***Name: Tanmay Behera***

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# Career Objective

To be potential resource to the organization where I can utilize all my skills and knowledge which would help the organization to grow & further enhance my growth profile. It would be my never ending dedication to maintain the spectrum of integrity, honesty and character.

# Academic Qualification

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Degree/****Course** | **Institution /Place** | **University /Board** | **YearofPassing** | **%/CGPA** |
| MBA(Marketing& Operations) | NIT Rourkela |  NIT Rourkela Deemed |  2017 | 7.63 |
| BTech(CSE) | BRM International Institute of Technology | BPUT | 2012 | 6.95 |
| 12th | Deepika English Medium School | CBSE | 2008 | 74 |
| 10th | Deepika English Medium School | CBSE | 2006 | 77 |

**Project Experience**

 **Project Name**: ANTECEDENTS EFFECTING CONSUMPTION EXPERIENCE OF

 CONSUMERS. A PERSPECTIVE FROM M-COMMERCE SITES.

**Tools and Technologies**: IBM SPSS, EXCEL, SECONDARY MARKET RESEARCH

**Duration**: 4 months

**Role and Responsibility**: Full participation in the project.

**Description**: The main aim of this study is to determine the role of the website design,

convenience, and perceived risk on consumer's emotion which in turn influences the

consumption experience of the m-commerce users.In this work, samples of 250 respondents have been collected and reliability of the model has been tested.The results of the study

have far reaching implications for the online marketers, online vendors, dealers, and

Advertising agencies as it gives an insight into the minds of consumers and how they view

their shopping experience and choose their products based on the shopping experience fromM-commerce sites.

# Summer Internship

**Project Name**: ANALYSIS OF GLOBAL AND DOMESTIC COMPETITORS

POSITION AND FUTURE PLAN.

**Project Deliverables**:

* Competition Mapping
* Collection of all possible details about the major competitors.
* Systematic storing of the same and updating.

**Duration**: 8 weeks

**Methodology Followed**:

* Reading through the annual reports and company presentations of various competitors.
* Researching on internet- i.e., going through the company websites/ news articles etc. for information on actions being taken or plans being made by the companies.
* Interaction with the KAMs for competitor information.

# Certifications

* Completed summer internship in TRL Krosaki Refractories Ltd.

# Achievements

* Have participated in various sports and athletic events and won prizes in school and college.
* Participated and won cricket tournaments at school and college level.
* Have participated in “MishMash” event held at NIT Rourkela.

# Strengths

* Quick Learner
* Self-motivated.
* Ability to adapt new technologies and application proficiently.
* Believe in teamwork.

# Hobbies

* Playing cricket, carom and mobile games.
* Surfing internet.