

Name : Dr. Anjan Chakravarty

Qualification : M.A (Economics), M.B.A (Marketing), Ph.D (Marketing)

Designation : Assistant Professor

Email ID : anjan61@yahoo.co.in

Biographical sketch : Passed the ISC (12)Examination from Don Bosco School, Calcutta, in the year 1980. Thereafter, passed the Bachelor's and the Master's Degree Examinations in Economics, from Jadavapur University in the years 1983 and 1985, respectively. In the year 1993, passed the MBA Examination with specialization in Marketing securing a First Class, from IISW &BM, affiliated to the Calcutta University. Subsequently, in the year 2001, was conferred the Doctor of Philosophy (Ph.D) degree in Business Management, in the area of Marketing, by the Calcutta University.

Visiting Faculty of the Department of Business Management , Calcutta University. Taught in different Business Schools viz. Vinod Gupta School of Management, Calcutta Business School, ISBM, Bhubaneswar, S.P Jain Center of Management, Singapore etc.

Also, Management Consultant and Director of M/s. All Wave Consultancy

Research Interest : Qualitative & Quantitative aspects of Rural Marketing

Publications :

1. "Change In Rural Markets In India And Need For Appropriate Strategy",
Managing Economic Liberalization in South Asia, Directions For 21st Century,
Edited By C. Jayachandran, N. Balasubramanian and S.M Dastidar, Published
by Macmillan India Limited in 1998, ISBN 0333931858
2. "Small Scale Sector and Rural Marketing: Problems and Treatment", Alpha
Journal, Year: 2001, Published by Asutosh College of Communications &
Management, Bharatiya Vidya Bhavan, Calcutta
3. "Organized Retail Sector in Kolkata : Growth and Challenges ", International
Journal of Leadership and Management, Vol 1, Issue : 1, January to April,
2009, Published by Eastern Institute For Integrated Learning In Management,
Kolkata, ISSN: 0975-069X
4. "Change in Consumption Pattern in Rural Markets – An Empirical Study in
West Bengal", Marketing Mastermind, IUP, Bangalore, May 2011, issue, ISSN
0972-5156
5. "An Evolved Concept of Marketing", Youthink, St. Xavier's College, Kolkata,
Department of Commerce, Vol.6, 2011 issue

6. "Instances of Gambling in Indian Politics", Youthink, St. Xavier's College, Kolkata, Department of Commerce, Vol.7, 2012 issue
7. "The Evolving Scope of Rural India", Proceedings of 26th International Business Research Conference , April 2014, Imperial College, London, UK, ISBN: 978-1-922069-46-7
8. "The Progression of Rural Marketing", Youthink, St. Xavier's College, Kolkata, Department of Commerce, Vol.9, 2014 issue
9. "Understanding the Correlation Between Poverty and GSDP", PRISM, Institute of Engineering & Management Review, Volume 2 No.1, March 2018
10. "A Study on Migratory Population in India : Some Selected States ", International Journal of Research : ISSN-2350-0530(O) ISSN-2394-3629, Volume 8, Issue 6, June 2020
11. Contributed an article titled "Branding In Indian Rural Market : An Overview" in the book : "Strategic Marketing Management" – Editors : Dr. Shivaji Banerjee and Shaunak Roy, published by Black Aviat Publishers in June 2021

Paper Presented :

1. "Change In Rural Markets In India And Need For Appropriate Strategy",
Paper presented at the Conference on Managing Economic Liberalization
in South Asia, Directions For 21st Century, Chennai
2. "An Overview of Rural Marketing Mix" : paper presented at the Two
Day International Summit organized by the Department of
Management (Commerce), St. Xavier's College, Kolkata, in 2013
3. "Transition from Conventional to Renewable Energy Utilization : A
Study in West Bengal". Paper presented at the UGC sponsored National
Conference on "Inclusive Growth, Business and Environment in India's
Emerging Economy at St. Xavier's College , Kolkata
4. "The Evolving Scope of Rural India", Proceedings of 26th International
Business Research Conference , April 2014, Imperial College, London,
UK, ISBN: 978-1-922069-46-7

Conferences Attended

1. "Managing Economic Liberalization in South Asia, Directions For 21st
Century", A two day International Conference at Chennai, 1998, organized
by Montclair State University

2. "Driving Momentum in Marketing Paradigm," A Two Day International Summit organized by the Department of Management (Commerce), St. Xavier's College, Kolkata, in 2011
3. "Global Consumerism - Mapping trajectories of Business Remodeling", A Two Day International Summit organized by the Department of Management (Commerce), St. Xavier's College, Kolkata, in 2012
4. "Financial Reporting : Changing Paradigm", A University Grants Commission sponsored National Seminar organized by the Department of Commerce & Business Administration, St. Xavier's College, Kolkata in collaboration with The Institute of Chartered Accountants of India in 2012
5. "The Global Entrepreneur", A Two Day International Summit organized by the Department of Management (Commerce), St. Xavier's College, Kolkata, in 2013
6. "Inclusive Growth, Business and Environment in India's Emerging Economy", A University Grants Commission sponsored National Seminar organized by the Department of Commerce & Business Administration, St. Xavier's College, Kolkata in collaboration with Shri Shikshayatan College , Kolkata, in 2013
7. Two Day International Conference on Emerging Perspectives in Commerce, Economics and Management - Policies for a Better World

(ICCEM 2017) on 2 - 3 November, 2017 at St. Xavier's College , Kolkata, organized by St. Xavier's College, Department of Commerce and Business Administration in collaboration with St. Xavier's University, Kolkata, as Participant in deliberations and Co-Ordinator (Track) in Technical Session

Faculty Development Programme

1. Faculty Development Programme organized by the Department of Management (Commerce), St. Xavier's College, Kolkata, on the 4th August,2012
2. Faculty Development Programme organized by the Department of Management (Commerce), St. Xavier's College, Kolkata, on the 24th August,2013

Webinars Attended

1. Participated in the National Webinar “ Pandemics And Natural Disasters : Understanding And Coping” Organized by Internal Quality Assurance Cell (IQAC) and Academic Council, St. Xaviers's College, Kolkata, held on 11th and 12th July, 2020

Countries visited : USA, Scotland, England, France, Thailand, Singapore & Nepal
