNTEERING & ACADEMIC SERVICE

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### *a. International Academic Mentoring & Consultation*

- **Mentoring for the Institute of Management Accounts (IMA), USA**  
**Organization:** Institute of Management Accounts (IMA), USA  
**Role:** Student Case Study Development Mentor  
**Location:** Dubai | **Duration:** June 2016 - December 2017  
**Recognition:** Certificate of Appreciation for contributing to Student Case Study Development in 2016 and 2017

### *b. Resource Person & Workshop Facilitation*

- **Resource Person - KCL Institute of Business Studies**  
**Organization:** KCL Institute of Business Studies  
**Topic:** Digital Marketing Workshop (One-day intensive)  
**Location:** Punjab, India | **Date:** July 11, 2020  
**Role:** Workshop Facilitator and Resource Person
- **Resource Person - International School of Informatics and Management (ICMIT-2020)**  
**Organization:** International School of Informatics and Management  
**Event:** International Conference on Management and IT (ICMIT-2020)  
**Format:** Online | **Date:** August 7-8, 2020  
**Role:** Conference Resource Person

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## HONOURS AND AWARDS

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### *a. Research Award*

- Best Paper Award, Technologies Journal (Q1 International Journal, MDPI) June 2025
- [\*Technologies | Journal Awards\*](#)

- DTU Scientists Publish in Q1 Journal on AI Impact on Business Operations - Tin tức Đại học Duy Tân
- Nhà khoa học ĐH Duy Tân công bố các tác động của AI đối với Vận hành Doanh nghiệp trên tạp chí Q1 - Tin tức Đại học Duy Tân

#### *b. International Research Excellence Awards*

- **Best Young Researcher Award (Male) (Below 40 years)**  
**Awarding Organization:** International Academic and Research Excellence Awards (IARE-2019) **Date:** June 8, 2019 **Recognition:** Outstanding research contributions by an early-career researcher under 40 years of age
- **Young Researcher of the Year 2019**  
**Awarding Organization:** Integrated Chambers of Commerce and Industry **Event:** Education to Entrepreneurship Summit **Date:** February 28, 2019 **Recognition:** Excellence in research and contribution to entrepreneurship education
- **Excellent Researcher Award** **Awarding Organization:** Global Education and Corporate Leadership Awards (GECL-2018) **Date:** June 12, 2018 **Recognition:** Outstanding research contributions in education and corporate leadership

#### *c. International Teaching Excellence Awards*

- **International Excellence Teaching Award**  
**Awarding Organization:** South Asia Management Association (Thailand & India Chapter) **Location:** Bangkok, Thailand **Date:** December 2-4, 2017 **Recognition:** Excellence in teaching and pedagogical innovation across South Asia
- **Best Faculty & Trainer Award**  
**Awarding Organization:** IASTE, Chennai **Date:** September 10, 2017 **Location:** Chennai, India, **Recognition:** Excellence in teaching and research training

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## International Academic Associations

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#### *a. Life Membership Association*

- **Life Member - Euro-Asia Tourism Studies Association (EATSA)**  
**Organization:** Euro-Asia Tourism Studies Association  
**Membership Type:** Life Member

**Since:** June 15-18, 2020 | **Location:** Sardinia, Italy

**Focus:** International tourism research and academic collaboration across Europe and Asia

- **Life Member - International Management Association (IMA)**  
**Organization:** International Management Association  
**Membership Type:** Life Member  
**Location:** India  
**Focus:** Management research and professional development
- **Life Member - IASTE, Chennai**  
**Organization:** International Association of Science, Technology and Engineering (IASTE)  
**Membership Type:** Life Member  
**Since:** September 10, 2017 | **Location:** Chennai, India  
**Focus:** Excellence in teaching, research, and interdisciplinary collaboration

#### *b. Professional & Commerce Associations*

- **Life Member - Indian Commerce Association (ICA)**  
**Organization:** Indian Commerce Association  
**Membership Type:** Life Member | **ID:** O167  
**Location:** India  
**Focus:** Commerce education and research advancement
- **Life Member - Centre for Education Growth & Research (CEGR)**  
**Organization:** Centre for Education Growth & Research  
**Membership Type:** Life Member  
**Location:** India  
**Focus:** Educational research and development

#### *c. Editorial & Review Board Memberships*

- **Editorial Board Member - Journal of Hospitality & Tourism Technology (Emerald)**  
**Journal:** Journal of Hospitality & Tourism Technology  
**Publisher:** Emerald Publishing | **Metrics:** SSCI, JCR 5.5, Scopus CiteScore 8.4  
**Role:** Reviewer Board Member
- **Editorial Board Member - Journal of Hospitality & Tourism Education (I-CHRIE)**  
**Journal:** Journal of Hospitality & Tourism Education  
**Publisher:** Taylor & Francis (I-CHRIE) | **Metrics:** ESCI, IF 1.579, Scopus Q1,

CiteScore 6.3

**Role:** Reviewer Board Member

- **Reviewer Board Member - Learning and Instruction (Elsevier)**  
**Journal:** Learning and Instruction  
**Publisher:** Elsevier | **Metrics:** SSCI, IF 6.2, Scopus CiteScore 11.3  
**Role:** International Editorial Advisory Board Member
- **Reviewer Board Member - Computers in Human Behavior (Elsevier)**  
**Journal:** Computers in Human Behavior  
**Publisher:** Elsevier | **Metrics:** SSCI, IF 9.9, Scopus CiteScore 19.1  
**Role:** Reviewer
- **Reviewer Board Member - Information & Management (Elsevier)**  
**Journal:** Information & Management  
**Publisher:** Elsevier | **Metrics:** SSCI, IF 9.9, Scopus CiteScore 17.9  
**Role:** Reviewer
- **Reviewer Board Member - International Journal of Human-Computer Interaction**  
**Journal:** International Journal of Human-Computer Interaction  
**Publisher:** Taylor & Francis | **Metrics:** SCI, SCIE, SSCI, Scopus Q1, IF 4.920, CiteScore 9.0  
**Role:** Reviewer Board Member
- **Reviewer - Internet Research**  
**Journal:** Internet Research  
**Publisher:** Emerald | **Metrics:** ABS-3, ABDC-A, SSCI & SCIE, CiteScore 11.2, IF 7.596  
**Role:** Reviewer
- **Reviewer - Tourism Review**  
**Journal:** Tourism Review  
**Publisher:** Emerald | **Metrics:** ABS-3, ABDC-A, SSCI & SCIE, CiteScore 15.1, IF 7.689  
**Role:** Reviewer
- **Reviewer - Services Business**  
**Journal:** Services Business  
**Publisher:** Springer | **Metrics:** ABDC, SSCI, CiteScore 9.1  
**Role:** Reviewer

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## ACADEMIC REFERENCES

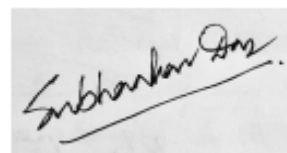
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I certify that my statements are accurate, complete, and correct to the best of my knowledge and belief.



Da Nang, 09/01/2026

Subhankar Das, PhD