

CV- Dr. Dipa Mitra

ACADEMIC QUALIFICATIONS

- Doctorate in Business Administration (DBA) (Pursuing): Golden Gate University, Achieved 95% in Course-work Qualifying Exam (First Rank)
- Leadership and Management in New Age Business: Certified by The Wharton School, University of Pennsylvania (September 2023)
- MBA (Marketing): Chandigarh University (June 2023), CGPA: 8.48
- Post-Doctoral Research: Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata (2015), Awarded Gold Medal
- Ph.D.: University of Calcutta (2013)
- M.Phil (Management): West Bengal University of Technology (2008), First Class, First Rank (YGPA: 9.1)
- MBA (HR & Marketing): Guru Ghasidas University (2005), Percentage: 73.22%

GRANT AND PATENT:

- Received grant from **Indian Council of Social Science Research (ICSSR) and National Research Council of Thailand (NRCT)** under Exchange of Scholars within the framework of **ICSSR-NRCT Bilateral Programme** in connection with a research work on *An Empirical Research to Frame a Tourism Model with Special Reference to India and Thailand*. The submitted report of the same has been highly appreciated by a **Certificate of Appreciation** by ICSSR.
- A **Minor Research Project (UGC)** on “*A Comparative Study Between the Public And Private Airlines Operating in India With Respect to their Passenger Satisfaction and Employee Satisfaction*” has been approved by UGC, 2012-13 and Rs. 1,00,000 has been sanctioned to defray research expenses for conducting the project.
- **2 Patents** have been **published** titled SMART WASTE MANAGEMENT MODEL FOR SMART CITIES OF SWACHCH AND SWASTHA BHARAT (The Patent Office Journal No. 35/2020 Dated 28/08/2020), and ADAPTIVE LEADERSHIP AND RESEARCH ANALYSER DEVISE (Application number 452549-001, CBR Number-206193, CBR Date – 22.03.2025)

ACADEMIC HONOURS & PROFESSIONAL AWARDS

- Received ‘**International Excellence Award**’ in recognition of *Spectacular Contributions in the category of Poet* conferred by Exceller Books, A Global Press, 31st July, 2025.
- Received ‘**Poet of the Year**’ Award 2024 conferred by Ukiyoto Literary Awards at Kolkata Literary Carnival 2025, 11th January, 2025
- Received **International Honourable Award 2024 as Visionary Leader: Academician, Mentor, and Author** (claim id: IHA/2024/C/99) conferred by Asian Council For Education and Research, United Kingdom Global Accreditation, UK in December, 2024
- Achieved **Doshobhuja Somman -Visionary Educator and Literary Luminary of the year 2024**, conferred by True \Brand Multiplex & Aranya Bangla Foundation, on October 27, 2024 at Science City Auditorium, Kolkata.
- Received **National Literature Award, 2024** for *Literature- English Poetry & Bengali Novel*, from West Bengal, conferred by Indian Literature & Arts Society, recognized by Government of India, Ministry of Corporate Affairs, in August 2024
- **The Telegraph Salt Lake Super Souvenir Best Memoir Award 2022**, conferred by The Telegraph, in October, 2023
- Recipient of **Outstanding Contributions to Management Education**, conferred by MTC Global Award for Excellence 2022, ISO 9001 certified organization. Registered with NITI Aayog, Government of India
- Recipient of **Mahila Shakti Shiromoni Award** from Shri Shivraj Patil, Former Speaker- Lok Sabha and Shri GVG Krishnamurthy, Former Chief Election Commissioner, on behalf of India International Friendship Society, *for Meritorious Services, Outstanding Performance & Remarkable Role* at India International Centre, New Delhi on 31st August, 2022
- Recipient of “**Eminent Educator Award**” conferred by Global Eminence Award 2020, a register trade mark (TM) of Bestow Edutrex International, Mumbai., 2020
- Received **Rashtriya Gaurav Award** from Shri Shivraj Patil, Former Speaker- Lok Sabha and Shri GVG Krishnamurthy, Former Chief Election Commissioner, on behalf of India International Friendship Society, *for Meritorious Services, Outstanding Performance & Remarkable Role* at India International Centre, New Delhi on 25th March, 2017.

- Received '**Best Citizen of India Award**' for the *outstanding performance and achievements in the field of Education* by Best Citizen Publishing House, July, 2017, New Delhi
- Achieved **MTC Global Award for Excellence - Outstanding Researcher Award**, September 2017 at Bangalore.
- Achieved 'Best Paper' award **6 times** till date
- Received 'Best Teacher' award for all round performance in the year 2009-2010 from Birla School of Management
- Secured 1st class (1st position) in M. Phil (Management) in 2008
- Received Gold medal for Post doc research
- Achieved 95% marks in DBA Course work Qualifying Exam (Stood First)
- **6 Ph.D. Scholars** are continuing their Doctoral Research under her supervision (University of Calcutta)

MEMBERSHIP:

- Active Member, *American Psychological Association (APA)*
- Life Member at the *National Institute of Personnel Management* (Membership No: L37955)

PROFESSIONAL EXPERIENCE:

11th June, 2015 – Present

Associate Professor & Former-Head, M.Phil. & PhD Programme, IISWBM, affiliated to University of Calcutta

ACADEMIC ADMINISTRATION:

- **Former-Head, M.Phil. & Ph.D Programme, IISWBM**
- **Member of Board of Studies, MBA (HRM), IISWBM, University of Calcutta**
- **Former Member, Post Doc committees, IISWBM**
- **Examiner, Paper Setter & Moderator, MBA (HRM), MBA (PS), IISWBM, University of Calcutta**

TEACHING:

- **M.Phil. Course:** (Till 2022)
 - ❖ Compulsory Paper-Research Methodology; Specialization Papers - Marketing ; Specialization Paper –HR
- **Masters in Business Administration - HRM (MBA-HRM):** (At present)
 - ❖ Human Resource Information System, Strategic Human Resource Management, Performance Management and Employee Counselling, International Human Resource Management, Knowledge Management
- **Masters in Business Administration - Public System (MBA-PS):** (At present)
 - ❖ Organisational Behaviour, Human Resource Management, Management Skills and Ethos
- **Masters in Social Welfare (MSW):** (Till 2019)
 - ❖ (Papers Taught)-Management of Social Welfare, Research Methodology
- **Masters in Retail Management (MRM):** (Till 2020)
 - ❖ (Papers Taught)-Introduction to Retail & Retail Environment and concepts; Advertising and Brand Management; Research Methodology & Market Research; Store Design & Visual Merchandising; Mall Management; Design Management, Human Resource Management, Organizational Behaviour, Management Skills and Ethos, Mall Management, HR in Retail, Retail Operations
 - ❖ At present 5 Ph.D. Scholars are continuing their Doctoral Research Work under her supervision, other than that, **2 Ph.D scholars and 10 M.Phil. scholars** have received their degrees from the University of Calcutta.

1st August, 2012 – 10th June, 2015

- **Assistant Professor, Bharatiya Vidya Bhavan Institute of Management Science, Affiliated to West Bengal University of Technology**
- ❖ *PAPERS TAUGHT: MBA -Marketing Management, Service Marketing, Sales Promotion and Advertising, Retail and Distribution Management, Organizational Behaviour, HRD; BBA- Values and Ethics, Business Mathematics.*

1st August, 2007- 31st July, 2012:

- **Lecturer and Coordinator, Masters Programme at Birla School of Management, affiliated to West Bengal University of Technology**
- ❖ *PAPERS TAUGHT: Marketing Management, Retail Marketing, Retailing and Customer Care Management, Retail Performance and Manpower Planning, Retail Merchandising and Channel Management, Service Marketing, Organisational Behaviour, HRM, Business Principles and Practices*

Jan, 2006- July, 2007:

- **Guest Lecturer, George College of Management Science (Maheshtala) & George College(Sealdah & Bhawanipur) affiliated to West Bengal University of Technology**
- ❖ *PAPERS TAUGHT: PG and UG : OB, HRM, HRD, Marketing Management, Principle of Management, Human Resource Planning*

March, 2000 – Jan, 2006:

- **Assistant Consultant** in an *HR Training Consultancy*–
- ❖ *KRA: Conducting training for various corporate clients like Indian Airlines Ltd, Titan, Border Security Force, Lafarge, Desai Brothers Etc. (On Managerial Skills, Leadership, Time Management, Motivation, Self-Development, Communication Skills, Basic Analytical Skills etc.)*

RESEARCH AND PROFESSIONAL WORK:

A. PROJECTS OF THE WEST BENGAL GOVERNMENT

- **Engaged as Coordinator and Principal Co-investigator**
 - Innovative Projects, Higher Education Department, Govt. of West Bengal (2015)
 - ❖ Innovative Projects :Application of Bayesian Framework: Retail, Aviation, Banking (2015)
 - ❖ Innovative Projects :Rural Development : South & North Bengal (2016 onward)
 - ❖ Innovative Projects :Microbe-based value addition to fiber quality of Ramie - Technology Based Quality Improvement and Marketing Management Implications: West Bengal & Tripura (2016)
- **Co investigator**
 - Transport Fare Revision Project , Transport department, Govt. of West Bengal (2015)
- **Member**
 - Impact Assessment Study of Reservation of Seats for OBC Students in Higher Education Sector , Govt. of West Bengal (2015)
 - Impact Assessment Study on Activities and Schemes Implemented by the Minority Affairs and Madrasah Education Department, Govt. of West Bengal (2015)

B. TRAINER, EXTERNAL EXAMINER & INVITED SPEAKER:

- Conducting a training intervention with Strategy Academy on *Leadership in the Age of AI : A Hands-on AI Workshop* in Virtual Mode, since August, 2025.
- Conducted a session on *EQ in Action: The Heartbeat of Leadership in a Fast-Paced World* as an invited speaker at APJ House, Kolkata, organized by National Institute of Personnel Management, Kolkata Chapter, on 23rd August, 2025
- Conducted whole day training sessions per day on 24th April, 9th June, 3rd and 7th July, 2025 on *Analytical Thinking* sessions with *Role Plays and Situation Analysis* as part of the Mid-Career Training Program (Level-3), and *supervisory and mentoring skills* as a part of the induction program of the Indian Audit and Accounts Department (IA&AD) at the Regional Capacity Building and Knowledge Institute, Kolkata
- Distinguished panellists on a booming topic *Upskilling HR for a Digital Future: What Should B-School?* HR Tech Conclave at Godrej Genesis Auditorium, a Future Forward event organized by the Institute of Engineering & Management (IEM) and the University of Engineering and Management (UEM) in association with the NHRD, Kolkata Chapter on 10th May, 2025
- Conducted 3 consecutive training sessions on soft skills for AAOs/Supervisors, at the Regional Capacity Building and Knowledge Institute, Kolkata, on 24th April, 2025
- Provided training on *Motivation and Time Management Skills* and Role Play sessions at W.B. Govt. College of Nursing, 22th April, 2025
- Conducted sessions on *Empowering through Servant Leadership, Developing Emotional Intelligence, Effective Leadership Communication, Mastering Business Acumen, Navigating The Workplace with Emotional Intelligence Leadership* in a MDP

for DVC officials for Competency Enhancement at Indian Institute of Foreign Trade, Kolkata, 29th January to 22nd February 2025

- Delivered keynote address at 2nd International Conference on Engineering, Management and Social Sciences organized by ZEP Research and Department of Sociology, Indraprastha College For Women– University of Delhi, India held at Indraprastha College For Women– University of Delhi, on 19th – 20th February, 2025
- Conducted training sessions on *Creative Problem Solving, Supervisory Skills & Interpersonal relation at workplace, Mentoring Skills, Transparency* as part of the Six-week Orientation Training Programme for AAOs/Supervisors, at the Regional Capacity Building and Knowledge Institute, Kolkata, 13th January-21st February, 2025
- Conducted a seminar lecture on Sharpen your Mind: Unlocking Success for Aspiring Business *Leaders* at Department of Business Administration of The Bhawanipur Education Society College, as a resource person, 30th November, 2024.
- Conducted training on *Analytical Thinking* sessions as part of the Mid-Career Training Program (Level-3) for Gazetted Officers of the Indian Audit and Accounts Department (IA&AD) at the Regional Capacity Building and Knowledge Institute, Kolkata, 20th November, 2024
- Distinguished panelists on a pivotal topic *Applications of Design Management in Industry 4.0* at TechGlow 2024, a dynamic event organized by the Institute of Engineering & Management (IEM) and the University of Engineering and Management (UEM) Kolkata. 11th November 2024
- Conducted training on *Time and Stress Management* sessions as part of the Mid-Career Training Program (Level-2) for Gazetted Officers of the Indian Audit and Accounts Department (IA&AD) at the Regional Capacity Building and Knowledge Institute, Kolkata, 23rd September, 2024
- Chaired as a Resource Person at the 1st Doctoral Research Colloquium (DRC-2024) organized by the Department of Management of the Institute of Engineering & Management, Kolkata, and the PhD Cell of the University of Engineering and Management, Kolkata, held on 13th September 2024.
- Conducted *Performance Management* training in a 5-day EDP for DVC Management Trainees, 3-7 June 2024.
- BOS Member, MBA (Hospital Administration) & MBA (Healthcare Management), NSHM Business School, since March 2024.
- Provided training on *Motivation and Decision Making Skills* at W.B. Govt. College of Nursing, 1 February 2024.
- External Examiner, J.D. Birla Institute, for M.Com dissertations, 16 September 2023.
- Chaired Technical Session on Leadership at International HR Conference 2023, 1-2 March 2023.
- Chaired Session and Advisory Board Member, International Conference on Innovative Research Practices in Social Sciences (IC-IRPSS-2022), December 2022.
- Moderator for BBA and MBA exams at Maulana Abul Kalam Azad University of Technology, since November 2022.
- Moderator for MBA exams at MCKV Institute of Engineering, June 2022.
- External Examiner, J.D. Birla Institute, for M.Com dissertations with specialization in Marketing, February 2022.
- Chaired session at 2nd Doctoral Colloquium, St. Xavier's University, October 2020.
- External Examiner, J.D. Birla Institute, for M.Com dissertations, 19 August 2019.
- Invited Speaker, Research Methodology Workshop at Indian Institute of Engineering Science and Technology, 22 February 2019.
- Invited Speaker, 13th NRCT-ICSSR Joint Seminar, Chiang Rai, Thailand, 16-18 February 2019.
- External Examiner, J.D. Birla Institute, for B.Sc., B.Com, M.Sc., and M.Com dissertations, May 2018.
- Jury Member, JDBI National Conference, 1 September 2017.
- Co-coordinator and Expert, Workshop on Management Skills for RBI Executives, April 2017.
- Colloquium Lecturer, Tripura University, November 2016.
- Invited Speaker, IIT Delhi on Bayesian Probabilistic Network, September 2016.
- Provided training on CRM and Team Building for India Post officials, in 2016.
- Provided training on CRM for West Bengal Travel and Tourism officials, in 2016.
- Invited Speaker, Data Envelopment Analysis at International Management Institute, New Delhi, September 2015.
- Invited Speaker, Green Marketing and Green Apparel at Simplex Rajarhat, August 2015.
- Chaired session at International Journal of Arts and Sciences conference, Harvard University, May 2015.
- Conducted a session on Research Methodology & Data Analysis at Xavier Institute of Management & IT, Guwahati, December 2014.
- Invited Speaker on Emerging Marketing Issues, North Bengal University, December 2014.
- Invited Speaker on Research Methodology at XLRI Jamshedpur, 4 May 2014.

C. MEMBERSHIP IN EDITORIAL BOARD/REVIEWER:

- *Journal –Sage Open*, since 2020
- *Journal of the Knowledge Economy*, **Springer**, December, 2020
- *Journal of Leadership Studies* in collaboration with **Wiley online library** for volume 14, issue 1, in collaboration with the University of Phoenix.
- *Current Journal of Applied Science and Technology (CJAST)*, August 2020.
- AISIC in association with AIMS International since August 2018.
- *International Journal of Business and General Management (IJBGM)*, since September, 2017
- *International Journal of Research in Business Management (IMPACT : IJRB)* since September 2017
- *World Business Institute Journal* since Jan 2015

D. BOOK PUBLICATION:

ACADEMIC: MANAGEMENT AND RESEARCH:

1. Mitra D & Sengupta T, *The Human Resource Management: (A Strategic Roadmap To People, Power & Performance)*, Success Mantra Publication, (ISBN: 9-788198-523013), July, 2025
2. Mitra Dipa, *Organisational Behaviour Volume-1*, Success Mantra Publication, (ISBN: 978-81-98075-14-7), January, 2025
3. Mitra Dipa & Singh Mahesh, *Marketing Analysis: A Key to Market Success*, SHINEEKS Publishers, USA, (ISBN: 978-9-69-339259-3), July 2023
4. Mitra Dipa, Angayarkanni, Sudhakar & Gowrishankar, *Changing Business Survival and Sustainability Quotient*, Archers & Elevators Publishing House, (ISBN: 978-93-94958-14-2), October, 2022
5. Mitra Dipa, *Grabbing My Masters and Winning My PhD: One Stop Solution to Research Methodology and Computer Applications*, Success Mantra Publication, (ISBN: 978-81-952526-1-9), August, 2022
6. Mitra Dipa, *Indian Industries: Application & Analysis*, Archers & Elevators Publishing House (ISBN: 978-93-90996-04-9), October, 2021
7. Ghosh R. & Mitra Dipa, *App Cab Service Quality in the City of Joy*, E-book, Archers & Elevators Publishing House (ISBN: 978-93-90996-66-7), September 2021
8. Banerjee S & Mitra Dipa, *Post Traumatic Stress Disorder and their Coping Styles in Medical Practitioners*, E-book, published by Archers & Elevators Publishing House (ISBN: 978-93-90996-64-3), August, 2021
9. Mitra Dipa, *Satisfaction Index of the Employees and Passengers of Indian Airlines*, E-book, published by Archers & Elevators Publishing House (ISBN: 978-93-90996-51-3), August, 2021
10. Gupta Mitra Paliwal, *Entrepreneurship and Startup Management*, published by SHINEEKS Publishers, USA, (ISBN: 978-1-5136-8711-7), July, 2021
11. Mitra Dipa, *A Handbook of Retail Management: Principles & Practices (Copyright Certificate received)* published by Archers & Elevators Publishing House, (ISBN: 978-93-90996-48-3) July, 2020
12. Mitra Dipa, *Passenger Service Quality: An Investigation Using Data Envelopment Approach and Statistical Estimation*, published by **Lambert Publishing, Germany** (ISBN: 978-3-659-46725-7), September, 2013

LITERATURE: BENGALI AND ENGLISH

1. Mitra Dipa, 'Alor Disha' : A Journey of a Woman :Tears to Triumph, published by Deys Publishing, Kolkata International Book Fair, (ISBN: 978-9-386-38954-1), February, 2019
2. Mitra Dipa, 'Monmajhare': A Love Quadrangle, published by Deys Publishing, Kolkata International Book Fair, (ISBN: 978-8-194-44699-6), February, 2020
3. Mitra Dipa, 'Swapnaneer': Dream Home, published by Ananda Prakashan, Kolkata (ISBN: 978-8-195-01696-9), April, 2021
4. Mitra Dipa, Momo Bonge: A Success Story: Journey of an Ordinary Lady to a Powerful One, published by Ananda Prakashan, Kolkata International Book Fair (ISBN: 978-8-195-01696-9), January, 2022
5. Mitra Dipa, 'Iti- Puran Kotha' : An Exploration: Thoughtful Dimensions of the Characters of History and Purana, published by Ananda Prakashan, Kolkata International Book Fair (ISBN: 978-9-394-43420-2), January, 2023
6. Mitra Dipa, 'Rupkotha': A Symphony of Love, Longing, and Life Unveiled in the Canvas of Life, published by Ananda Prakashan, Kolkata International Book Fair (ISBN: 978-8-196-93110-0), January 2024
7. Mitra Dipa, *Divine Dawning: The Saga of Ramayana (A Poetic Odyssey of Love, Virtue, and Valour)*, published by Blue Rose Publishers (ISBN: 978-3-659-46725-7), World Book Fair, Delhi, February 2024
8. Mitra Dipa, 'Janani Janmabhumiścha: A Poetic Tribute to Mother & Motherland' published by Ukiyoto Publishing (ISBN: 978-9364-943994), August 2024
9. Mitra Dipa, 'Titin Mitiner Golpo': Tales of Sisterly Bonding, published by Ananda Prakashan, Kolkata International Book Fair (ISBN: 978-8-196-93110-0), January 2025
10. Mitra Dipa, 'Snapshots: Hope Between the Lines' published by Ukiyoto Publishing (ISBN: 978-9370-095755), April, 2025

11. Mitra Dipa, 'Dualia: A Journey through the Paradoxes of the Soul' published by Exceller Books (ISBN: 978-9348892157), April, 2025
12. Mitra Dipa, 'Come to Light : Resilience, Identity, and the Light Within' Kindle Edition (ASIN : B0FSLRMPJ3), Oct, 2025

E. BOOK CHAPTERS PUBLICATION:

1. The Impact of Shopping Mall Service Quality on Customer Loyalty in Kolkata: Luxury Shopping vs. Comfort Shopping, in *Managing Business Strategies through Sustainability, Environment and Transparency*, Bloomsbury Publishing, January, 2024
2. A Multivariate Analysis to Determine the Performance of Shopping Malls During Pandemic, in *Recent Advances in Management, Engineering and Applied Sciences*, National Press Associates, July 2022.
3. Tourism in North East India - An Analytical Study, in *PURVOTTARAN: The Rise of North East: Paradigms of Development In The VUCA World*, Bloomsbury Publication, December 2020.
4. Consumer Psychology, in *A Treatise on Consumer Research*, AVS Publication, November 2020.
5. The Impact of Covid 19 Pandemic on Indian Economy: A Comparative Mapping, in *Emerging Trends in Management & Information Technology*, National Press Associates, November 2020.
6. Bira 91 - The Spring of Magic, in *Case Studies in the Beer Sector*, ELSEVIER, September 2020

F. RESEARCH ARTICLE PUBLICATION

ACADEMIC PERSPECTIVE

1. *The Antecedents of Consumer Loyalty in The Book Retail Industry: A Data Envelopment Analysis and Structural Equation Modelling*, Joint Paper, International Journal of Business and General Management (IJBGM); ISSN Print: 2319-2267; ISSN Online: 2319-2275; VOL-13, ISSUE-1; Jan--Jun2024
2. *A Study on Supply Chain Management in the Context of Food and Drink in a Star Hotel in West Bengal*, Joint Paper Education and /society (UGC CARE journal), Joint paper, Vol-47, Issue-1, No. -10, ISSN- 2278-6864, January-March, 2023
3. *A Study on Double Mediation in Academic Arena, Sustainable Excellence*, Joint Paper A Contemporary Business Perspective, Excel India Publishers, ISBN-978-93-91355-30-2 (Paperback), January 2023
4. *A Study on Tourism with Special Reference in State of West Bengal*, Joint Paper Sustainable Excellence, A Contemporary Business Perspective, Excel India Publishers, ISBN-978-93-91355-30-2 (Paperback), January 2023
5. *Determinants of Online Travel Purchase Intention: Understanding the Moderating Roles of Socio-Demographic Variables in the Context of A Developing Country*, Joint Paper, Stochastic Modelling & Applications (UGC CARE APPROVED JOURNAL), Vol. 26 No. 3 (January - June, Special Issue 2022 Part - 10), ISSN: 0972-3641, P-178-189, July, 2022
6. *Investigating factors affecting consumer decision making in the e-tourism market: A comparative analysis of online travel booking interfaces and user generated content on decision making*, Joint Paper, Manager-The British Journal of Administrative Management (MTB), Vol:58; Special Issue 04 |, ISSN: 1746-1278, June 2022
7. *An Analytic Study on the Tourist Behavior in Covid Pandemic*, National Conference, 2022, Paradigm Shift Towards Sustainable Management Practices, Proceedings & Book of paper, ISBN: 978-81-956407-0-6, March 2022
8. *An Investigation on West Bengal Tourism in New Normal Situation*, AVLOKAN 1.0 Proceedings of International Research summit on Redefining Social Responsibility with Ethical Leadership, Eureka Publications, ISBN: 978-93-91260-57-6, Feb 2022
9. *An Analytical Overview of Covid 2019- A Scientific Discussion*, International Journal Of Creative Research Thoughts(IJCRT), ISSN: 2320-2882, Volume 8, Issue 9, Page no. 58-62, September 2020
10. *Introduction: Public Leadership: A Robust Flavor in Today's Rapidly Changing World*, GUEST EDITOR'S PREFACE, Journal of Leadership Studies, volume 14, number 1, Wiley online library, Online ISSN:1935-262X, Page -62-65, Spring, 2020, in collaboration with University of Phoenix, <https://doi.org/10.1002/jls.21685>.
11. *An Analytical Study on Public Leadership Styles Influencing Organizational Effectiveness of Indian PSBs: Today and Tomorrow*, Journal of Leadership Studies, volume 14, number 1, Wiley online library, Online ISSN:1935-262X, Page – 80-88, Spring, 2020, in collaboration with University of Phoenix. <https://doi.org/10.1002/jls.21689>
12. *A Comparative Study on Eastern Versus Western Mentorship Effectiveness With Respect To Appropriate Leadership Traits*, Tathapi (UGC Care listed Journal), ISSN:2320-0693 Vol-19-Issue-51-, Page-94-103, June-2020
13. *A Path Analysis Study on Leadership Utopia*, Tathapi (UGC Care listed Journal), ISSN:2320-0693 Vol-19-Issue-51- Page 86-93, June-2020

14. *An Analytical Study on the Satisfaction Level of Inland Container Depot Users*, joint paper with M.Phil Scholar Ms. R. Ghosh, Innovative Business Practices in a VUCA World, Bharti Publication, New Delhi (in collaboration with St. Xavier's College), ISBN 978-93-89657-14-2, Page no. 312-319, Jan, 2020
15. *An Exploratory Study on Service Quality, Customer Satisfaction and Purchase intension in Indian Tourism Market*, joint paper with Ph.D. Scholar Ms. S. Chakraborty, Innovative Business Practices in a VUCA World, Bharti Publication, New Delhi (in collaboration with St. Xavier's College), ISBN 978-93-89657-14-2, Page no. 320-331, Jan 2020
16. *An Analytical Study on the Satisfaction Level of App Cab Drivers in Kolkata* , joint paper with M.Phil Scholar R. Ghosh , International Journal of Research in Humanities, Arts and Literature ISSN(Print): 2347-4564 ; ISSN(Online): 2321-8878, Volume 7, Issue 5, May- 2019, Page-289-98, (impact factor 4.8397)
17. *Perception- Awareness Model with respect to Green Marketing Practices- A Study in Kolkata and its Suburbs* , Global Journal of Management and Business Research, Global Journals Inc (US), GJMBR-E, Online ISSN: 2249-4588 & Print ISSN: 0975-5853, volume 18, issue 7, Page-11-18, December, 2018, (impact factor 4.8397)
18. *An Application of Bayesian Probabilistic Network Measuring Operational Loss in Indian Banking Industry*, Journal Association 1901 SEPIKE: Edition 21, ISSN (Print): 2196-9531: ISSN (Online): 2372-7438: Frankfurt, Deutschland Poitiers, France Los Angeles, USA, Page- 92-98, November, 2018 (impact factor 5.9876)
19. *Impact of Accounting Income Numbers on Stock Performance: An Empirical Evaluation in the Context of Indian Stock Market* , International Journal of Accounting and Financial Management Research (IJAFMR), ISSN: 1923-4023; E-ISSN: 1923-4031, VOL - 8, ISSUE - 5; Page- 1-10, December, 2018
20. *An Empirical Study on FDI Inflows in Indian it and ITES Sector*, International Journal of Information Systems Management Research and Development (IJISMRD) journal with ISSN (Print): 2250-236X; ISSN (Online): 2319-4480, Vol-8, Issue-1, Page-5-12, November-December issue, 2018
21. *An Analytical Investigation on Passenger Satisfaction: A Perceptual Study on Indian Railway*, International Journal of Business and General Management (IJBGM) ISSN(P): 2319-2267; ISSN(E): 2319-2275, Vol. 7, Issue 4, Jun - Jul 2018; Page- 11-18, © IASET and **the Best Paper Award** has been conferred for the same.
22. *A Descriptive Research on the Contributing Factors in Mutual Fund Investment Across India*, International Journal of Trend in Scientific Research and Development (IJTSRD), ISSN: 2456-6470, Volume-2 | Issue-2 , Page- 937-946, February 2018
23. *A Study on Consumers' Adoption Intention for Digital Wallets in India*, joint paper with M.Phil Scholar S. Chakraborty, International Journal on Customer Relations, ISSN is: 2320-7515, Volume 6 Issue 1 March 2018, Page-39-57
24. *An Analytical Approach towards Factors Contributing Consumer Purchase in terms of Grocery Retailing in Indian Metro Cities*, International Journal of Sales & Marketing Management Research and Development (Transstellar Journal: IJSMMRD) journal with ISSN (Print): 2249-6939; ISSN (Online): 2249-8044, Page- 1-10, (Scopus indexed Journal) in their Jan-Feb issue 2018. DOI:[10.24247/ijsmmrdfeb20181](https://doi.org/10.24247/ijsmmrdfeb20181)
25. *An Analytical Study on Patient Satisfaction with Respect to the Stress Disorder of Medical Practitioner*, joint paper with M.Phil Scholar S. Banerjee, International Journal of Research in Applied, Natural and Social Sciences (IMPACT : IJRANSS), ISSN(P): 2347-4580, E-ISSN : 2321-8851 , Vol 5 , Issue 12, December 2017, P-27-34 (impact factor 4.6148)
26. *An Analytical Framework on Perceived Satisfaction with Present Status of Rural School Education in an Indian State*, International Journal of Trend in Scientific Research and Development (IJTSRD), ISSN: 2456-6470, Volume-2 | Issue-1 ,Nov- December 2017 (UGC recognized journal), P-82-90, (impact factor- 5.125)
27. *An Empirical Study on Spiritualistic Elements in Organisational Leadership*, joint paper with M.Phil Scholar R. Gupta, International Journal of Human Resources Management; ISSN Print:2319-4936; ISSN Online:2319-4944; International Academy of Science , Engineering and Technology (IASET) (the then UGC recognized journal) and **the best paper award** has been conferred for the same, December issue, 2017, P-9-22, (impact factor- 3.150)
28. *An Analytical Framework on Leadership Effectiveness with Special Reference To Indian Telecommunication Industry*, IMPACT JOURNAL, US : International Journal of Research in Business Management(IMPACT : IJRBM); ISSN (P): 2347-4572, E-ISSN: 2321-886X (the then UGC recognized journal) Vol. 5, Issue 10, Oct 2017, P-1-16 , (impact factor- 4.7223)
29. *An Analytical Study on Rural Livelihood in an Indian State*, published in International Journal of Business and General Management; ISSN Print:2319-2267; ISSN Online:2319-2275; (the then UGC recognized journal) for October-November issue,2017 of **Thomson Reuters Researcher ID indexed journal**, (impact factor- 4.7223)
30. *A Study on Green Buying Behaviour towards FMCG: An Application of Bayesian Probabilistic Network*, International Journal of Marketing and Business Communication, ISSN: 2277-484X , Publishing India Group, Volume 6 Issue 3,, July, 2017 , P- 19-25, (impact factor 5.169)
31. *An Analytical framework on Service Perception in Indian Airlines before and after Corporate Restructuring*, International Journal of Business Management & Research (IJBMR), Transstellar Journal Publications and Research Consultancy Global

Community ISSN(P):2250-2343;ISSN(E) (the then UGC recognized journal) , Vol - 7, Issue - 4; Edition: Aug2017 (impact factor 3.12)

32. *An Empirical Study on Acceptability of Green Apparel: An Application of Bayesian Probabilistic Network*, South Asian Journal of Marketing & Management Research (SAJMMR) ISSN:2249-877X , (the then UGC recognized journal) Vol.7, Issue: 6, June, 2017 (impact factor 5.169)
33. *An Empirical Study on Post Traumatic Stress Disorder with respect to physicians in Kolkata joint paper* with M.Phil Scholar S. Banerjee, International Journal of Science Technology and Management, ISSN (O) 2394 – 1537, ISSN (P) 2394 – 1529(the then UGC recognized journal) , Volume-6 , Issue-6 , June 2017 , (Impact Factor-4.372)
34. *PTSD and Their Coping Styles in Doctors: With Special Reference to Hospitals in Kolkata, joint paper* with M.Phil Scholar S. Banerjee, International Journal of Scientific Research (the then UGC recognized journal) , ISSN No 2277 – 8179, Volume-6 , Issue-4 , April 2017 , Index Copernicus(ICV: 78.46)
35. *A Study on Identify Parameters that Affect Customer Satisfaction for E-Wallet Services in India, joint paper* with M.Phil Scholar S. Chakraborty, Global Journal for Research Analysis, ISSN No. 2277-8160(the then UGC recognized journal), **Vol-6, issue-3**, March, 2017, (impact factor 3.1218)
36. *Service Quality Rendered By Public Bus Transport In West Bengal: A Perception Study On Passenger Satisfaction*, International Journal of Sales &Marketing Management (IJSMM), ISSN(P): 2319-4898; ISSN(E): 2319-4901(the then UGC recognized journal) ,Vol. 6, Issue 2, Feb - Mar 2017; P-1-20 © IASET, Achieved **Best Paper Award** for the quality, originality, significance in modeling and technical flow of the paper, (impact factor- 5.5242)
37. *Personality Traits and Performance: A Perception Study in respect of Faculty in Academic Disciplines*, The International Journal of Indian Psychology(ISBN: 978-1-365-68609-2)Volume 4, Issue 2, No. 89, January-March, 2017 (impact factor- 4.50)
38. *A Study On Indian Railways: A Passenger Service Quality Audit, published in AE International Journal of Multidisciplinary Research*, Archers and Elevators Publishing House, – Vol 5 – Issue 02 –ISSN - 2348 – 6724, February 2017 (impact factor- 5.9876)
39. *A Retail Audit On Customer Loyalty, South Asian Academic Research Journal-ACADEMICIA: An International Multidisciplinary Research Journal (ISSN:2249-7137)*, Vol. 7 Issue 2, February 2017 (impact factor- 6.049)
40. *Dynamic Fare Pricing – An application for Public Transport In Kolkata*, joint paper with Dr. Ghosh and Prof Sarkar, Advances In Management, World Research Journal, Vol 10 No 1 issue , January, 2017 (impact factor of 2.272)
41. *Assessment of Vulnerability Due to Climate Change on Rural Livelihood in a Small Village of Sundarban* joint paper with M.Phil. Scholar M. Ganguly , Survey, A journal of Management and Welfare Studies, Volume 56, 2016
42. *Developing A Possible Operational Risk Measure For Banking Activities: An Application of Bayesian Probabilistic Network* , proceedings of ACRN **Oxford Conference** of Finance and Risk Perspectives, 2014
43. *Passenger Satisfaction in Indian Aviation Industry - An Analytical Approach on Managing Service In Competitive Environment* published by AIMS International, Jan 2014
44. *A Statistical Estimation on Quality Dimensions with respect to Indian Air Travel* , published in Global Journal of Management and Business Studies, November, 2013
45. *A Comparative Study on The Passenger Service Quality* published in Srusti Academy of Management , Bhubaneswar, March 2011
46. *A Comparative Study between Indian Public and Private (Low Cost) Airlines with Special Reference to Their Passenger Service*, International Review of Business Research Papers Volume 6. Number 6, December 2010 , Pg.48 – 65
47. *A Comparative Study on Two Indian Retail Players with Special Reference to Their Customer Loyalty*, Bi-Annual Journal, Management Education Centre, Heritage Institute of Technology, Volume-2, Number-6, Pg- 141-164, July,10
48. *Behavioural Science Based Training Programme To Enhance Passenger Services in Indian Airlines*, HR in Enhancement of people capability, Volume 15, Pages 131, July 2006

LITERATURE:

1. Karna: An Emotional Journey Mapping of the Life-Tragedies, Research Paper, Published in February,18 @Antarmukh, UGC recognized Bengali journal
2. Padmavati: Half Fantasy & Half Reality, Article, Published in February,18 @ Ekush Shatak
3. The Evolution of New-year Concept: An Analytical Perspective, Article, Published in April,18 @ Ekush Shatak
4. Rabindranath: As An Effective Administrator, Research Paper, Published in April,18 @ Antarmukh, UGC recognized Bengali journal
5. Tajmahal: History or Fairy Tale, Article, Published in June,18 issue @ Ekush Shatak

6. Industrialisation to Globalisation with respect to the Role of Management, Article, Published in September issue, 18 @ Antarmukh, UGC recognized Bengali journal
7. Dashavatar: The Divine Incarnation of God, Article, Published in Puja Sonkhya (issue), 2018 @ Dharabahik
8. Shakti Rupena Sangstitha: Awakening the Power of Women, Article, Published in Puja Sonkhya (issue), 2018 @ Ekush Shatak
9. Swapno : The Dream: Rhythm of Heart, Book , Published , 2000
10. A tribute to the Eternal 'Student-Teacher' Relationship with special reference to 'Gratitude to his Teacher by Ahmed Sofa', Article, Published at Bangladesh Book Fair in the Ahmed Sofa issue @ Golpokotha, Bangladesh, February 2019
11. An article on Girish Chandra Ghosh, the father of Bengali theatre, Article, Published in Puja Sonkhya (issue) , 2019 @ Dharabahik
12. Impact of Ghost on Child Literature , Article, Published in Book Fair Special Issue, 2019 @ Padakkhep
13. An Analytical Study on The teen girl protagonists in the Novels of Sarat Chandra Chattopadhyay, Article, Published in Book Fair Special Issue, 2020 @ Padakkhep
14. Mahasweta Devi: The Literary Voice of Womanhood, Article, Special issue on Mahasweta Devi, 2025 @, Anyasamayer Natyabhabna, a renowned journal

G. CONFERENCE PRESENTATION:

1. A comparative analysis for understanding the service quality of shopping malls in the city of joy, joint paper, the 3rd International Marketing Conference organized by IIM, Shillong and Sunway University on 31st January 2024
2. An Analytical Study on the Quality of Work-Life of Shopping Mall Employees in Kolkata, International HR Conference 2023, Session Theme: Behavioural Issues – I, held at Hotel Park and Indian Institute of Social Welfare & Business Management, 1st and 2nd March, 2023
3. An Analytical Study to Measure the Happiness Index of the University Students Addicted to Social Media, International HR Conference 2023, Session Theme: Behavioural Issues – II, held at Hotel Park and Indian Institute of Social Welfare & Business Management, 1st and 2nd March 2023
4. An Empirical Study to Identify the Career Success Determinants of Indian Mobile Women Across Industries, International HR Conference 2023, Session Theme: Leadership - II, held at Hotel Park and Indian Institute of Social Welfare & Business Management, 1st and 2nd March , 2023
5. A Scale Development Study to Understand Indian IT Employees' Disposition Towards Item Response Theory, International HR Conference 2023, Session Theme: Emerging Trends: HR Analytics and Neuro-Cognitive Science, held at Hotel Park and Indian Institute of Social Welfare & Business Management, 1st and 2nd March 2023
6. A Structural Equation Modeling Approach on the Impact of Administrative Effectiveness on Patient Satisfaction: Kolkata vs. Leicester, International HR Conference 2023, Session Theme: Multifaceted Aspects of HR and OB, held at Hotel Park and Indian Institute of Social Welfare & Business Management, 1st and 2nd March , 2023
7. *A Study on Supply Chain Management in the Context of Food and Drink in a Star Hotel in West Bengal*, International Conference, VISHLESHAN 2K22, Sustainable Development, IIMS Pune, December, 2022
8. *A Canonical Correlation Between Emotional Wellbeing & Academic Administration*, International Conference on Innovative Research Practices in Social Sciences (IRPSS-2021), Institute of Engineering & Management, Department of Business Administration, December, 2021
9. A Study on Double Mediation in Academic Arena, First International Conference for Sustainable Excellence in Business & Entrepreneurship 2021 (ICSEBE'2021), School of Management Studies, TMSL in association with University Malaysia Kelantan, Universitas Mercu Buana Yogyakarta Indonesia, Eurasian Doctoral Student Academy, London and Y-East, November, 2021
10. *A Study on Tourism with special reference to the State of West Bengal*, First International Conference for Sustainable Excellence in Business & Entrepreneurship 2021 (ICSEBE'2021), School of Management Studies, TMSL in association with University Malaysia Kelantan, Universitas Mercu Buana Yogyakarta Indonesia, Eurasian Doctoral Student Academy, London and Y-East, November, 2021
11. *An Investigation on West Bengal Tourism in New Normal Situation*, International Research Summit on Redefining Social Responsibility with Ethical Leadership, organized by International Research Summit Committee Center for Management Studies, Jain (Deemed to be) University, Bangalore, India, August, 2021.
12. *Tourism in Trouble Among Covid-19 Crisis*, Virtual International Conference 2021 on 'Role of Research in Management and Business in Current Scenario' organized by Sai Balaji Group of Institution, Pune in Association with Savitri Phule University, Tamil Nadu University, Sardar Patel University, June, 2021

13. *A Multivariate Analysis to Determine the Performance of Shopping Malls During Pandemic*, joint paper, Eighteenth AIMS International Conference on Management jointly organized by Jaipuria Institute of Management, March, 2021
14. *A Comparative Study for Understanding The Service Quality of Shopping Malls Before And After the Outbreak of Covid 19 Pandemic*, joint paper, 21st International Business Horizon INBUSH Era World Summit 2021, Amity University, February, 2021
15. *Mall Management in Pandemic Situation: A Study from the Perspective of Mall Visitors*, joint paper, International Conference on 'Management for Economic Growth' organized by VIT Business School, Chennai, October 2020
16. *An Analytical Study on the Satisfaction Level of Inland Container Depot Users*, joint paper, 2nd International Conference on Innovative Business Practices in a VUCA World at the **St. Xavier's College, University of Calcutta and Lincoln University College**, Malaysia, January, 2020
17. *An Exploratory Study on Service Quality, Customer Satisfaction and Purchase Intention in Indian E-Tourism Market*, joint paper, (received **Best Paper Award**), 2nd International Conference on Innovative Business Practices in a VUCA World at the **St. Xavier's College, University of Calcutta and Lincoln University College**, Malaysia, January, 2020
18. *A Proposed Model to Link Artificial Intelligence with Academic Mentorship (GMC-018)*, joint paper, 4th GlobSyn Management Conference-Research Seminar, December, 2019
19. *An Analytical Study For Understanding The Service Gap Of App Based Cab Service In Kolkata*, joint paper, National Conference on Consumer Choices: Impact of Digital Technology, organized by **XLRI Jamshedpur & Institute for Advanced Studies in Complex Choices (IASCC)**, Hyderabad and **Xavier Business School (XBS), St. Xavier's University**, Kolkata, December, 2019
20. *An Analytical Appraisal of Emotional Intelligence in Academic Administration* joint paper with PhD Scholar S. Banerjee, International HR conference at JD Birla Institute (Department of Management), September, 2019
21. *An Analytical Study on the Satisfaction Level of App Cab Drivers in Kolkata*, joint paper with M.Phil Scholar R. Ghosh, International HR conference at IISWBM, March, 2019
22. *Impact of Emotional Intelligence on Academic Administrators in West Bengal: A Pilot study*, joint paper with PhD Scholar S. Banerjee, International HR conference at IISWBM, March, 2019
23. *A Study on Customer Satisfaction in E-Retailing with special reference to Consumer Electronics and Appliances: An Analytical Research on Indian Perspective*, joint paper, 1st Pan IIT conference PANIITIMC-18 in collaboration with 7 IITs and Sheffield Hallam University at IIT Roorkee in November-December 2018
24. *An Empirical Research on Customer Preference for Book Retail Format Choice: Brick & Mortar vs. Click & Mortar*, joint paper, Third International Conference on Facets of Business Excellence- FOBE 2018 at IMT Ghaziabad, November, 2018
25. *A Study on Consumer Perception and Preferences towards Green Products and Practices: An Indian Perspective*, joint paper, SUSCON VII, 2018: Community, Conservation and Cooperation, 7th Annual International Conference on Sustainability, Organized by IIM, Shillong, November, 2018.
26. *An Analytical Study to Frame a Service Model on Indian Online Shopping*, International Conference on Management and Information Systems (ICMIS-18) organized by International Forum of Management Scholars (INFOMS), supported by AIMS International, September, 2018
27. *A Service Perception Study on E-Retailing With Special Reference to Two E-Commerce Giants Operating in India*, joint paper, International Conference on Emerging Trends in Business Management organised by Pune Institute of Business Management at Pune Campus, August, 2018.
28. *An Analytical Study on the Impact of Stress in Doctors on Patient Satisfaction*, joint paper with M.Phil Scholar S. Banerjee, (received **Best Paper Award**) in two-day UGC sponsored international conference organized by St. Xavier's College and dept. of commerce, University of Calcutta, January, 2018.
29. *A Study on Work Life Balance in IT Industries Operating in Kolkata*, joint paper, International Conference on Emerging Perspectives in Commerce, Economics and Management - Policies for a Better World, organised by Department of Commerce and Business Administration, St. Xavier's College (Autonomous), Kolkata, November, 2017
30. *An Analytical framework on Service Perception in Indian Airlines before and after Corporate Restructuring*, 12th Annual London Business Research Conference held at **Imperial College, London, UK** from 10 - 11 July, 2017
31. *An Empirical Study on Post Traumatic Stress Disorder with respect to physicians in Kolkata*, joint paper, 2nd international conference on recent innovations in Management and Engineering, at IIMT, Greater Noida

32. *A Study on Identify Parameters that Affect Customer Satisfaction for E-Wallet Services in India*, with M.Phil Scholar S. Chakraborty, J. D. Birla International Management Conference, April, 2017
33. *Assessment of Vulnerability Due to Climate Change on Rural Livelihood in a Small Village of Sundarban* joint paper, 6th international conference at **IISWBM**, January, 2016
34. *A Perception Study of Passenger Growth in Indian Aviation: An Application of Bayesian Probabilistic Network*, International Journal of Arts and Sciences conference, **Harvard University**, held in May, 2015 (also **Chaired a session at Harvard**)
35. *Green Marketing Efficiency Measurement: A Data Envelopment Approach*, 5th international conference at **IISWBM**, January, 2015.
36. *Developing A Possible Operational Risk Measure For Banking Activities: An Application of Bayesian Probabilistic Network*, 14th FRAP conference, September, 2014, **University of Oxford, UK**
37. *A Comparative Study On Green Marketing Effectiveness: Analytical Approach*, Second **International Conference on Global Business, Economics, Finance and Social Sciences**, July 2014 in Chennai, India
38. *A Statistical Estimation on Quality Dimensions with respect to Indian Air Travel*, Global Summit on Management of Business, Economy, Marketing and Services- New Approaches MBEMSNA - 2013 at School of Social Science Auditorium, **Jawaharlal Nehru University**, November, 2013
39. *Passenger Satisfaction in Indian Aviation Industry - An Analytical Approach*, Tenth AIMS International Conference on Management (AIMS-10) organised by **IIM Bangalore**, 6th-9th January, 2013.
40. *A Study on Airlines Passenger Satisfaction With Special Reference To Indian Aviation Industry- An analytical approach with respect to Data Envelop Analysis, Factor Analysis and Multiple Regression Analysis*, International conference on managing business in turbulent times, organised by **Jamnalal Bajaj Institute of Management Studies, Dept, Mumbai University**, March, 2012
41. *A Comparative Study on The Passenger Service Quality*, National Seminar on Corporate Restructuring and Value Creation, Srusti Academy of Management, Bhubaneswar, March 2011
42. *An Analytical Study on Major Indian Retailers*, Fourth Annual International Conference on Management and Social Welfare Issues-Contemporary Perspectives, **IISWBM, Kolkata**, January 2011
43. *A Study on Indian Railways With Special Reference To Passenger Service Quality*, 13th International Conference On Quality, 2011 organised by **ISI and NIQR, Bangalore**, January 2011 (**received best paper award**)
44. *A Comparative Study between Indian Public and Private (Low Cost) Airlines with Special Reference to Their Passenger Service* selected for presentation in Annual London Business Research Conference at **Imperial College, London**
45. *A Comparative Study on Two Indian Retail Players with Special Reference to Their Customer Loyalty*. National Paper Presentation Competition on Issues and Challenges in Indian Business Environment Heritage Institute of Technology, July, 2010
46. *A Study on Behavioural and Attitudinal Aspects of Human Capital in Indian Airlines*, National Research Paper Presentation Competition, **BVIMR, New Delhi**, February 2010
47. *Impact of Employee Behaviour on Passenger Satisfaction in Indian Aviation Industry: A Study with respect to Indian Airlines*, National Conference, Asansole, January 2010
48. *Behavioural Science Based Training Programme To Enhance Passenger Services in Indian Airlines*, 4th National Conference, Bangalore, July 2006

H. PH.D. AND M.PHIL. GUIDANCE :

1. MAJOR RESEARCH AREA(S):

Marketing, Organisational Behaviour, and Human Resource Management

2. PH.D GUIDANCE :

Ph.D. degree awarded to : 2 Scholars

- SWATI BANERJEE [00175/Ph.D.(B.M.) Proceed/2019dt:09.01.2019] on 10th October, 2023 (Thesis title: 'Impact of Emotional Intelligence on Academic Administrators in West Bengal')
- SATADRUTI CHAKRABORTY [08124/Ph.D.(B.M.) Proceed/2018dt:02.11.2018], October, 2024 (Thesis title: 'A Study on Consumer Decision-Making in the Indian E-Tourism Market')

Currently the number of Registered /Enrolled Ph.D. Scholars – 5

S	Name of	Name of	Enrolm	Registration No	Research Area	Topic
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N o	Ph.D. Scholar	Universi ty	ent Date			
	RUCHIRA KAR	IISWBM, University of Calcutta	05.11. 2018	00155/Ph.D.(B.M.)Pr oceed/2019dt: 24.12.201	Marketing (Consumer Loyalty)	An Empirical Study on Consumer Loyalty in Publishing Industry: An Indian Perspective (Pre-submission done in September, 2024)
I	PRIYA TAMANG	University of Calcutta	15.07. 2019	00770/Ph.D. (Com)/Proceed/2021	Commerce	Impact of Select Macro Economic Factors on Indian Currency Derivative Market: A Study
II	RIYA GHOSH	IISWBM, University of Calcutta	31.03. 2021	07359 Ph.D. (B.M.) Proceed/2022 dt. 06.09.2022	Marketing (Mall Management and Service Quality)	An Empirical Study to Establish a Model on Indian Shopping Mall Service Quality Perception
IV	BARKHA AGARWAL	University of Calcutta	02.05. 2022	09315/Ph.D. (Com)/Proceed/2023	Marketing (Digital Marketing and Consumer Behaviour)	An Analytical Study on Consumer Purchase Behaviour with Special Reference to Electronic Products Through Social Media Marketing
V	SHANTANU P. CHAKRABO RTY	IISWBM, University of Calcutta	05.05. 2022	07398/Ph.D.(B.M.)Pr oceed/2022 dt. 06.09.2022	Marketing (Supply Chain Management and Service Performance)	An Empirical Study on Supply Chain Performance of the 5-star hotels located in West Bengal
V	ABHIJIT KHASNOBIS	Aligarh Muslim University	12.03.20 25	Yet to be done	Marketing and Finance (Consumer Behaviour)	A Study on the Impact of Goods and Services Tax on Tax Revenue Generation at the State Level And Its Impact on Consumer Perception

3. M.PHIL. GUIDANCE :

Total number of M.Phil scholars mentored till 2022 in the area of Human Resource Management and Marketing = **10** (Degree awarded by University of Calcutta)

- ❖ Mentored **4** M.Phil scholars in the area of Human Resource Management and Organisational Behaviour
- ❖ Mentored **6** M.Phil scholars in the area of Marketing Management

I. MODERATION BOARD:

- Moderator and Examiner, MBA (HRM), MBA-PS, IISWBM, University of Calcutta
- Moderator, for the BBA, MBA Question Paper(s) appointed by Maulana Abul Kalam Azad University of Technology, WB since November, 2022
- Moderator, for the MBA Question Paper(s) appointed by MCKV Institute of Engineering (An Autonomous Institute) affiliated to Maulana Abul Kalam Azad University of Technology, WB for Even Semester Examination, **2021-22** held in June, 2022

J. CONTACT DETAILS:

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- Phone: +91-98303-75709 / +91-82405-13424, Email: askdipa@gmail.com, presentations.dm@gmail.com
- Website: www.drdipamitra.org **LinkedIn Profile:** [Dr. Dipa \(Academician, Author and Poet\) Mitra | LinkedIn](#)
- **Google Scholar Link:** https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=DIPA+MITRA&btnG