

Dr. Dillip Kumar Parida

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Academic Profile

- Ph.D. in Management (2023), Koneru Lakshmaiah Education Foundation (Deemed University).
 - Thesis: Building Brand Equity through Social Media Marketing: The Context of IT Start-ups in Hyderabad, Telangana State.
- Researcher and practitioner with 17 years of industry and academic experience spanning Banking, Insurance, Healthcare, and IT domains.
- Over 10 years of teaching & corporate training experience, delivering sessions on Software Engineering, CRM, Digital Transformation, and Business Analysis to students, clients, and corporate professionals.

Research Interests

- Social Media Marketing & Digital Brand Equity
- CRM & Customer Experience in Banking/Insurance
- Digital Transformation & IT Start-ups
- AI & Emerging Technologies in Healthcare/Finance
- Business Process Modeling & Product Management

Publications

Journal Articles

1. Exploring digital sustainability metrics: developing a comprehensive framework to measure sustainable digital practices, journal of informatics education and research, march 2025 (Scopus).
2. an investigation on usage of IOT in digital banking to enhance the customer experience, January 202, Business Studies Journal
3. an empirical study on social media conversation to increase brand awareness: startup organization context, academy of marketing studies journal, 2021 (ABDC-B).
4. social media groups and its impact on organization brand loyalty due to CSR during covid times, Business Studies Journal.

5. the impact of social media sharing on brand association of startups, academy of marketing studies journal, 2021 (ABDC-B).
6. digital marketing strategy for wearable device industry: conceptual framework, international journal of scientific & technology research, 2020 (Scopus).
7. a framework to score the risk associated with suspicious money laundering activity, Indian journal of finance and banking, 2020. (ABDC-C)
8. quantitative and qualitative factors that influence social media marketing effectiveness, journal of advanced research in dynamical and control systems, 2020 (Scopus).
9. social media presence: an exploratory study of five universities in Hyderabad, journal of advanced research in dynamical and control systems, 2018 (Scopus).

Conference Papers

1. Robotics and Automatics in Terms of Utilizing Rules-based Business Processes, ICIRCA 2022.(IEEE)
2. Incorporation of Blockchain Technology for Better Operational Management within Medical Industry, ICAAIC 2022. (IEEE)

Teaching & Training Experience

- Visiting Faculty & Trainer: Delivered corporate training and academic lectures for over a decade on CRM, Software Engineering, Business Analysis, and Digital Transformation.
- Corporate Trainer: Conducted programs for IT professionals in Dynamics 365, Power Platform, Project Operations, and CRM-based business solutions.
- Academic Teaching: Guest lectures and seminars on Digital Marketing, CRM, Business Process Management, and Product Management.
- Designed and delivered structured training programs for institutes and corporate clients.

Professional Experience (Industry-Academia Interface)

- Founder, Schwettmann Technologies (2021–Present) – Leading Banking CRM product innovation.
- Business Consultant, Tech Mahindra (2019–2021) – Designed and implemented

CRM solutions.

- Business Process Expert / Product Manager, Novartis (2018) – Healthcare product lifecycle management.
- Sr. Business Analyst / Presales Consultant, VERiPARK (2017–2018) – Banking CRM product delivery.
- Business Analyst Roles in Capgemini, HCL, AVEVA, and Bank of Baroda (2008–2015).

Education

- Ph.D. (Management), Koneru Lakshmaiah Education Foundation, 2025
- PG in Product Management, Amity University, 2021
- MBA (Marketing & IT), ICFAI Business School, Kolkata, 2008
- B.Tech (Information Technology), BPUT, Odisha, 2004

Certifications

- PMP (Project Management Professional)
- CSPO (Certified Scrum Product Owner®)
- Microsoft Certified: Power Platform Solution Architect Expert
- SAP Certified Associate – Banking Services
- Six Sigma Black Belt & Green Belt
- Business Analytics using R (IIT Hyderabad)
- ITIL V3 Foundation

Academic & Professional Service

- Reviewer for conference papers in CRM and Digital Marketing domains.
- Organized and delivered corporate workshops on Digital Banking, CRM, and Blockchain in Healthcare.
- Mentor to postgraduate students in Project Management and Business Process Design.

Languages

English, Hindi, Oriya, Bengali, Japanese (Basic)