



DR.SUMANTA DUTTA

Assistant Professor

DEPARTMENT:

Post Graduate and Research 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 the Post-Graduate and Research Department of Commerce, St. Xavier's College (Autonomous), Kolkata under the University of Calcutta, West Bengal. He has over 19 years of experience in teaching and research. He has contributed three edited book, one case book and one research book from reputed publishing house from India. 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. For his outstanding contribution in the field of marketing research he got National Education Leadership Award in 2019. He also obtained Outstanding Post-Graduate Faculty Mentoring Award 2020-2021 respectively in the year 2020.

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. Guest Editor, Advances in Management is a refereed Journal (enlisted in EBSCO).
2. Acted as a reviewer (on invitation for a paper) from the desk of the Editors-in-Chief: The Journal of Indian and Asian Studies (JIAS), Institute of Indian Studies, HUFS, Korea.
3. Editorial Board Member of International Journal of Management, Sciences, Innovation, and Technology – IJMSIT.
4. Editorial Board Member of International Research Journal of India.
5. Editorial Board Member of International Journal of Advance Research and Innovative Ideas in Education.

AWARD:

1. Obtained National Education Leadership Award 2019 for outstanding contribution in the field of Marketing Research on November 17, 2019 by Orpit Services Pvt. Ltd.
2. Received Outstanding Post-Graduate Faculty Mentoring Award 2020-2021.
3. Received Teaching and Research Award 2020 in the year 2020.

AREA OF TEACHING:

Organisational Behaviour, Marketing Management, Rural Marketing, Product & Brand Management and Strategic Management.

AREA OF RESEARCH:

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

SPECIAL INVITEE FOR RESEARCH RELATED WORKSHOP:

Achievement (with Date)	Organizer
Acted as a resource person on January 20, 2021 (online Webinar) for AICTE sponsored 6 days Short Term Training Programme (STTP) on Contemporary Topics in Marketing (CTM-2020) from 18-23 January, 2021.	Organised by Department of MBA, ABIT Group of Institutions.
Acted as a resource person on September 23, 2020 (online Webinar) in the Five-Day National Level Faculty Induction Programme on "Research Methodology" held from 20 - 24 September 2020	Organised by South Asian Institute for Advanced Research and Development (SAIARD) in collaboration with Centre for Professional Development in Higher Education, University of Delhi.
Acted as a speaker for Panel Discussion in the 4 th Doctoral Colloquium on Contemporary Issues in Management by Institute of Management Study, Kolkata on 12th September 2020.	Organised by Institute of Management Study, Kolkata
Acted as a resource person on August 26, 2020 (online Webinar) for 7-Day Faculty Development Programme on Data Driven Approach in Management Science held from 24-30 August, 2020.	Organised by IMS Business School-Kolkata, Sumy National Agrarian University-Ukraine and International Social Science Research Association-Bangladesh respectively.
Acted as a resource person on August 12, 2020 (online Webinar) for One Day National Level webinar on "Education & Research".	Jointly organised by the Central research Committee of Shri Shikshayatan College, Kolkata and South Asian Institute for Advanced Research and Development (SAIARD)
Acted as a resource person on June 10, 2020 (online Webinar) for 7-Day Faculty Development Programme on Institutional Bench Marking of	Shri Chetan Manju Desai College Delem-Canacona, Goa along with 7 other Institutions in India named Parvatibai Chowgule College of Arts and Science (Autonomous) Margao; AKI's Poona College of Arts,

Best Practices held from 8 th June 2020 to 14 th June 2020	Commerce and Science, Camp, Poona; K. L. E Society's Lingaraj College, Belagavi, Autonomous; Shikshan Prasarak Sanstha Sangamner Nagarpalika Arts, D. J. Malpani Commerce and B. N. Sarada Science College, Sangamner; Sophia Girls' College (Autonomous), Ajmer; South Asian Institute for Advanced Research & Development, Kolkata and Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College, Ghatkopar, West Mumbai.
Acted as a resource person on May 23, 2020 (online Webinar) for Five Days International Workshop on Research Methodology.	South Asian Institute for Advanced Research & Development (SAIARD), Kolkata in collaboration with Dr C V Raman University, Bilaspur.
Acted as a resource person to take class for Ph. D Course work for the Ph. D Scholars on February 28, 2020 (Friday)	South Asian Institute for Advanced Research & Development (SAIARD), Kolkata
Acted as a resource person in a State level Silver Jubilee Workshop on "Preparing quality research paper in Social Science" on September 3, 2019 organised by IQAC Cell of Shree Agrasen Mahavidyalaya, Dalkhola, Uttar Dinajpur	Shree Agrasen Mahavidyalaya, Dalkhola, Uttar Dinajpur
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 INVITEE IN CONFERENCE/SEMINAR:

Acted as a speaker in 2 nd International Conference on Sustainable Tourism (Digital) held on August 21, 2020 (Friday)	Touriosity Travelmag, an International Travel magazine
Acted as a speaker in International Conference on Sustainable Tourism held on August 23, 2019 (Friday)	Touriosity Travelmag, an International Travel magazine

SPECIAL ACADEMIC ACHIEVEMENT:

Achievement	Date & Venue
Act as a <i>coordinator</i> Two-Day International Level Webinar on "Managing Business in a Post COVID-19 World: Changes, Challenges and Strategies" held on 18 th & 19 th July, 2020 organized by Post Graduate and Research Department of Commerce, St. Xavier's College (Autonomous), Kolkata in collaboration with Internal Quality Assurance Cell (IQAC).	18 th & 19 th July, 2020
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 REASEARCH PAPERS:

Triple Bottom Line Reporting: an Indian perspective	Total 17 Google Scholar citations
Triple Bottom Line Reporting: an innovative accounting initiative (as co-author)	Total 16 Google Scholar Citations
Greening People: a strategic dimension	Total 59 Google Scholar Citations.
Green marketing: a strategic initiative	Total 6 Google Scholar Citations.
Creating Synergy through Merger and Acquisition Integration: an Overview	Total 5 Google Scholar Citations.
Triple Bottom Line Reporting: Present Research and Future Direction (as co-author)	Total 3 Google Scholar Citations.
Portrayal of women in Indian advertising: a perspective	Total 3 Google Scholar Citations.
Employer branding: A strategic initiative	Total 3 Google Scholar Citations.
Managing retail shrinkage Management: an Indian experience	1 citation (Other than Google Scholar)

GOOGLE SCHOLAR CITATION INDICES:

Citation Indices	All	Since 2015
Citation	143	115
H-index	5	4
i-10 index	3	3

TOTAL PUBLICATIONS DETAILS:

Papers Published in Refereed National Journals/Magazine (ISSN)	Papers Published in International Journal (ISSN)	Book/Conference Proceedings in Edited Book or Journal
17 4 (Business Standard Journal)	22 1 (Available in SSRN)	Edited Case Book: 01 Text Book:01 Research Book:01 Edited Book: 02 Edited Journal: 02

BOOK PUBLICATIONS:

Title of the Book	Publisher Name with ISBN
Case Studies in Contemporary Management	Bharti Publications, New Delhi (ISBN:978-93-89657-06-7) (as Co- Editor)
Strategic Management: Concepts and Cases	Bharti Publications, New Delhi (ISBN:978-93-86608-77-2)
Student's Expectation of Business Schools in Kolkata: Using Kano Model	Lambert Academic Publishing, Germany (ISBN-13:978-613-9-87760-7) (ISBN-10:6139877601). (as Co- Author)

EDITED BOOKS:

Title of the Book	Publisher Name with ISBN
Innovative Business Practices in a VUCA World	Bharti Publications, New Delhi (ISBN:978-93-89657-14-2) (as Co- Editor)
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) (as Co- Editor)

EDITED JOURNALS:

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
Fintech: Unleash A New Era of Competition (as Co-Author)	Think India Journal, Vol-22-Special-Issue-27-December-2019, pp.1-4, (ISSN:0971-1260) (UGC-CARE Listed Journal)
Removing Structural Barriers through Women Empowerment: A Study of Indian Inc. (as Co- Author)	Management Accountant (Journal of Institute of Cost Accountants of India) Vol.55, No.3, March 2020, (ISSN-0972 3528) pp.59-62.
Attaining the Equilibrium: An Insight into the	Management Accountant (Journal of Institute of Cost Accountants of India) Vol.54, No.8, August 2019, (ISSN-0972

Presence of Glass Ceiling in Information Technology Companies Listed in BSE 30 (as Co- Author)	3528) pp.91-96.
Industry 4.0: Is Indian Corporates are ready for Industrial Internet of Things (IIoT)?' (as Co- Author)	Management Accountant (Journal of Institute of Cost Accountants of India) Vol.54, No.6, June 2019, (ISSN-0972 3528) pp.41-43. (UGC Listed Journal)
Measuring the Intangible	Indian Management, The Journal of All India Management Association (AIMA), April-2019, Vol.58, Issue.4, pp-47-49.
The 'P' Quotient	Indian Management, The Journal of All India Management Association (AIMA), January-2019, Vol.58, Issue.1, pp-46-49.
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.
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 practice	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	CALYX Journal of Business Management (ISSN 2229-4260)

competency	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 (IJBMS) 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. Dcember.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

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.

CONFERENCE/SEMINAR/FDP/MDP ATTENDED/PARTICIPATED:

Name	Sponsoring Agency	Place and Date
Attended Two Day Webinar on NAAC Assessment and Accreditation Process under UGC Paramarsh Scheme	St. Xavier's College (Autonomous), Kolkata in Collaboration with IQAC Cell	July 30 and 31, 2020.
Attended and Completed with A+ Grade UGC-Sponsored Orientation Programme	HRDC of Jadavpur University	November 25, 2019 to December 14, 2019.
Seven days Faculty Development Programme on Business Studies	Department of Commerce & Management Studies of St. Xavier's College (Autonomous), Kolkata in Collaboration with Department of Commerce, University of Calcutta	May 20-26, 2019
Workshop on 'Advance Research Techniques: Series-II'	Bharatiya Vidya Bhavan Institute of Management Science	BIMS, Salt Lake City, Kolkata on 28 th January, 2017

CONFERENCE PRESENTATION (BOTH NATIONAL & INTERNATIONAL):

Papers presented in National Conferences/Seminar	Papers presented in International Conferences/Seminar
30	9

LIST OF PAPERS PRESENTED IN INTERNATIONAL SEMINAR/CONFERENCE:

Title of the Paper	Name of Seminar/Conference Organiser
Pattern of Business Responsibility Disclosure Practices by Indian Cement Companies Listed in NSE 100	Paper presented (Oral) in the International Conference on Innovative Business Strategies, Entrepreneurship and Management (IBSEM'19) organised by School of Management, SRM Institute of Science and Technology, Ramapuram, Chennai on March 21, 2019
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	Paper presented (in absentia) in the International Conference on Knowledge Management organized by Department of Commerce

sustainable Competitive advantage	(Post Graduate & Research Department) at Madras Christian College (Autonomous), Chennai held on 10-11 December, 2012.
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 by Smt.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
Women Empowerment in Indian Inc.	Paper presented in a Two day National Conference on Women's Issues and everyday Life: Power, Resistance and representation organised by St. Xavier's College (Autonomous), Kolkata
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 Rural Development	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.
Branding Strategies for Indian Rural Market: a strategic	Paper presented in a One Day Management Conference organized by J.D.Birla Institute, Department of Management, Kolkata on 8 th April, 2016.

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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 collaborative platform for knowledge creation: refocusing B-School agenda	Paper presented in a Two Days National Seminar on “Quality 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	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.

India	
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.
