

Vivekananda Das

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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
- 2020 – 2022 **University of Wisconsin-Madison**, Department of Consumer Science
Graduate Teaching Assistant
- 2018 – 2020 **Rochester Institute of Technology**, Golisano Institute for Sustainability
Graduate Research Assistant

EDUCATION

- 2024 Ph.D., Human Ecology (Specialization: Consumer Behavior and Family Economics)
Department of Consumer Science
School of Human Ecology
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

Safety Net Programs, Economic Hardship, Financial Well-Being, Mental Health, Technology Adoption, Financial Literacy

RESEARCH PAPERS

Peer-Reviewed Journal Articles

- (1) **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>
- (2) **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>

- (3) **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://doi.org/10.3390/smartcities3020020>
- (4) 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>

Working Papers

- (5) **Das, V.** (2024). Exploring the Association Between Buy Now, Pay Later (BNPL) Usage and Perceived Financial Well-Being. Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4957294
- (6) **Das, V.** (2024). Public Health Insurance Expansion and Financial Well-Being Indicators Directly Evaluated by the Eligible: Evidence from the United States. Available at SSRN: <http://dx.doi.org/10.2139/ssrn.4847862>
- (7) Collins, J. M., Urban, C., **Das, V.** (2022). WI22-Q1: Health, Disability and Financial Well-Being during the Pandemic. *Retirement & Disability Research Center*. <https://cfsrdrc.wisc.edu/publications/working-paper/wi22-q1>

RESEARCH GRANTS AND 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)
- (4) American Council on Consumer Interests (ACCI) Small Grants Program, 2021 (\$2500)

INVITED PEER REVIEWED ACADEMIC CONFERENCE PRESENTATIONS

- (1) Affordable Care Act Medicaid Expansions and Financial Health Indicators Evaluated by the Eligible (2024). American Council on Consumer Interests (ACCI) Annual Conference, Milwaukee, WI.
- (2) Difficult Economic Times, Tax Credit Eligibility, and Financial Hardship (2023). American Council on Consumer Interests (ACCI) Annual Conference, Las Vegas, NV.
- (3) 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](#))

PROFESSIONAL ACTIVITIES

Refereeing Service

Journal of Financial Counseling and Planning (JFCP), 2023 – Present

Graduate Admissions & Policy Committee

Department of Family and Consumer Studies, University of Utah, 2024 – 2026

Graduate Student Representative

Center for Financial Security (CFS) Steering Committee, 2023 – 2024

PROFESSIONAL MEMBERSHIPS

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

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)