



**Dr. Punyasloka Pattnaik**

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Dr. Punyasloka Pattnaik has more than four years of experience in both industry and academia. She obtained her Bachelor of Technology degree in Biotechnology from Biju Patnaik University of Technology, Rourkela. She then pursued an MBA in Marketing and HR at Rajasthan Technical University, Kota, and obtained Ph.D from Malaviya National Institute of Technology Jaipur. She successfully finished the Data Science Architect Master's Course at Intellipaat and completed a Certificate Course on Operations Management from NMIMS Global Access School for Continuing Education, Mumbai. In terms of research, she has authored around 10 research papers in International Journals, presented three research articles at International Conferences, obtained an Indian Patent and made a valuable contribution by writing a chapter for Springer Publishing House on the topic of waste management. Her academic interests includes Data Science in Management, Digital Marketing, Operations Management and Business Analytics. Publisher's way" and "The Basics of Writing and Publishing". Her skills in operations, customer relationship management, content writing, and e-commerce management underscore her commitment to driving impactful outcomes in management and education.