

SCHOOL OF BUSINESS STUDIES

CENTRAL UNIVERSITY OF JAMMU

Faculty Curriculum Vitae – AACSB Format

Instructions: Complete all sections. This CV format aligns with AACSB Table 15-1 requirements. Update annually.

1. PERSONAL INFORMATION

Full Name	Mr. Biswabhusan Pradhan
Designation	Assistant Professor
Department	Tourism and Travel Management
Date of Joining SBS	28/11/2023
Highest Qualification	Master of Tourism and Travel Management
Areas of Specialization	Smart Tourism, Consumer Behaviour, Educational Leadership
Email / Phone	biswa.ttm@cuammu.ac.in
ORCID / Google Scholar ID	https://scholar.google.com/citations?user=oCmZmWAAAAAJ&hl=en&authuser=5

2. AACSB FACULTY QUALIFICATION STATUS

Select your classification based on AACSB Standard 15. Dean/Committee will verify.

Classification	Criteria	Check (✓)
SA – Scholarly Academic	Doctoral degree + sustained peer-reviewed research (2+ PRJs in last 5 years)	<input type="checkbox"/>
PA – Practice Academic	Doctoral degree + sustained professional engagement	<input type="checkbox"/>
SP – Scholarly Practitioner	Master's + professional experience + scholarly contributions	<input checked="" type="checkbox"/>
IP – Instructional Practitioner	Master's + significant professional experience	<input type="checkbox"/>

3. ACADEMIC QUALIFICATIONS

Degree	Discipline/Specialization	Institution	Year	Thesis Title (if applicable)
Ph.D.				
M.Phil./MBA/MA	Tourism	IGNOU	2019	
Bachelor's	Science(Chemistry)	Utkal University	2012	

4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Student Feedback Score	Innovations Used
Tour Guiding Interpretation	MBA	Third/2024		
Management of Organizations	MBA	First/2024		
Introduction to Digital Economy	MBA	First/2024		
Quantitative Techniques	MBA	Third/2025		

List all courses taught. Attach student evaluation summaries if available.

5. INTELLECTUAL CONTRIBUTIONS (Last 5 Years)

AACSB categorizes ICs as: (a) Basic/Discovery Scholarship, (b) Applied/Integration, (c) Teaching/Pedagogical. List ALL outputs.

5a. Peer-Reviewed Journal Articles

#	Title	Journal Name	Year	ABDC/ABS Rank	Impact Factor	IC Type (D/A/T)
Md Tariqul Islam, Biswabhusan Pradhan, Uma Pandey, Siti Rahayu Hussin, Wong Foong Yee	Aesthetic Appeal and Beyond: Examining the Influence of Restaurant Interior Design on Bangladesh i Consumers' Satisfaction and Revisit Intention	ASEAN Journal on Hospitality and Tourism	2023	ABDC	0.239	
Md Tariqul Islam, Biswabhusan Pradhan, Rozi Nor Haizan Nor, Rakib Ahmed Saleh, Jeetesh Kumar	Unveiling the Landscape of Cruise Tourism Research: A Bibliometric Analysis and Visualisation.	Pertanika Journal of Social Sciences & Humanities	2024		0.7	
Surjit Kumar Lalotra, Asit Kumar Mantry, Biswabhusan Pradhan, Shivali Khajuria	Integrating Google Maps into geography education: a course evaluation of student achievement, geographical thinking, and map reading skills	International Journal of Cartography	2025		0.9	
Md Tariqul Islam, Biswabhusan Pradhan, Jeetesh Kumar, Md Sazzad Hossain, Neethiahnanthan Ari Ragavan	Environmental sustainability in maritime tourism: Current research trends, gaps, and future directions	Sustainable Development	2025		8.2	
Biswabhusan Pradhan, Ketan Bhatt, Amit Gangotia, Mahendra Singh, Ayush	Indigenous Tourism: A Bibliometric Analysis of Two Decades of Research Trends and Visualization of Scholarly Landscape	Heritage & Society	2025		0.8	

5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
Biswabhusan Pradhan	How does cultural norms influence the mindful consumption of tourism experience?	International Conference on Sustainable Goals (ICSG 2.0) on the theme "Sustainability Imperative: Challenges and Implications to Businesses, Government, and Society/ Indian Institute of Management, Bodh Gaya, India	2025	

5c. Books / Book Chapters / Edited Volumes

#	Title	Publisher / ISBN	Year	IC Type
Md. Tariqul Islam, Biswabhusan Pradhan, Jeetesh Kumar	Social Media Reviews' Influence on Spa and Wellness Consumer Choices: Conceptual Framework, Prospective Significance, and Future Research Directions	IGI GLOBAL/9798369319789	2024	
Biswabhusan Pradhan, AS Sreenandh, Suhani Chib	Indigenous Art Performances as Mechanisms of Cultural Valorization and Economic Leverage in Malabar Region, Kerala: The Dialectics of Tradition and Tourism	IGI GLOBAL/9798369373880	2025	

5d. Case Studies / Working Papers / Other Scholarly Outputs

#	Description	Outlet/Status	Year	IC Type

6. FUNDED RESEARCH PROJECTS

#	Project Title	Funding Agency	Amount (INR)	Duration	Role (PI/Co-PI)

7. PROFESSIONAL ENGAGEMENT & SERVICE

Important for PA/SP/IP classifications. Include consulting, board memberships, industry training, etc.

Industry Consulting / Advisory Roles	
Board Memberships / Committee Service	
Professional Certifications / Licenses	
Executive Education / FDPs Conducted	
Editorial Board / Journal Reviewer	
MoUs / Industry Collaborations Facilitated	
Patents / Copyrights / IPR	

8. Ph.D. SUPERVISION

#	Scholar Name	Research Topic	Status (Ongoing/Awarded)	Year of Award

9. AWARDS, HONORS & RECOGNITIONS

#	Award / Honor	Conferring Body	Year

10. SOCIETAL IMPACT & COMMUNITY ENGAGEMENT

AACSB Standard 9 emphasizes engagement and societal impact. Include outreach, CSR, community service.

#	Activity / Initiative	Impact / Beneficiaries	Year

DECLARATION

I certify that the information provided above is true and complete to the best of my knowledge.

Signature: _____

Date: _____

Verified by Dean: _____