

## SUDIPTA DASMOHAPATRA

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Raleigh, North Carolina 27560

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(919)513-4076

### **RESEARCH CONCENTRATION (environmentally responsible products):**

- Marketing strategies and advanced market modeling
- Customer perceived value and behavior management models
- Social impact analysis

### **PROFESSIONAL EXPERIENCE:**

#### **March 2013-**

Associate Professor of Forest Products Marketing  
Department of Forest Biomaterials, NC State University, Raleigh, NC

Associate Professor of Analytics  
Institute for Advanced Analytics, NC State University, Raleigh, NC

#### **March 2007- 2013**

Assistant Professor of Forest Products Marketing  
Department of Forest Biomaterials, NC State University, Raleigh, NC

#### **September 2005- February 2007**

Sr. Quantitative Analyst  
Yankelovich, Inc. (The Future's Company), Chapel Hill, NC

#### **August 2004- July 2005**

Marketing Associate  
BBC Research and Consulting, Denver, CO

#### **August 2000- July 2004**

Graduate Research Assistant, Wood Products Marketing  
The Pennsylvania State University, University Park, PA

#### **August 1998- June 2000**

Project Consultant  
People's Science Institute (Under CAPART, Ministry of Environment and Forests), Dehradun, India

### **EDUCATION:**

#### **PhD, Forest Products Marketing (2005)**

The Pennsylvania State University, University Park, PA  
*Dissertation: Understanding value in the Oriented Strandboard Industry in North America*

#### **MS (Post Graduate) in Forest Management (1998)**

The Indian Institute of Forest Management, Bhopal, M.P., India  
*1. ACTION AID, INDIA: Developing value addition options, economics and marketing strategies of forest products in M.P. (November 1996-January 1997)*

2. AKRSP, INDIA: Assessing economic options for changing land use patterns in forests of Gujarat, India (October – December 1997)

### **BS in Physics and BS in Education (1996)**

The Regional Institute of Education (RIE), Bhubaneswar, India

### **RESEARCH:**

**Presentations and Publications:** Over 50 presentations in national and international conferences (including 9 invited presentations) and about 20 publications in peer reviewed journals

- *Grants:* Over US\$5 million in grants (Selected grant agencies: US Department of Agriculture, NC Biotechnology Center, NC Biofuels Center, North Carolina State University); (current funding with USDA - \$4 million and Climate Change Research, NCSU - \$850k)
- Mentor and advise research and professional development of over 15 graduate students including 5 PhD's
- Outstanding Paper Award Winner (Literati Network Awards for Excellence), 2013. A concept for a performance-based rating system for home resilience: ReScU, 2013, *International Journal of Disaster Resilience in the Built Environment*
- Developed and managed all analytics for the book "*Generation ageless: How Baby Boomers are Changing the Way we Live Today*", published 2007
- Reviewer of 6 journal publications (reviewed over 22 articles), USDA Grant Panel Reviewer for 2013 grants on marketing and social aspects of bioenergy and environmental projects (30 submitted grants)

### **Selected Peer-Reviewed Publications in last five years (out of 20):**

- Morris, P., S. Dasmohapatra, and S. Kelley. 2016. Submitted and Under Review. Non-Industrial Private Forest Landowner's Perceptions and Knowledge of Biomass and Bioenergy in NC. *Biomass and Bioenergy*.
- S.. S. Dasmohapatra (Accepted). A Novel Tool for Measuring Cultural Influence on the Perceptions and Participation of Minority Students in Computer Science. *Proceedings of the American Society for Engineering Education*.
- Radics, R., S. Dasmohapatra, and S. Kelley. (Accepted). Public Perception of Bioenergy in NC and TN. *Energy, Sustainability and Society*.
- Radics, R., S. Dasmohapatra, and S. Kelley. (Accepted). Use of Multi-Attribute Decision Support System to Compare the Social, Environmental, and Economic Impacts of Using Woody Feedstocks for Pellet Production. *Biomass and Bioenergy*.
- Radics, R., S. Dasmohapatra, and S. Kelley. 2015. Systematic Review of Bioenergy Perception Studies. *BioResources Journal*. 10(4):8770-8794.
- Orsolya, Bencze, D. Tilotta, and S. Dasmohapatra. 2012. A Performance-Based Rating System for Home Resilience: ReScU. *International Journal of Disaster Resilience in the Built Environment*. 3(2): 1-18.
- Strayhorn, T., S. Dasmohapatra, D. Tilotta, and P. Mitchell. 2012. Evaluating the Effectiveness of Educational Tools for Home Resilience during Natural Disasters. *Journal of Disaster Management and Prevention*. 21(4):1-13.
- Dasmohapatra, S. and R. Gonzalez\*. 2011. Hardwood Lumber Buyers Purchase Attributes and Relationship with Suppliers. *Forest Product. J*. 60(3): 266-273.

- manual, R., E. Seenkamp, E., S. Dasmohapatra (Co-PI), J. Smith, C. Moorman. Socio-ecological solutions to climate change and sea level rise in Albamarle-Pamlico Peninsula in North Carolina. *NCSU CNR Strategic Thematic Area Grant* (\$847,000) (2015-2018)
- Kelley, Stephen, R. Abt, R. Bardon, V. Chiang, H. Jameel, S. Dasmohapatra (Co-PI), R. Venditti, B. Goldfarb, J. Stape, R. Whetten, D. Robison, S. McKeand, F. Isik, S. Park. NCSU Subcontract: Southeast Partnership for Integrated Biomass Supply Systems. *USDA NIFA* (\$4,000,000) (2011-2016)
- Dasmohapatra, S. (PI) Genetic Engineering in Forestry Technology and Bio-Products: A Planning Grant for the Psychometric Study of Market Sensitivity. *NCSU Faculty Research and Professional Development Fund, NCSU* (\$4000) (2012-2013)
- Dasmohapatra, S. (PI). Exploring Partnership Opportunities for a Potential Indo-NCSU center at NCSU. *NCSU Office of International Affairs*. (\$3,590) (2012-2013)
- Tilotta, Dave, S. Dasmohapatra. NC State Support for the Resilient Home Project. Clemson University (Sponsor) *Oak Ridge National Lab* (Prime Sponsor) (\$103,122) (August 2011-September 2012)
- Blank, Gary, S. Dasmohapatra (Co-PI), Dennis Hazel. Student Energy Internships and Fellowships Supplement. NC Department of Commerce, *US DOE*. (\$26,063) (January 2012-April 2012).
- Robison, Dan, S. Dasmohapatra (Co-PI), Adrianna Kirkman, Sarah Warran, Myron Floyd. Survey of Public Attitudes about Natural Resources Higher Education. *FRPD, NCSU* (\$4,000) (July 2011-June 2012)
- Dasmohapatra, S. Institute of Advanced Analytics. *North Carolina State University, Raleigh*. (\$72,385 graduate student support). (August 2008-July 2012)

**Directed Courses Developed and Taught:** *Current (2012-)* - 3-4 every year (average student number 85-115,

Institute for Advanced Analytics, NCSU, 1 every alternate year (average student number 6, College of Natural Resources, NCSU); *Past (2007-2012)* - 4 every year (average student number 15, Department of Forest Biomaterials, NCSU)

**Doctoral and Masters Thesis Directed including Current:**

- Priscilla Morris, PhD, (Chair) **Expected Graduation Fall 2017**
- Matthew Jurjonias, PhD (Committee) **Expected Graduation Fall 2017**
- Matthew Austin, PhD, (Committee) **Expected Graduation Fall 2016**
- Robert Radics, PhD, (Co-Chair with Steve Kelley) **Graduated Fall 2015**
- Lauren Dupey, MS (Committee member) **Graduated Fall 2015**
- Judith Gisip, PhD (Committee member) **Graduated Summer 2015**
- Priscilla Morris, MS (Co-Chair with Steve Kelley) **Graduated Fall 2014**
- Jonathan Ackock, MS (Co-Chair with Dave Tilotta) **Graduated Summer 2013**
- Matleena Vuola (Committee member) **Graduated Summer 2013**
- Hanna Lotto Heikkonen, MS (Co-chair with Erin Sills) **Graduated Fall 2012**
- Simon Hall, MS (Committee member) **Graduated Summer 2012**
- Orsi Bencze, PhD, (Co-chair with Dave Tilotta) **Graduated Fall 2011**
- Tyler Strayhorn, MS (Co-chair with Dave Tilotta) **Graduated Fall 2011**
- Steven Spires, MS (Chair) **Graduated Spring 2011**
- Javon Carter, MS (Chair) **Graduated Fall 2010**
- Ronalds Gonzalez, MS (Chair) **Graduated Fall 2008**

**SKILLS AND OTHER HONORS:**

- Statistical Packages: SAS, JMP, SPSS, MS Excel, VBA, MS Access, R, Tableau, Google Analytics
- Advisory Panel, National ASA Data Fest, Duke University, April 2015
- Faculty Steering Committee (Interface with Industry Advisory Board), Institute for Advanced Analytics (2009-present)
- Advisor to NCSU team- 2009 Data Mining shootout, SAS Institute, Dow Chemical and CMU-RC (received honorable mention among over 40 competing teams)
- Distinguished Teaching and Service Award, Institute for Advanced Analytics, 2009
- 2005 Certificate of Appreciation for Outstanding Presentation at International Wood Composite Conference, Washington State University

**MEMBERSHIPS:**

- President Elect 2015, Board Member (2012-present), Chair of International Conference (2016) in Brazil, Society of Wood Science and Technology (over 500 members)
- Officer, Research Committee, IUFRO (2011-2012)
- Chair, Forest Products Marketing Committee, Forest Products Society (2011-2012)
- Chair, Forest Products Society (Carolina Chesapeake Section) (2007-2008)
- Research committee Co-Chair, IUFRO (forestry and forest products (2010-2011)
- Vice Chair of the Marketing Technical Interest Group (TIG) for the Forest Products Society (2009-2012)
- Member of the Research Initiatives and the Accreditation Committees for Society of Wood Science and Technology (SWST)
- Member (and Reviewer of Forest Prod. J.), Forest Products Society (2001-)
- Member (and Reviewer of Wood and Fiber Science), Society of Wood Science and Technology (2001-)
- Member, American Marketing Association, Research Triangle Chapter, Raleigh (2007-)
- Member, Digital Analytics Association
- Member, Triangle Data Analysts