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Dr. Jeenata Patnaik is currently working as Contractual faculty at P.G. Department of commerce, Berhampur University, Odisha, since 2023. She has completed her Ph.D., M.Com. at Berhampur University and obtained her MBA from Punjab Technical University, Punjab. She has excellent expertise on computer application and she has qualified 'A' level, and 'O' Level course, under DOEACC, Govt. of India. Prior to joining Berhampur University, she worked at various institutions such as at Gayatri Institute of Science and Technology, Berhampur from the year 2015-2023 and Presidency College, Berhampur from the year 2008-2012. Apart from academic experience she has also more than 7 years of experience in running educational institution as an entrepreneur. She has presented her research output in many national and international seminars and conferences and published research articles in many journals of national, international repute. Her board research areas are Micro Finance, Entrepreneurship and Startups.