

ROJAN BANIYA
PH.D. STUDENT
COLLEGE OF HEALTH AND HUMAN PERFORMANCE
DEPARTMENT OF TOURISM, RECREATION & SPORT MANAGEMENT (TRSM)
UNIVERSITY OF FLORIDA
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EDUCATION

UNIVERSITY OF FLORIDA

Gainesville, Florida

Doctor of Philosophy Major : Health and Human Performance Aug 2018- Current

Concentration : Recreation, Parks and Tourism

Research Interest: Corporate Social Responsibility, Tourism Marketing, Service Marketing

SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE

Edwardsville, Illinois

Masters of Marketing Research Major : Marketing Research Jun 2008- Dec 2009

Research Project : Segmentation Analysis, Psychographic Profiling and Social Media Plan for Reliv International, Chesterfield, MO, 2009.

KATHMANDU UNIVERSITY SCHOOL OF MANAGEMENT

Kathmandu, Nepal

Masters of Business Administration Major : Marketing Feb 2004-Feb 2006

Research Project : Strategic Plan for Buddha Air (2005 – 2012), Kathmandu, Nepal, 2005.

TRIBHUVAN UNIVERSITY

Kathmandu, Nepal

Bachelor of Computer Science Major : Computer & Statistics Apr 2000- Apr 2003

ACADEMIC WORK EXPERIENCE

Kathmandu University School of Management, Kathmandu, Nepal Jul 2013- Aug 2018

Assistant Professor

- Taught undergraduate, graduate and executive level courses
- Supervised ‘Business Research Projects’ for undergraduate and graduate students and ‘Corporate Research Projects’ for executive MBA students
- Led Enterprise and Management Development Center (EMDC – Consulting, Training and Research Wing), Placement Cell (under-graduate and graduate placement services) and MBA program (activities like admissions, trimester planning, examinations handling etc.)

PROFESSIONAL WORK EXPERIENCE

MMGY Global Inc., Orlando, FL Jun 2012 – Feb 2013
Senior Research Analyst, Statistician

- Led custom and syndicated research
- Provided statistical expertise to the project team

Brand Asset Consulting, New York, NY May 2010- May 2012
Research Project Manager

- Managed custom research for top US brands (United Health Care, Microsoft, Avery, Samsung etc.)
- Managed brand asset valuation database of 3500 US brands
- Provided statistical expertise to the client service team

Maritz Inc., St. Louis, MO Aug 2008-Dec 2009
Marketing Research Analyst

- Supported in customer satisfaction tracker study for reputed clients

Standard Chartered Bank Nepal Limited, Kathmandu, Nepal Aug 2006 – Dec 2007
Credit Card Officer

- Managed the merchant acquiring and card issuance unit of the bank
- Established Voice of Customers (VOC) through Complaint Tracking System

PUBLICATIONS

- **Baniya, R.**; Thapa, B.; Kim, M.-S. (2019) Corporate Social Responsibility Among Travel and Tour Operators in Nepal. *Sustainability* 11, 2771. <https://doi.org/10.3390/su11102771>
- **Baniya, R.**, Adhikari, S. (2018). Mergers and Acquisitions of the Financial Institutions: Factors Affecting the Employee Turnover Intention, *NRB Economic Review*. 29 (2), 31-50
- **Baniya, R.**, Shrestha, U., & Karn, M. (2018). Local and Community Well-Being through Community Based Tourism—A Study of Transformative Effect. *Journal of Tourism and Hospitality Education*, 8, 77-96. <https://doi.org/10.3126/jthe.v8i0.20012>
- **Baniya, R.** (2017). Hotel Attributes Influencing International Tourists' Satisfaction and Loyalty. *Journal of Tourism and Hospitality Education*, 7, 44-61. <http://dx.doi.org/10.3126/jthe.v7i0.17689>
- **Baniya, R.** (2017). Components of Celebrity Endorsement Affecting Brand Loyalty of Nepali Customers. *Journal of Business and Management Research*, 2(1-2), 52-65. <http://dx.doi.org/10.3126/jbmr.v2i1-2.18151>
- **Baniya, R.**, Ghimire, S., & Phuyal, S. (2017). Push and Pull Factors and their effects on International Tourists' Revisit Intention to Nepal. *The Gaze: Journal of Tourism and Hospitality*, 8, 20-39. <http://dx.doi.org/10.3126/gaze.v8i0.17830>

- Rosenbaum, M. S., **Baniya, R.**, & Seger-Guttmann, T. (2017). Customer responses towards disabled frontline employees. *International Journal of Retail & Distribution Management*, 45(4), 385-403. <https://doi.org/10.1108/IJRDM-08-2016-0133>
- **Baniya, R.** (2016). Relationship Between Perception of Service Quality and Students' Satisfaction – A Case Study of a Management School. *Journal of Education and Research*, 6(2), 41-60. <https://doi.org/10.3126/jer.v6i2.22149>
- **Baniya, R.**, & Paudel, K. (2016). An Analysis of Push and Pull Travel Motivations of Domestic Tourists in Nepal. *Journal of Management and Development Studies*, Vol. 27, pp.16-30.
- Shrestha, A. K., & **Baniya, R.** (2016). Emotional intelligence and employee outcomes: Moderating role of organizational politics. *Business Perspectives and Research*, 4(1), 15-26. <http://dx.doi.org/10.1177/2278533715605426>

RESEARCH PRESENTATIONS

- **Baniya, R.**, Thapa, B., Kim, M.S. (2019). Corporate Social Responsibility Among Travel and Tour Operators in Nepal. Fourth International Conference on Tourism and Leisure Studies. Miami, US.
- Lee, M. J., **Baniya, R.**, Bhakti, B., Lee, S. (2019). A Comparative Content Analysis of Crisis Response Strategies Between the USA and India, International Public Relations Research Conference (IPRRC), Orlando, US.
- Rosenbaum, M. S., **Baniya, R.**, Seger-Guttmann, T. (2016). Disabled Frontline Employees and Service Quality. The third Colloquium on European Research in Retailing Conference, Toulouse, France.
- Shrestha, A., **Baniya, R.** (2015). Emotional Intelligence and Employee Outcomes: Moderating role of Organizational Politics. 2nd International HR Conference on Emotional Intelligence, K. J. Somaya Institute of Management Studies and Research, Mumbai, India.

GRANT ACTIVITY

- **Baniya, R. (PI)** and Chhetri, B.S. (2016) Learning Environment and Student Outcomes: Mediating role of Student Engagement for management undergraduate students, University Grants Commission, Nepal. Total NPR 200K.
- **Baniya, R. (PI)**, Karna, M. and Shrestha, U. (2017) Transformative Service Effect of Community Based Tourism, Kathmandu University School Of Management. Total NPR 50K.

CASE

- Upwardly mobile: The marketing opportunities of the shift in class structure in emerging markets , *Solomon, Consumer Behavior 4e* (in print for publication August 2018)

CONSULTING

- Human Resource Development Strategy and Implementation for Nepal Red Cross Society, 2018.
- Evaluation of Effectiveness of Basic Administration Training (BAT) for Newly Recruited Officers of Government of Nepal for Nepal Administrative Staff College, Kathmandu, Nepal, 2016.
- Strategic Plan for Miami City from 2013 – 2017, MMGY Global, Orlando, FL, 2013.
- Organizational Diagnosis of Mahaguthi Handicraft for Enhancing Organizational Effectiveness, Kathmandu, Nepal, 2007.
- Five-Year Health Training Master Plan for National Health Training Center from 2013-2017, Kathmandu, Nepal, 2006.

TRAINING MANUAL PUBLICATIONS

- Leadership Development Training of Grass-root Level Leaders for Nepal Red Cross Society by EMDC, Kathmandu University School of Management, 2015.
- Upgrade and Development for Entrepreneurship Motivation Training (EMT), Business Skill Training (BST), Financial Literacy (FL) and Rapid Market Appraisal (RMA) for Helvetas, Nepal by EMDC, Kathmandu University School of Management, 2014.

TRAININGS

- Sales Excellence and Motivation Training for Jawalakhel Group of Industries, Kathmandu, Nepal, 2018.
- Certificate Management Training for Buddha Air Pvt. Ltd, Kathmandu Nepal, 2017.
- Management Training for Home Loan Expert Nepal Pvt. Ltd, Kathmandu, Nepal, 2016.
- Marketing Training for Women Entrepreneurs in collaboration with Federation of Women Entrepreneurs Association of Nepal (FWEAN), 2016.

Curriculum Vitae
Rojan Baniya

- Marketing Research Training for Nepal Telecom, 2014-2016.
- Management and Communication Training for The Institute of Chartered Accountants of Nepal (ICAN), 2014-2015.
- Leadership Development Training for Nepal Red Cross Society, 2013.
- Services Marketing Training for Senior Managers of Yeti Airlines, 2013.

RESEARCH PROJECTS

- Ghee Market Study for Godavari Ghee Pvt. Ltd and Ice-cream Market Study for Martin Ice Cream Pvt. Ltd through National Agriculture Business Innovation Center (NABIC), 2017.
- Nation-wide comparative analysis of Laptop, Printer and Router Brand for Mercantile Pvt. Ltd., 2015.
- Motivation Study, Competitor Analysis, Service Quality Assessment & Brand Awareness Study for Nepal Telecom, 2015.
- Prospect of Wholesale Retailing for Saleways Pvt. Ltd., 2014.
- Service Quality Audit for Yeti Airlines Pvt. Ltd., 2014.
- Service Quality Assessment of Authorized Sony Service Center, 2014.

HONORS/AWARDS/ SCHOLARSHIPS

- Graduate School Funding Award from University of Florida 2018 - 2022
- Best paper prize (second), 2nd International HR Conference on Emotional Intelligence, K. J. Somaya Institute of Management Studies and Research, Mumbai, India - 2015
- Graduate Student Scholarship – Southern Illinois University Edwardsville, IL, USA - 2008-2009
- Vice President – Event Management, MMRSA, Southern Illinois University Edwardsville, IL, USA - 2008-2009
- Top Management Student – Awarded by BOSS Top Ten Business Excellence Award, Kathmandu, Nepal - 2004-2005
- Magna Cum Laude – Dean’s Merit List’ - MBA, Kathmandu University School of Management, Kathmandu, Nepal - 2004-2006