

Vivekananda Das (বিবেকানন্দ দাস)

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Department of Family and Consumer Studies
University of Utah
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EMPLOYMENT

2024 – **University of Utah**, Department of Family and Consumer Studies
Assistant Professor

EDUCATION

- 2024 Ph.D., Human Ecology
Specialization: Consumer Behavior and Family Economics
Department of Consumer Science, School of Human Ecology
Minor: Public Affairs (La Follette School of Public Affairs)
University of Wisconsin-Madison, Madison, WI
Dissertation: Safety Net Programs and Economic Hardship
- 2020 M.S., Sustainable Systems
Golisano Institute for Sustainability
Rochester Institute of Technology, Rochester, NY
- 2016 B.Sc., Electrical and Electronic Engineering
Rajshahi University of Engineering and Technology, Rajshahi, Bangladesh

RESEARCH INTERESTS

Financial Well-Being, Social Policy, Safety Net Programs, Mental Health, Technology Adoption

RESEARCH PAPERS

Peer-Reviewed Journal Articles

- (1) **Das, V.** (2024). Public Health Insurance Expansion and Financial Well-Being Indicators Directly Evaluated by the Eligible: Evidence from the United States. *Social Indicators Research*, 1-27.
<https://link.springer.com/article/10.1007/s11205-024-03475-9> IF=2.8
- (2) Collins, J. M., & **Das, V.** (2024). Self-reported mental health and the Dobbs decision: Variation by State abortion laws. *Contemporary Economic Policy*. <https://onlinelibrary.wiley.com/doi/full/10.1111/coep.12678>
IF=1.7
- (3) **Das, V.** (2024). Cash Assistance Through the Tax System and Financial Hardship Experienced by Lower-Income Households During the COVID-19 Pandemic: How Long Did the Association Last? *Journal of Family and Economic Issues*, 1-29. <https://doi.org/10.1007/s10834-024-09960-0> IF=2.3
- (4) **Das, V.** (2022). The effect of state Earned Income Tax Credit (EITC) eligibility on food insufficiency during the COVID-19 pandemic. *Review of Economics of the Household*, 1-34.
<https://doi.org/10.1007/s11150-022-09637-3> IF= 4.1

- (5) **Das, V.** (2020). Does adoption of ridehailing result in more frequent sustainable mobility choices? An investigation based on the National Household Travel Survey (NHTS) 2017 Data. *Smart Cities*, 3(2), 385-400. <https://www.mdpi.com/2624-6511/3/2/20> IF=7.0
- (6) Williams, E., **Das, V.**, Fisher, A. (2020). Assessing the sustainability implications of autonomous vehicles: Recommendations for research community practice. *Sustainability*, 12(5), 1902. <https://doi.org/10.3390/su12051902> IF=3.3

Research in Progress

- (1) Collins, J. M., & **Das, V.** (2025). Did the Pandemic Leave a Mark on the Economic Insecurity Among People with Disabilities? *Under Review at Journal of Family and Economic Issues*.
- (2) **Das, V.** (2025). Financial Literacy and Well-Being During Economic Instability: Evidence from the Survey of Household Economics and Decisionmaking 2017-2022. *Under Review at International Journal of Financial Studies*.
- (3) **Das, V.** (2025). Long COVID and Financial Hardship: Evolving Trends, Inequalities, and Policy Implications. *In preparation*.
- (4) **Das, V.** (2024). Exploring the Association Between Buy Now, Pay Later (BNPL) Usage and Perceived Financial Well-Being. *Revise and Resubmit at Journal of Financial Counseling and Planning*.

RESEARCH GRANTS

- (1) CSBS Mental Health Research Fund, College of Social and Behavioral Science, University of Utah, 2025 (\$7000)
- (2) American Council on Consumer Interests (ACCI) Small Grants Program, 2021 (\$2500)

AWARDS

- (1) Consumer Movement Archives Applied Consumer Economics Award, American Council on Consumer Interests (ACCI) Annual Conference, 2024 (\$500)
- (2) CFP® Board's ACCI Financial Planning Paper Award, American Council on Consumer Interests (ACCI) Annual Conference, 2023 (\$500)
- (3) Summer Time Academic Research (STAR) Award, School of Human Ecology, UW-Madison, 2022 (\$2500)

INVITED PEER REVIEWED ACADEMIC CONFERENCE PRESENTATIONS

- (1) The Interplay of Financial Literacy, Economic Environment, and Social Safety Net: Trends in Financial Well-Being Indicators in the United States (2025). American Council on Consumer Interests (ACCI) Annual Conference, Pittsburgh, PA (Invited, scheduled for April 15, 2025).
- (2) Affordable Care Act Medicaid Expansions and Financial Health Indicators Evaluated by the Eligible (2024). American Council on Consumer Interests (ACCI) Annual Conference, Milwaukee, WI.
- (3) Difficult Economic Times, Tax Credit Eligibility, and Financial Hardship (2023). American Council on Consumer Interests (ACCI) Annual Conference, Las Vegas, NV.
- (4) Cash Assistance through the Tax System and Material Hardship: A Case Study of Early 2021 (2023). Association for Public Policy Analysis and Management (APPAM) Annual Fall Research Conference, Atlanta, GA.

TEACHING EXPERIENCES

University of Utah

- (1) **FCS 3210:** Statistics in Family and Consumer Studies (Spring 2025)
- (2) **FCS 5530:** Income Tax Planning for Families (Spring 2025)
- (3) **FCS 3500:** Financial Skills for Life (Fall 2024)

Online Course

- (1) **Survey Data Analysis in R: A Crash Course** ([Link](#))

UNIVERSITY SERVICE

Graduate Admissions & Policy Committee

Department of Family and Consumer Studies, 2024 – 2026

Graduate Student Committee

Taylor Joann Holladay, Human Development & Social Policy Master's Program, Department of Family and Consumer Studies. Committee Member (Spring 2025).

Activate Initiative Consultation

Role: Course Shepherd for FCS 3210: Statistics in Family and Consumer Studies, 2024 – 2025

Goal: Addressing courses with high failure, incomplete, and drop rates (DEWI)

PROFESSIONAL SERVICE

Refereeing Service

Journal of Financial Counseling and Planning

American Journal of Preventive Medicine

Discover Education

Scientific Reports

Awards Committee Member

Student/Young Professional Conference Scholarship Award, American Council on Consumer Interests (ACCI) Annual Conference, 2025

PROFESSIONAL MEMBERSHIPS

- (1) American Council on Consumer Interests (ACCI)
- (2) Association for Public Policy Analysis & Management (APPAM)

PUBLIC ENGAGEMENT

Media Coverage

- (1) "Salt Lake City ranks top metro for families; expert weighs in on why" featured on KSL.com, March 23, 2025. <https://www.ksl.com/article/51279568/salt-lake-city-ranks-top-metro-for-families-expert-weighs-in-on-why>
- (2) "Mental Health Worsened for Young Women in States with Abortion Bans—But for Young Men, It Was the Opposite" featured on **Fast Company**, November 20, 2024. <https://www.fastcompany.com/91232765/abortion-ban-states-mental-health-worse-for-young-women-better-for-young-men>
- (3) "Do Abortion Policy Changes Affect Young Women's Mental Health?" featured on **EurekAlert!** by the American Association for the Advancement of Science (AAAS), November 20, 2024. <https://www.eurekalert.org/news-releases/1065120>

SCHOLARSHIPS AND FELLOWSHIPS

- (1) Mora Himel Lincoln Trust, UW-Madison, 2023 – 2024 (\$2030)
- (2) McNulty Trust Fund, UW-Madison, 2023 (\$1000)
- (3) University Fellow (2 Academic Years), UW-Madison, 2022 – 2024 (\$48,000)
- (4) Graduate Research Fellow, Institute for Research on Poverty, UW-Madison, 2022 – 2023
- (5) Consumer Science Current Graduate Student Scholarship, School of Human Ecology, UW-Madison, 2022 – 2023 (\$1040)
- (6) Zuill Trust Fund Scholarship, UW-Madison, 2022 (\$750)
- (7) Steenbock Trust Fund Scholarship, UW-Madison, 2021 – 2023 (\$1990)