

# **CURRICULUM VITAE**



**Name:** Dr. Tridib Sengupta

**Present Designation:** Assistant Professor and Former Head of the Department of Management, Faculty of Commerce, St. Xavier's College (Autonomous), Kolkata.

## **Academic Qualification:**

M.Com - University of Calcutta

MBA - Jadavpur University

Ph.D - University of Calcutta

## **Teaching Experience:**

- 1990 - Present: St. Xavier's College, B.Com (Morning) Department
- 1990 - 2013: The Bhawanipur Education Society College, B.Com Department
- 1997 - Present: Counselor, Management Programme, IGNOU
- 2003 - Present: The Bhawanipur Education Society College, BBA Department
- 2018 - Present: Pondicherry University and St. Xavier's College Kolkata (Autonomous), Twinning MBA Programme

**Administrative positions & membership in Higher Education Policy Making Bodies:**

- ☐ Course Coordinator of the BBA (H) Course at The Bhawanipur Education Society College, Kolkata.
- ☐ Member of Board of Studies for Commerce at St. Xavier's College (Autonomous).
- ☐ Joint Coordinator of NAAC Steering Committee at The Bhawanipur Education Society College, Kolkata.
- ☐ Member of All India Management Association.
- ☐ Core committee member of Bhawanipur Ashadeep, an NGO promoting Education Health and Welfare for under privileged in rural Bengal.
- ☐ Advisor to Cost and Management Accountants of India (CMA)
- ☐ Resource Person to BRAC University, Dhaka, Bangladesh.
- ☐ Observer of West Bengal Joint Entrance Examination (WB JEE).
- ☐ Resource Person to Techno India College of Technology (TICT), Newtown.

**National & International Publications:** 2 Publications (International), 2 Publications (National)  
**(Annexure I)**

**Participation in Seminars/Workshop/Conference:** Participated and presented papers in several numbers of International & National Seminars. **(Annexure II)**

**Industry Experience:** As Honorary Consultant in various organizations, that include FMC Fortuna, ITC Welcome Group, Sharada Brick Fields.

**Awards and Distinctions:**

1. Speaker at The International Conference On 'Education Management - An Evolving Profession' organized by JSB at the Rotary Sedan on 6<sup>th</sup> October, 2012.
2. International Mentor, Speaker, Judge at 'IMPETUS' an International Marketing Summit Organized by Gaeddu College of Business Studies, Royal Bhutan University on 27<sup>th</sup> and 28<sup>th</sup> May 2013.
3. Chief Guest for the 78th plenum program for ICSI.
4. Chair Person for a Technical Session at UGC Sponsored National conference jointly organized by St. Xavier's College and Sri Shikshayatan College on 6<sup>th</sup> and 7<sup>th</sup> September 2013, on 'Inclusive Growth- Business & Environment in India's Emerging Economy'.
5. Speaker at International Conference 'Developing Institution of Higher Education: Emerging Prospective' organized by IMI Kolkata on 17<sup>th</sup> January 2013.
6. Convenor of Inertia- Chapters One to Six (2011-2016), an International Marketing Summit organized by Department of Management, Faculty of Commerce St. Xavier's College (Autonomous) Kolkata.

7. Initiated and Convened Indigenous Faculty Development Programmes for the

Department of Management, Faculty of Commerce for the years 2010, 2011, 2012, 2013 with Industry and academia Interface, at St. Xavier's College, (Autonomous) Kolkata.

Awarded for completion of 25 years of distinguish service at St. Xavier's College Kolkata, by Sri Partha Chatterjee honourable MIC, Higher Education Department, W.B (January, 2016).

Rewarded for obtaining Ph.D. degree at annual convocation at St. Xavier's College Kolkata. (January, 2017)

8. Joint Convenor Finance at ICCEM, International Conference on 2<sup>nd</sup> and 3<sup>rd</sup> November, 2017 at SXC.
9. Speaker at Seminar on GST- Impact & Implication, Jointly hosted by Scottish Church College & CMA, on 20<sup>th</sup> February 2018.
10. Organized and attended a seminar on Academic Administration on 24<sup>th</sup> February, 2018 at BESC, Kolkata, organized by IQAC of the college.
11. Special Guest at Bangladesh National Management Festival, 7<sup>th</sup> and 8<sup>th</sup> March, 2019, hosted by ULAB University, Dhaka.
12. Attended Marketing and Brand Conclave on "Influencer Marketing" organized by the Bengal Chamber on 14<sup>th</sup> July, 2018.

#### **ANNEXURE-I**

##### **International:**

SL NO.	TITLE OF THE PAPER	DETAILS OF THE PUBLICATION
1.	Hospitality Industry in West Bengal: A Structural Review	AJMR, January 2019 Vol.8, Issue 1, ISSN: 2278-4853
2.	Indian Hospitality Industry: A Study with reference to West Bengal	IJMT, August 2013, Vol. 3, Issue 8, ISSN: 2249-1058

##### **National:**

SL NO.	TITLE OF THE PAPER	DETAILS OF THE PUBLICATION
1.	Article on Travel Tourism	Marquee, a Newsletter, published by Department of Management, Faculty of Commerce, St. Xavier's College (Autonomous), Kolkata September, 2013
2.	Travel & Tourism Industry in India	The BESC Journal of Commerce & Management, ISSN: 2395-4639, Volume II, July 2016

**ANNEXURE- II**

SL NO.	THEME	DATE	ORGANIZED BY	ROLE
1.	Emerging Lessons on Green Business and Women Entrepreneurship in India	14 <sup>th</sup> March, 2019	US India Collaboration between University of Calcutta, India & Claflin University, USA	Paper Presenter

SL NO.	THEME	DATE	ORGANIZED BY	ROLE
2.	Effectiveness of Celebrity Endorsement and responsibility of the Celebrity towards negative impact on Consumers.	5 <sup>th</sup> July, 2019	Bhawanipur Education Society College in collaboration with Indian Institute of Social Welfare And Business Management, Calcutta.	Paper Presenter
3.	Effect on Indian Music therapy as mediator on stress and Inter Personal relationship	6 <sup>th</sup> July, 2019	Bhawanipur Education Society College in collaboration with Indian Institute of Social Welfare And Business Management, Calcutta.	Paper Presenter

SL NO.	THEME	DATE	ORGANIZED BY	ROLE
4.	Rural Marketing in the Emerging Market Economy	21 <sup>st</sup> January, 2019	Leeds Beckett University, University of Calcutta and IML, Kolkata	Paper Presenter
5.	Challenges in Rural India and Sustainable Economic Development	1 <sup>st</sup> September, 2018	Naba Ballygunge Mahavidyalaya and Bengal Economic Association (ICSSR sponsored)	Paper Presenter
6.	Greening Business: Steps towards Greener Economy	29 <sup>th</sup> and 30 <sup>th</sup> April, 2017	Rabin Mukherjee College and Bethuadahari College	Paper Presenter
7.	Travel & Tourism Industry in India	5 <sup>th</sup> January, 2015	Post-Graduate Department of Commerce, The Bhawanipur Education Society College	Paper Presenter

SL NO.	THEME	DATE	ORGANIZED BY	ROLE
1.	Impact of the Union Budget on the Indian Market Space.	31 <sup>st</sup> August, 2019	Scottish Church College	Speaker

#### **Initiation of Academia Industry Interface:**

- Convener of seminar “Beyond Chalk and Talk” at St. Xavier’s College, Kolkata on 5<sup>th</sup> February 2005, with industry professionals evaluating live projects by final year students of St. Xavier’s College.
- Undergraduate live projects guided at St. Xavier’s College (Autonomous), Kolkata, Bcom from 2008 to 2017, Also undergraduate live projects guided at Bhawanipur Education Society College Kolkata, in BBA from 2005 to 2019.
- Post graduate live projects guided at IGNOU Management Program (MBA) from 1997 to 2018. Also Post graduate live projects guided at Pondicherry Central University (MBA) from 2018 to 2019 and IISWBM, SCDL, Goa Institute of Management.
- Supervised Internship programs Undergraduate and Post graduate courses at St. Xavier’s and other colleges under Calcutta University. Arranging regular visits by B.com & BBA and Post Graduate students to different industry.