



DR. SUMANTA DUTTA

Assistant Professor

DEPARTMENT:

Post Graduate Department of Commerce,
St.Xavier's College(Autonomous),Kolkata

QUALIFICATION:

M.Com.MBA.M.Phil(Commerce).PGDFM.UGC-NET(Management), Ph.D.

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BIO-GRAPHICAL SKETCH:

Dr. Sumanta Dutta at present is an Assistant Professor in Post Graduate Department of Commerce, St. Xavier's College (Autonomous), Kolkata under University of Calcutta, West Bengal, India. He has over 18 years of experience in teaching and research. He has large number of research papers to his credit and presented a numerous research papers in various national and international conferences. A researcher by choice, he is an Editorial Board member of various national and International Journals. His work has been cited well both in SSRN top ten download list as well as in Google Scholar.

PROFESSIONAL MEMBERSHIP:

1. Member of IEDRC (International Economics Development and Research Center).
2. Member of Indian Academicians and Researchers Association (IARA).

EDITORIAL BOARD MEMBER:

1. Editorial member of International Journal of Marketing & Technology (ISSN 2249-1058), an International double-blind peer reviewed Journal.
2. Editorial member of Blue Ocean Research Journals (BORJ), an International double-blind peer reviewed Journal.
3. Editorial member of IJoART (ISSN 2278-7763) is a refereed International Online Journal.

4. Editorial member of Global Journal of Arts and Management (ISSN online 2249 – 2658) is a refereed International Online Journal.

5. Guest Editor, Advances in Management is a refereed Journal (enlisted in EBSCO)

6. Editorial member of International Journal of Advance Research in Computer Science and Management Studies (ISSN 2321-7782, online and ISSN-2347-1778, Print), an International double-blind peer reviewed Journal (with SJIF 4.739).

7. Reviewer of International Journal of Advance Research and Innovative Ideas in Education (IJARIIE) a refereed International Online Journal enlisted in Indian Citation Index.

AREA OF TEACHING:

Organisational behaviour, Marketing Management, Rural Marketing, Product & Brand Management & Strategic Management.

AREA OF RESEARCH:

1. Sustainable Business Reporting
2. Corporate Strategy
3. Strategic Marketing
4. Managing Business in a VUCA world/Chaos Application

SPECIAL INVITEE FOR RESEARCH:

Achievement	Date & Venue
Acted as a resource person to take class for Ph.D Course work for the Ph.D Scholars on December 15, 2018 (Saturday)	Brainware University, Barasat.
Acted as a resource person to take classes for Ph.D Course work for the Ph.D Scholars on March 09, 2019 (Saturday)	Brainware University, Barasat.

SPECIAL ACADEMIC ACHIEVEMENT:

Achievement	Date & Venue
Research paper entitled “Retro branding: cases from Indian scenario” was listed on SSRN’s Top Ten Download List	Till 26 th May, 2014 (See: http://ssrn.com/abstract=2418807).

Research paper entitled “Out of Home Advertising in India: a present trend” was listed on SSRN’s Top Ten Download List	Till 12 th March,2014 (See: http://ssrn.com/abstract=2374278).
Research paper entitled “Greening People: a strategic dimension” was listed on SSRN’s Top Ten Download List	Till 4 th March,2014 (See: http://ssrn.com/abstract=2382034).
Appointed as a guest Editor for an International Journal named “Advances in Management” vol.6 (7), July 2013.	Titled “Rethinking the Corporate reporting practices towards people, planet and profit”(available in EBSCO)
Research paper entitled “Portrayal of women in Indian advertising: a perspective” was listed on SSRN’s Top Ten Download List	10 th April,2013 and 28 th April,2013 (see: http://ssrn.com/abstract=2227332)
Research paper entitled “Inclusion of Stakeholder based perspective: a CSR based agenda for sustainable growth” obtained the Best Paper Award in Technical Session	Women’s Christian College, Chennai under Madras University on 7-8th October,2010
Research article entitled “Triple Bottom Line Reporting: an Indian perspective” used as subject paper	Spring 2013 Semester at University of New Mexico, Anderson School of Management Course Code:MGT 490; Course Title: Green Economy, Innovation & Entrepreneurship

CITATION OF MY RESEARCH PAPERS:

Triple Bottom Line Reporting: an Indian perspective	Sumanta Dutta	Total 15 Google Scholar citations
Triple Bottom Line Reporting: an innovative accounting initiative	Sumanta Dutta <i>et al.</i>	Total 11 Google Scholar Citations
Greening People: a strategic dimension	Sumanta Dutta	Total 35 Google Scholar Citations.
Green marketing: a strategic initiative	Sumanta Dutta	Total 5 Google Scholar Citations.
Creating Synergy through Merger and Acquisition Integration: an Overview	Sumanta Dutta	Total 4 Google Scholar Citations.
Portrayal of women in Indian advertising: a perspective	Sumanta Dutta	2 citations (Other than Google Scholar) 1 Google Scholar Citation.
Managing retail shrinkage Management: an Indian experience	Sumanta Dutta	1 citation (Other than Google Scholar)

GOOGLE SCHOLAR CITATION INDICES:

Citation Indices	All	Since 2014
Citation	78	62
H-index	4	3
i-10 index	3	2

PUBLICATIONS:

Papers Published in Refereed National Journals/Magazine (ISSN)	Papers Published in International Journal (ISSN)	Papers Published in Edited Volume with (ISBN)	Book/Conference Proceedings in Edited Book or Journal
13 3 (Business Standard Journal)	22 1 (Available in SSRN)	18 and 01 Case	Text Book: 01 Edited Book: 01 Edited Journal: 02

BOOK PUBLICATION:

Title of the Book	Publisher Name with ISBN
Strategic Management: Concepts and Cases	Bharti Publications, New Delhi (ISBN: 978-93-86608-77-2)

EDITED BOOK:

Title of the Book	Publisher Name with ISBN
Redefining Business Vision: Issues & Challenges (as Co-editor) (Vol.1 and Vol. 2)	Regal Publications, New Delhi (Vol.1-ISBN:978-81-8484-652-2); (Vol.2-ISBN:978-81-8484-653-9)

EDITED JOURNAL:

Title of the Journal with ISSN	Publisher Name
Aviskaar, A Xaverian Journal of Research (Special Issue), September-2015 (Print ISSN: 2277-8411) (As Co-editor)	St. Xavier's College (Autonomous), Kolkata
International Journal of Exclusive Management Research (UGC Listed) (Special Issue-January-2018) (Online-ISSN:2249-2585; Print-ISSN 2249 – 8672) (As Co-editor)	Archers & Elevators Publishing House, Bangaluru

LIST OF PUBLICATIONS IN NATIONAL JOURNALS/MAGAZINE (WITH ISSN):

Title of the Paper	Name of Journals/Magazines/Edited Volume
Glass Ceiling: Virtual Reality or Mythical Truth? A Study with Reference to Select Companies Listed on BSE 30. (As Co-author)	The IUP Journal of Corporate Governance, Vol. XVI, No.4, October 2017, (ISSN-0972 6853) pp.46-58.
The 'P' Quotient	Indian Management, The Journal of All India Management Association (AIMA), January-2019, Vol.58, Issue.1, pp-46-49. (A Business Standard Publication)
Socially Responsible Marketing: Lesson from Indian Television Ads (As Co-author)	BIMS Journal of Management (ISSN 2456-222X), Vol.1, No.2, July-December 2016, pp.31-34.
Sustainable Reporting and CSR: an emerging trend	SRM BIZAD Research Review (ISSN 0952-4959), Vol.1, No.1, February, 2015 edited by Mr. M. Anand by Department of Business Administration, Faculty of Management, SRM University, Chennai, pp-155-157
Restructuring The B-School Agenda	Indian Management, The Journal of All India Management Association (AIMA), May-2014, Vol.53, Issue.5, pp-94-100. (A Business Standard Publication)

Research, a collaborative platform for knowledge creation: Refocusing B-School Agenda	The Alternative, Vol:XII,No:02, April'13 to September'13, Department of Management, BIT, Mesra (ISSN 0973 0451) pp: 66-71.
Green Human Resource Management: A new HR Issue	Indian Management, The Journal of All India Management Association (AIMA), October-2012, Vol.51, Issue.10, pp-95-97.(A Business Standard Publication)
Green Marketing: a Strategic Orientation	The Alternative, Vol:XI,No:01, October, 2011-March-2012, Department of Management, BIT, Mesra (ISSN-0973 0451) pp:62-74
ICT and rural infrastructure: cases from Indian rural sector (As Co-author)	The IUP Journal of Infrastructure, Vol.IX, No.4. December 2011, (ISSN-0972 9194) pp:37-46
Triple Bottom Line Reporting: Need of The Hour	The Alternative, Vol:X, No:01, October, 2010-March-2011, Department of Management, BIT, Mesra (ISSN-0973 0451) pp:62-74
Understanding Cross border Costs and Benefit in Mergers and Acquisitions	The Alternative, Vol:IX, No:01, October, 2009-March-2010, Department of Management, BIT, Mesra (ISSN-0973 0451) pp-83-93
Green Banking: a new sustainable business practices	Journal of Management and Science in the special issue on Contemporary Benchmarking in Banking and Insurance Sectors in India edited by Dr.J.Arul Suresh and Dr.A.Vickram (Vol.III) (ISSN-2249-1260) by Department of Commerce (Shift II) of Loyola College under Madras University, pp-109-111
Green marketing as core competency	CALYX Journal of Business Management (ISSN 2229-4260) by Department of Business Administration at DSMS Business School, Durgapur, pp-68-75
Understanding I-Bank's fees contracts in Merger and Acquisition (As Co-author)	Professional Banker-ICFAI Magazine-(ISSN 0972 5156), pp-31-34
Understanding Merger & Acquisitions (As Co-author)	The Accounting World-ICFAI Magazine (ISSN 0972-5164), pp-21-25
Branding Strategies for Hinterland: an Overview (As Co-author)	CALYX Journal of Business Management, Vol.2 (ISSN 2229-4260) by Department of Business Administration at DSMS Business School, Durgapur, pp-84-89

LIST OF PUBLICATIONS IN INTERNATIONAL JOURNALS (WITH ISSN):

Title of the Paper	Name of Journals/Magazines/Edited Volume
Blockchain Technology: Present challenges & future perspective (As Co-author)	Splint International Journal of Professionals, Vol. V, Issue.3, July-September-2018, pp-20-22. (Listed in ProQuest, USA; Ulrich's Periodical Directory). (ISSN : 2349-6045)
Packaging Strategy: To change or not to change? (As Co-author)	Viewpoint, An International Journal of Management and Technology, Vol.9, No.1, June-2018, pp.6-7. (ISSN: 2229-3925)
Portrayal of women in Bengali print magazine advertisements: A study (As Co-author)	Viewpoint, An International Journal of Management and Technology, Vol.8, No.1, June-2017, pp-35-39.(ISSN: 2229-3925)
Green Retailing: An innovative Business Perspective (As Co-author)	International Journal of Research in Management & Social Science, Volume 5, Issue 3(IV): July - September 2017, pp: 104-109. (ISSN 2322-0899) indexed in UGC Approved Journal and Thomson Reuters.
Academic-Industry based collaborative research: re-focusing B-School agenda (As Co-author)	International Journal of Research in Management & Social Science, Volume 5, Issue 3(III): July - September 2017, pp: 20-22. (ISSN 2322-0899) indexed in UGC Approved Journal and Thomson Reuters.
Misleading Advertisements: Selective cases of Indian Television Advertisement	Splint International Journal of Professionals, Vol.III, Issue.9, September-2016, pp-26-33.(ISSN : 2349-6045)
Humour in Indian Television Advertisement: A case based study (As Co-author)	Viewpoint, An International Journal of Management and Technology, Vol.6, No.2, December-2015,pp-34-37. (ISSN: 2229-3925)
Triple Bottom Line Reporting: present research and future direction (As Co-author)	Asian Journal of Research in Business Economics & Management, Vol.5, Issue.10, October-2015, pp-1-5 (online) (ISSN 2249-7315(Online), 2250-1665(Print). (DOI NUMBER: 10.5958/2249-7307.2015.00179.6) with SJIF 2.302
Green Retail: promoting sustainable value chain	International Journal of Research in Management & Social Science Volume 3, Issue 3 (I): July – September, 2015 (ISSN 2322 0899), pp-43-44 with Impact Factor 1.713.
A case based analysis of Sexual Harassment at workplace: an Ethical role	Asian Journal of Research in Social Science & Humanities, Vol.4, Issue.9, September-2014,pp-132-139 (ISSN 2249-7315(Online),

of Indian Inc. (As Co-author)	2250-1665(Print). (DOI NUMBER:10.5958/2249-7315.2014.00976.9) with SJIF 3.094
Retro branding: cases from Indian scenario	International Journal of Marketing & Technology, Vol.4, Issue-4, April-2014, (ISSN 2249-1058), pp-127-135.
Out of Home Advertising in India: a present trend	International Journal of Marketing & Technology, Vol.4, Issue-1, January, 2014, (ISSN 2249-1058), pp-123-128.
Portrayal of women in Indian advertising: a perspective	International Journal of Marketing & Technology, Vol.3, Issue-3, March, 2013 (ISSN 2249-1058), pp-119-126 with Impact Factor 4.077.
Sustainability and Sustainable Development: an approach towards Durable Corporation	International Journal of Management, IT and Engineering (IJMIE), Vol.2, Issue-10, October 2012, (ISSN 2249-0558), pp-525-534 with Impact Factor 3.911.
Managing retail shrinkage Management: an Indian experience	International Journal of Management Research and Review, Vol.2, Issue-7, Article No.9, (ISSN: 2249-7196), pp-1200-1205.
Corporate Social Responsibility: a strategic approach	Global Journal of Arts and Management,2012:2(2),pp-144-146, ISSN:2249-2658(Online) and ISSN:2249-264X(PRINT)
Triple Bottom Line Reporting: an Indian perspective	Interdisciplinary Journal of Contemporary Research in Business (IJCRB), Vol.3, No.2, 12, April 2012, pp-652-659 (ISSN 2073-7122).
Greening People: a strategic dimension	Excel International Journal of Business, Economics and Management Research, Vol.2, Issue.2, (ISSN 2249-8826), pp-143-148
Dipstick Parameter- a strategic tool for retail performance evaluation	International Journal of Business, Management & Social Sciences(IJBMSS) Vol.1, Issue 5(1), Jan.2012 (ISSN: 2249-7463), pp-15-21
Employer Branding: a strategic initiative	South Asian Journal of Marketing & Management Research (SAJMMR), Vol.1. Issue.3. December.2011 (ISSN: 2249-877X), pp-73-80
Green marketing: a strategic initiative	International Journal of Management and Computing Sciences (IJMCS) Vol.1.No.3.July-September-2011 (ISSN-2231-3303), pp-35-41
Creating Synergy through Mergers and Acquisitions: an Overview (As Co-author)	Excel International Journal of Multidisciplinary Management Studies (ISSN-2249-8834), December 2011, Vol.1, Issue-3, pp-168-175

Triple Bottom Line Reporting: an innovative accounting initiative (As Co-author)	International Journal on Business, Strategy and Management published by Veloxian Learning and Consultancy, Bhubaneswar in Association with AHA (American Hospitality Academy),held at Kolkata
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CASE PUBLICATION (WITH ISSN/ISBN)

Title of the Paper	Name of Journals/Magazines/Edited Volume
Patanjali-A Journey from mass yoga to mass market Capitalisation (As Co-author)	Paper published in in an Edited Volume.-entitled “LIBA Cases 2017: A symposium on Business Case Studies” (ISBN: 978-1-947027-08-4) published by Nation Press.com on behalf of LIBA, Chennai, pp-149-158.

LIST OF PUBLICATIONS IN CONFERENCE PROCEEDINGS/EDITED BOOKS (WITH ISBN):

Title of the Paper	Name of Journals/Magazines/Edited Volume
Experiential Marketing: A new Business Strategy (As Co-author)	Paper published in in an Edited Volume entitled “Global Business Strategies for Sustainability”, (ISBN: 978-93-86608-18-5) published by Bharti Publications, New Delhi, Edited By J.K.Sharma and L.K.Tyagi, pp-175-182.
Indian Television Advertising and its Social Connect: A selective case based study (As Co-author)	Paper published in in an Edited Volume.2-entitled “Redefining Business Vision: Issues & Challenges”, (ISBN: 978-81-8484-653-9) published by Regal Publications, New Delhi, Edited By Sanjib Kumar Basu, Soumya Saha & Sumanta Dutta, pp-135-142.
Green Retailing: A new sustainable business practices (As Co-author)	Paper published in FAME (Journal of Finance, Accounting, Management and Economics), Vol.1, January-2016, pp-40-46, Sri Shikshayatan College, Department of Commerce.
Corporate Social responsibility: A stakeholder based agenda	Paper published in an Edited Volume-entitled “Emerging Issues on Inclusive Growth, Business and Environment” ”, (ISBN: 978-81-8484-566-2) published by Regal Publications, New Delhi, Edited By John Felix Raj, Dominic Savio, S.L.Chakravarty & Samrat Roy
The human side of Mergers & Acquisitions: an emerging challenge	Paper published in an Edited Volume-entitled: “Strategies for Management in Modern era”, (ISBN: 978-93-85640-03-2) published by Archers & Elevators Publishing House, Bangalore, Edited By Dr. G.Vani,Dr.M.Ganesh Babu,Dr.N.Panchanatham and Dr.P.Nagarjuna,2015,pp-28-36
Women empowerment in Indian Inc.:a study (As Co-author)	Paper published in an Edited Volume-entitled: “Empowerment of Women: Some Issues, Challenges and Debates; 20 th -21 st Century” published by K.K.Das College, Kolkata and edited by Dr.Rajyasri Neogy and Sreyashi Sarkar (ISBN: 978-93-83360-18-5)

Managing the Green Supply Chain: a new business dimension	Paper published in an Edited Volume-entitled: “Redefining Business Horizons”, Vol.2 (ISBN: 978-93-81006-67-2) published by Semmoodhai Pathippagam, Chennai Edited By Dr.Nirmala Mohan et al. of Madras Christian College,Tambaram,Chennai
Managing e-Governance initiative for rural India	Paper published in an Edited Volume-entitled: “Recent Trends in Business and Technology Management” (ISBN:978-93-5097-458-2),pp-406-408 published by Himalaya Publishing House Pvt. Ltd.
Managing knowledge base to gain sustainable Competitive advantage	Paper published in an edited volume named “Knowledge Management” edited by Dr.Charles Suresh David (ISBN:978-93-81006-44-3),pp-110-117,organized by Department of Commerce (Post Graduate & Research Department) at Madras Christian College (Autonomous),Chennai
Destination Branding: a new winning proposition	Paper published in an edited volume titled “Handbook of Management and Behavioural Science”, Vol.6 edited by Prashant P Deshpande,Rangana Maitra Ghatak and Shweta Anand,pp-01-06 (ISBN:978-93-81505-27-4) organized by Society of Management and Behavioural Science(SMBS)
ICT and Women Empowerment: some Perspective	Paper published in an edited book titled “Women Entrepreneurship in India: Emerging Issues” edited by Dr.Rampada Bera (ISBN:81-924140-4-3),pp-75-79 in the UGC sponsored National Level seminar on Women Entrepreneurship in India jointly organized by Department of Commerce & Economics, Sonarpur Mahavidyalaya in collaboration with Baruipur College.
Brand Positioning: a strategic way of managing Brands	Paper published in the edited volume titled “Changing Business Practices in 21 st Century” edited by <i>Prof.A.Kotishwar and Prof.P.Hima Bindu</i> , Department of Business Administration, CMR College of Engineering & Technology, Hyderabad, published by Himalaya Publishing House (ISBN-978-93-5051-334-7),pp-318-323.
Intellectual Capital Reporting: an Overview	Paper published in an edited book titled “Creativity and innovation for Challenging Times-Theory & Concepts” edited by <i>Dr.Mu.Subrahmanian</i> Organised by Jaya Engineering College,Thiruninavavur,Chennai under Anna University.(ISBN-978-93-81568-01-09) pp-453-456.
Triple Bottom Line Reporting: In search of true corporate transparency	Paper Published in the edited book titled “Management of Sustainable Development in India” edited by <i>Prof.J.R.Arora and Prof.Arati Basu</i> (ISBN-978-81-89630-41-6), pp-64-69 during National Conference on Management of Sustainable Development in India, organised by New Delhi Institute of Management, New Delhi.
CSR: a perspective of true transparency	Paper published in the Edited Volume titled “Corporate Governance”, published by APH Publishing Corporation., edited by <i>Prof.R.K.Aggarwal, Prof.S.S.Agarwal and Prof.H.K.Singh</i> an initiative of Seth G L Bihani S.D.P.G College, Rajasthan, Sri

	Ganganagar, Bikaner, Chapter-36, pp-217-222, (ISBN 978-81-313-1160-8).
Triple Bottom Line Reporting: a new way of corporate social inclusion	Paper published in the Edited Volume titled: “Emerging Trends in Management Practices” published by Agasthiar Publication, Trichy. Edited by <i>Prof.Tmt.L.Sugirtha</i> of NMSSVN College under Madurai Kamraj University, Madurai,pp-150-154, (ISBN 978-93-80530-33-8).
Brand Valuation: a Contemporary accounting Practices	Paper published in the Edited Volume titled: “Challenges of Globalization & Strategy for Competitiveness” in MacMillan Advanced Series, an initiative of Ajay Kumar Garg Institute of Management, Ghaziabad,pp-501-508.(ISBN 10:-230-33231-5,ISBN 13: 978-0230-33231-7)
Corporate Governance for Family Firms (As Co-author)	Paper published in the Edited Book-‘Corporate Governance-Millennium Challenges’ –edited by Prof.R.K Mishra and Prof.S.Jhunjhunwala of Institute of Public Enterprise (IPE) of Osmania University Campus, Excel publication, New Delhi (ISBN 93-80043-09-0)),pp-194-207

CONFERENCE PRESENTATION (BOTH NATIONAL & INTERNATIONAL):

Papers presented in National Conferences/Seminar	Papers presented in International Conferences/Seminar
29	8

LIST OF PAPERS PRESENTED IN INTERNATIONAL SEMINAR/CONFERENCE:

Title of the Paper	Name of Seminar/Conference Organiser
Triple Bottom Line Reporting Of ITC: A Way Forward	Paper presented (Oral) in the International Conference on Sustainability and Business [SUSBUS 2018] organized by: Centre for Development and Environment Policy (CDEP), Indian Institute of Management Calcutta, India on January 13-14, 2018.
Academic-Industry based collaborative research: re-focusing B-School agenda	Paper presented in the International Conference on “Social Issues and Social Work: Public and Private” organized by IISWBM, Kolkata on 29 th January, 2016.
Sustainable Reporting and CSR: an emerging trend	Paper presented (poster presentation) in the International Conference on Emerging Trends and innovations at Department of Business Administration, Faculty of Management, SRM University on 26 february,2015
Managing knowledge base to gain sustainable Competitive	Paper presented (in absentia) in the International Conference on Knowledge Management organized by Department of Commerce (Post Graduate & Research Department) at Madras Christian College (Autonomous), Chennai held on 10-11 December, 2012.

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Destination Branding: a new winning proposition	Paper presented(in absentia)in 4 th International Conference of Management and Behavioural Sciences at Jodhpur(Rajasthan), organized by Society of Management and Behavioural Science(SMBS) on February,2012.
Dipstick Parameter- a strategic tool for retail performance evaluation	Paper Presented in International conference on “Recent trends in Commerce, Economics and Management” organised bySmt.C.K.Goyal Arts and Commerce College, Dapodi,Pune in association with Choice College of Arts and Commerce,Kothrud,Pune on 24 th January,2012.
Triple Bottom Line Reporting: an innovative accounting initiative	Paper presented in 1 st International Conference on Business, Strategy and Management (ICBSM) organized by Veloxian Learning and Consultancy, Bhubaneshwar in Association with AHA (American Hospitality Academy), held at Kolkata held on 25, June, 2011.
Brand Valuation: a Contemporary accounting Practices	Paper Presented in International conference on “Challenges of Globalization & Strategy for Competitiveness” organized by Ajay Kumar Garg Institute of Management, Ghaziabad on 14-15 th January,2011

LIST OF PAPERS PRESENTED IN NATIONAL SEMINAR/CONFERENCE:

Title of the Paper	Name of Seminar/Conference Organiser
Patanjali-A Journey from mass yoga to mass market Capitalisation	Paper presented in a One Day Case Conference 2017- A symposium on Business Case Studies” organized by LIBA,Chennai on 7 th April, 2017.
Indian Television Advertising and its Social Connect: A selective case based study	Paper presented in the UGC sponsored One Day National Conference on “Redefining Business Vision: Issues & Challenges” organized by St.Xavier’s College (Autonomous), Kolkata in collaboration with Department of Commerce, University of Calcutta.
Women Empowerment: Areas of concern	Paper presented in a One Day UGC Sponsored National Seminar on “Financial Inclusion-Rural Economy & Inclusive Growth-Concept, Constraints & Conquest” organized by Department of Commerce, Surendranath College in collaboration with Adamas University
Socially Responsible Marketing: Lesson from Indian Television Ads	Paper presented in a One Day UGC Sponsored National Level Seminar on “Contemporary Issues in Finance, Management & Economics” organized by Department of Commerce, Shri Shikshayatan College in collaboration with The Institute of Cost Accountants of India on 26 th August, 2016.
A study of the ICT initiatives for Indian	Paper presented in a One Day UGC Sponsored National Level Seminar on “Contemporary Issues in Finance, Management &

Rural Development	Economics” organized by Department of Commerce, Shri Shikshayatan College in collaboration with The Institute of Cost Accountants of India on 26 th August, 2016.
Branding Strategies for Indian Rural Market: a strategic view	Paper presented in a One Day Management Conference organized by J.D.Birla Institute, Department of Management, Kolkata on 8 th April, 2016.
Green Marketing: opportunities & challenges for business	Paper presented in a One Day UGC Sponsored National Conference on “Emerging Trends in Business & Management: Issues & Challenges” by Department of Commerce & Management, West Bengal State University on 17-18 th March,2016
Misleading Advertisements- a case based approach of Indian Advertisement	Paper presented in the National Seminar on “Consumer Justice in Globalizing India Challenges and Choices” organized by, Department of Sociology, University of Kalyani in association with Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi on 19-20 th November,2015.
Women empowerment in Indian Inc.:a study	Paper presented in the UGC sponsored State Level Seminar on “Empowerment of Women: Some Issues, Challenges and Debates; 20 th -21 st Century” organized by K.K.Das College, Department of Economics & History on 11 th November, 2014.
The human side of Mergers & Acquisitions: an emerging challenge	Paper presented in the Two Days National Conference on “Re-imagining India: Challenges & Opportunities in Finance, Management & Policy Making’s Emerging Economy organized by St.Xavier’s College (Autonomous),Kolkata in collaboration with International Management Institute, Kolkata,September-19-20,2014.
A case based analysis of Sexual Harassment at workplace: an Ethical role of Indian Inc.	Paper presented in the Symposium on Ethical Issues in Human Resource Management, Organised by Department of Management, Calcutta University, Alipore Campus held on 26, April, 2014.
Triple Bottom Line Reporting: a new corporate disclosure practices	Paper presented in the National Seminar on “Contemporary Issues in Accounting and Finance” organized by Department of Commerce, Kalyani University held on 27-28, March, 2014.
Managing the Green supply chain: redefining the new business dimension	Paper presented (in absentia) in the National Conference on Redefining Business Horizons organized by Department of Commerce (Self Finance Stream) at Madras Christian College (Autonomous), Chennai held on 18-19 September, 2013.
Corporate Social Responsibility: a stakeholder based agenda	Paper presented in the National Conference on “Inclusive growth, Business and Environment in India’s Emerging Economy organized by St.Xavier’s College (Autonomous),Kolkata in collaboration with Shri Shikshayatan College, Kolkata held on 6-7, September,2013.
Research, a	Paper presented in a Two Days National Seminar on “Quality

collaborative platform for knowledge creation: refocusing B-School agenda	Assurance, Enhancement & Sustainability in Higher Education” organized by J.D.Birla Institute, Kolkata in association with NAAC, Bangaluru held on 5-6, April, 2013.
Managing e-commerce initiative for rural India	Paper presented (poster presentation) in the National Conference on “Recent trends in Business & technology Management” organized by NCRD’s Sterling Institute of Management Studies, Mumbai on 2 nd February, 2013.
Out of Home Advertising in India: a present trend	Paper presented (in absentia) in a National Seminar on “Emerging International Business Order” organized by School of management studies, Cochin University of Science and Technology, India on 30-31 th march,2012
Inclusive growth through e-governance mechanism: a study of e-Panchayat in India	Paper presented in UGC sponsored two days National Seminar on “Inclusive Growth: Emerging Scenario in India” organized by Department of Commerce (UG & PG) at Hoogly Mohsin College on 24-25, February 2012.
Green Banking: a new sustainable business practices	Paper presented in the National Conference on Contemporary Benchmarking in Banking and Insurance Sectors in India (NACCBIS) organized by Department of Commerce (Shift II) of Loyola College under Madras University on 15-16, February, 2012.
ICT and Women Empowerment: some Perspective	Paper presented published in the UGC sponsored National Level seminar on Women Entrepreneurship in India jointly organized by Department of Commerce & Economics, Sonarpur Mahavidyalaya in collaboration with Baruipur College on 19-20, December, 2011.
Intellectual Capital Reporting: an Overview	Paper presented (in absentia) in National Conference on “Creativity and innovation for Challenging Times” Organised by Jaya Engineering College, Thiruninavavur, Chennai under Anna University on 25 th November, 2011.
Brand Positioning: a strategic way of managing Brands	Paper presented (in absentia) in National Conference on “Changing Business Practices in 21 st Century” Organised by Department of Business Administration, CMR College of Engineering & Technology, Hyderabad on 11-12 th November,2011.
Triple Bottom Line Reporting: In search of true corporate transparency	Paper presented (in absentia) in National Conference on Management of Sustainable Development in India, organized by New Delhi Institute of Management, New Delhi held on 1-2, April, 2011
Triple Bottom Line Reporting: a new way of corporate social inclusion	Paper presented in National Seminar in NMSSVN College under Madurai Kamraj University, Madurai held on 17, March, 2011.
CSR: a perspective of true transparency	Paper Presented in UGC sponsored National conference on “Creating a better India through Corporate Governance” organized

	by Seth G L Bihani S.D.P.G College, Rajasthan, Sri Ganganagar, Bikaner on 25-26 th February,2011
Inclusion of Stakeholder based perspective: a CSR based agenda for sustainable growth	Paper Presented in National conference on Inclusive Growth in India: An emphasis on Financial & Social Inclusion at Women's Christian College, Chennai under Madras University & obtained <i>Best Paper Award</i> in Technical Session held on 7-8 th October, 2010.
Green marketing as core competency	Paper Presented in National Seminar on Empirical Research on Management & Information Technology: Trends & Opportunities at DSMS Business School, Durgapur held on 5 th October, 2010.
Triple Bottom Line Reporting: Need of The Hour	Paper Presented in National conference on Indian Capital Market: Emerging Issues at IBS, Gurgaon in collaborations with AIMS (Association of Indian Management Schools) held on 5-6, March,, 2010.
Corporate Reporting For Greater Transparency & social Disclosure	Paper presented in Golden Jubilee National Seminar on Emerging Issues in Accounting & Finance, Burdwan University held on 16-17 February, 2010.

CONFERENCE/SEMINAR/FDP/MDP ATTENDED/PARTICIPATED:

Name	Sponsoring Agency	Place and Date
Workshop on 'Advance Research Techniques: Series-II'	Bharatiya Vidya Bhavan Institute of Management Science	BIMS, Salt Lake City, Kolkata on 28 th January,2017
Faculty Development Programme on The Art of Paper Writing & Publishing	IMI, Kolkata	IMI, Kolkata on 23 rd September,2016
UGC Sponsored One Day National Conference on Redefining Business Vision: Issues and Challenges	Organised by Department of Commerce & Business Administration, St.Xavier's College (Autonomous), Kolkata in collaboration with University of Calcutta	St.Xavier's College (Autonomous), Kolkata, dated 19 th March, 2016.
Seminar on MATLAB & SIMULINK	Department of Computer Science, St.Xavier's College (Autonomous), Kolkata in association with ELMAX Projects and Services Pvt.Ltd	St.Xavier's College (Autonomous), Kolkata, dated 18 th December, 2015.

One day International Seminar on Emerging Issues in Financial Markets	Department of Commerce, Shri Shikshayatan College in collaboration with University of Calcutta	Department of Commerce, Shri Shikshayatan on 11 th September, 2015
One day workshop on Teaching Business Ethics	IIM Calcutta	IIM Calcutta, Dated 29 th May, 2015
National Seminar on Corporate Governance and Business Ethics in Indian Business Environment	Research & Publication Cell, PG Department of Commerce, The Bhawanipur Education Society College in collaboration with Department of Commerce, University of Calcutta	The Bhawanipur Education Society College dated 28 th April, 2015
UGC Sponsored One Day National Symposium on Overcoming Challenges for Sustainable Corporate Excellence	Organised by Department of Commerce & Business Administration, St. Xavier's College (Autonomous), Kolkata with support from ICSSR	St. Xavier's College (Autonomous), Kolkata, dated 21 th March, 2015.
FDP on Application of Business Analytics and Case method for enhancing Learning in Class Room.	Organized by NSHM Business School, Kolkata conducted by Dr. Rajendra Nargundkar, Senior Dean, IMT Nagpur & Dr. Tapan K Panda of Great Lake Institute of Management	NSHM Business School, Kolkata, dated 30.9.13-1.10.13.
FDP on Research Method	Organized by Department of Management, Faculty of Commerce, St. Xavier's College (Autonomous), Kolkata	St. Xavier's College (Autonomous), Kolkata, dated 24 th August, 2013.
UGC sponsored National Seminar on Emerging Issues in Financial Reporting and Financial Markets	Department of Commerce & Economics, Dinabandhu Andrews College in collaboration with Indian Accounting	Dinabandhu Andrews College (Garia) dated 18-19 th , November, 2011.

	Association, Midnapore Branch, West Bengal	
International Seminar on Sustainability and Growth Strategy in Economic Downturn	Department of Commerce, Netaji Nagar College	Netaji Nagar College dated 30 th January, 2010.
UGC Sponsored National seminar on Governing Business in the 21 st Century-Opportunities & Challenges.	Organised by Department of Commerce & Management, St.Xavier's College (Autonomous), Kolkata with Bengal Economic Association	St.Xavier's College (Autonomous), Kolkata, dated 20-21 th , November, 2009.
National Level Seminar on Corporate Reporting Practices	Department of Commerce, Burdwan University	Department of Commerce, Burdwan University, dated 23.3.2009.
National Level Seminar on Emerging trend in Cost and financial Management	Department of Commerce with Firm Management, Vidyasagar University and EIRC of ICWAI	Vidyasagar University dated 20-21 January, 2007
State Level Seminar on Emerging trend in Accounting and Finance	Department of Commerce, Heramba Chandra College	Heramba Chandra College, dated 10 th April, 2004

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