

Vivekananda Das (বিবেকানন্দ দাস)

Email: viv.das@utah.edu
Website: <https://www.vivekanandadas.com/>

Department of Family and Consumer Studies
University of Utah
225 S. 1400 E.
Alfred Emery Bldg 228
Salt Lake City, Utah 84112

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.** (2025). Financial Literacy and Financial Well-Being Amid Varying Economic Conditions: Evidence from the Survey of Household Economics and Decisionmaking 2017–2022. *International Journal of Financial Studies*, 13(2), 79. <https://doi.org/10.3390/ijfs13020079> (Impact Factor=2.1)
- (2) **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> (Impact Factor =2.8)
- (3) 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> (Impact Factor =1.7)
- (4) **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> (Impact Factor =2.3)

- (5) **Das, V.** (2023). 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> (Impact Factor= 4.1)
- (6) **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> (Impact Factor =7.0)
- (7) 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> (Impact Factor =3.3)

Research in Progress

- (1) **Das, V.** (2025). 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*.
- (2) 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*.
- (3) **Das, V.** (2025). Long COVID and Financial Hardship: Evolving Trends, Inequalities, and Policy Implications. *In preparation*.

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.
- (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, 2025)

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 SERVICES

Refereeing Service

- (1) National Science Foundation, The Human Networks and Data Science (HNDS) Program
- (2) Scientific Reports
- (3) Journal of Financial Counseling and Planning
- (4) American Journal of Preventive Medicine
- (5) Discover Education
- (6) International Journal of Consumer Studies

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 **EurekaAlert!** by the American Association for the Advancement of Science (AAAS), November 20, 2024. <https://www.eurekaalert.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)