

DEPARTMENT OF MANAGEMENT

UNIVERSITY OF NORTH BENGAL



1. **Intake Capacity:** As per AICTE norm the intake capacity is 60. But as per University rule the intake capacity is 50 (05 seats reserved for WBJEMAT candidates, 11 seats reserved for SC candidates, 03 seats reserved for ST candidates).
2. **Specialization offered:** Human Resource Management, Financial Management, Marketing Management and Systems & operations Management.
3. **Departmental Contact No:** (0353) 2776376
4. **Departmental E-mail:** mba_nbu1@rediffmail.com, placement.mbanbu2011@gmail.com
5. **Name of the Head of the Department:** Dr. Debabrata Mitra
6. **Alumni Association Contact Person:** Ms. Paramita Choudhury
7. **Current Course Fees:** Rs. 40000/semester
8. **Eligibility to take admission:** 10+2+3 (From any recognized University), NBU-MAT, WB JEMAT, CAT, MAT score and GD & PI score.
9. **Selection Process:**
 - a) News Paper Advertisement, Business Magazine Advertisement, TV Advertisement, Outdoor Advertising
 - b) NBU-MAT written test (CAT/MAT/WBJEMAT candidates are exempted from NBU MAT)
 - c) GD & PI for all candidates
 - d) Merit List Publication

FACULTY PROFILE

Name (s) of the Teaching Faculty	Designation	Qualifications with field of specialization with class / division of passing			Experience A) Teaching B) Industry C) Research		
		UG	PG	Doctorate	A	B	C
Dr. Debabrata Mitra	Head of the Department	B. Com (H) Accountancy	M. Com (Accounting, Finance)	Ph. D.	18 yrs	4 yrs	16 yrs
Ms. Paramita Choudhury	Lecturer	B. Com (H) Accountancy	<ul style="list-style-type: none"> • M. Com (Finance) • MBA (HR, Finance) • M.Phil (Management) 	Course Work Completed	6 yrs	-	6 months
Ms. Nandita Pradhan	Lecturer	B. A. (H) Economics	M. A. (Economics)	Registered for 2 yrs	2 yrs	0.11 yrs	2 yrs
Mr. Debasish Biswas	Lecturer	B. Com (H) Accountancy	<ul style="list-style-type: none"> • M.Com (Accounting) • MBA (HR) • M. Phil (Commerce) 	Submitted	9 yrs	-	4.0 yrs
Mr. Subrata Ray	Lecturer	B. Sc. (H) Botany	<ul style="list-style-type: none"> • MBA (HRM, Marketing) • MA (Rural Development) 	Registered for 4.9 yrs	9 yrs	2.5 yrs	4.5 yrs
Mr. Sanmoy Mallick	Lecturer cum Training & Placement Officer	B. Tech (Computer Science & Engineering)	<ul style="list-style-type: none"> • MBA (Marketing & Finance) 	-	0.6 yrs	1.5 yrs	1 yr
Mr. Dipanjan Moitra	Lecturer	B.Sc.	<ul style="list-style-type: none"> • MCA 	-	1.6 yrs	5 yrs	-

R E S U M E

DR. DEBABRATA MITRA

Head, Department of Management, University of North Bengal



Name : **Dr. DEBABRATA MITRA**

Designation : Associate Professor, Department of Commerce, University of North Bengal and Head, Department of Management, University of North Bengal

Contact number / e-mail : 094748-77362 (M) /debabrata_nbu@yahoo.co.in

Qualification / Specialization : M.Com, Ph.D, CSA / Accounting & Finance, Organisational Behaviour and Industrial Relations, Human Resource Management.

RESEARCH PUBLICATIONS

A. BOOKS

- (i) “Globalization and its Impact on Industrial Relations”, Abhijeet Publications, Delhi, 2011 (ISBN 978-93-81136-14-0)
- (ii) “Contemporary issues on Indian Business in the Globalized Regime” (Edited), Abhijeet Publications, Delhi, 2010 (ISBN 978-3-80031-7)
- (iii) “Life Insurance in India -Reforms and Impacts”, Abhijeet Publications, Delhi, 2010 (ISBN 978-93-80031-58-3) Co - authored with Dr. Amlan Ghosh
- (iv) “Globalization and Industrial Relations in Tea Plantations”, Abhijeet Publications, Delhi, 2010 (ISBN 978-93-80031-53-8)

B. ARTICLES PUBLISHED

- (i) Published a paper entitled “Measurement of the level of Motivation of Public Sector Employees: A case study on Bharat Sanchar Nigam Limited with special reference to its Siliguri Unit” at CALYX Journal of Business Management, Published by DSMS Business School, Durgapur, pp. 5 – 14, Vol. 1, No. 1, December 2010 (ISSN 2229 – 4260) (Co – authored with Ms. Paramita Choudhury)
- (ii) Presented a paper entitled “Financial Sector Reforms and Indian Economy” at the International Conference on “Financial Sector Reforms and Indian Economy” organized by the Indian Institute of Management, Kozhikode (IIMK) during November 11 – 13, 2010.
- (iii) Paper entitled “Special Economic Zones (SEZ) in West Bengal : Some Issues” published in the book titled “Role of SEZ in Economic Development of the Country” edited by Dr. Rabi Narayan Misra, Sonali Publications, New Delhi, pp 128 – 136.
- (iv) Paper entitled “Determinants of Life Insurance Demand in India in the Post Economic Reform Era (1991 — 2008)”, published in the “International Journal of Business Management Economics and Information Technology”, January-June, 2010, pp.23-40 (Co-authored with Mr. Amlan Ghosh) Refereed Journal
- (v) Paper entitled “Relationship between Budget Deficit and Interest rate in the Economy of Pakistan: An Econometric Study”, International Journal of Economics, Volume 4, No. 1, June 2010 (Co — authored with Chandan Kumar Mukhopadhyay and Kanchan Datta) Refereed Journal

- (vi) Paper entitled “Job Stress of Working Nurses: Causes and Consequences — A Study at North Bengal Medical College, Darjeeling”, published at Vidyasagar University Journal of Commerce, Vol. 15, March 2010, pp. 27 – 40 (Co — authored with Mr. Durlav Sarkar) Refereed Journal
- (vii) “Twin Deficits Phenomenon in India — An Econometric Analysis” in the book titled “Contemporary Issues on Indian Business in the Globalized Regime” (edited by Dr. Debabrata Mitra), Abhijeet Publication, Delhi — 94, 2010, pp. 92— 119 (Co — authored with Kanchan Datta)
- (viii) “Agricultural Insurance in India: Perception and Reality” in the book titled “Contemporary Issues on Indian Business in the Globalized Regime” (edited by Dr. Debabrata Mitra), Abhijeet Publication, Delhi — 94, 2010, pp. 177— 188 (Co — authored with Rajib Patitundi)
- (ix) “Peoples’ Perception Towards Private Life Insurance Companies in India in the Midst of Global Financial Crisis” in the book titled “Contemporary Issues on Indian Business in the Globalized Regime” (edited by Dr. Debabrata Mitra), Abhijeet Publication, Delhi — 94, 2010, pp. 189 — 203 (Co — authored with Amlan Ghosh)
- (x) “Rural Life Insurance in Post Reform Era in India: Growth and Opportunities”, International Journal of Rural Development and Management Studies”, International Science Press, New Delhi, Volume 3, No. 2, December 2009, pp. 241 —257 (Co — authored with Mr. Amlan Ghosh) Refereed Journal
- (xi) Published a paper entitled “Impact of Globalisation on International Life Insurance Business with Special Reference to India” in the Osmania Journal of International Business Studies, Vol IV No. 2, July-December 2009, pp. 180 – 184 (Refereed Journal)
- (xii) “Export — Led Growth in India in the Post — Reform Period — An Econometric Enquiry”, International Journal of Economic Issues, International Science Press, New Delhi, Vol. 2, No. 2, July — December 2009, pp. 271 — 283 (Co — authored with Mr. Biswajit Maitra). Refereed Journal
- (xiii) “Joint Forest Management and Eco — development — A case study in Buxa Tiger Reserve” published in the book titled “Environment and Forest Resources Management” (Edited by Dr. R.N. Misra), Sonali Publications, New Delhi, 2008, pp. 41 — 49 (Co-authored with Mr. Amlan Ghosh).
- (xiv) “Management Control in Road Transport Undertakings : A study on North Bengal State Transport Corporation” in the book titled, “Surface Transport for Rural Development” edited by Rabi Narayan Misra, Discovery Publishing House Private Ltd, New Delhi, 2008, pp.1 — 7.
- (xv) “Effect of Reform Process on Financial Performance: A Case Study on Indian Banking Sector”, The Management Accountant (The Institute of Cost & Works Accountants of India), Vol.42, No. 5, May 2007, pp.389 —391.
- (xvi) “Private Life Insurance Consumption in Rural India and Role of Post Offices — An Analysis” published in The Asian Economic Review (Journal of the Indian Institute of Economics), Vol. 49, No.1, April 2007, pp.39 —45 (Co-authored with Mr. Amlan Ghosh). Refereed Journal
- (xvii) “Tribal Development — A Case Study of Onge Tribe of Andaman Islands” in the book titled “Tribal Development — Post Globalisation”, Discovery Publishing House, New Delhi, 2006, pp.59—63.
- (xviii) “Globalization and Economic Reforms: Its Impact on Higher Education in India”, published in The Management Accountant (The institute of Cost & Works Accountants of India), Vol. 41, No. 10, October 2006, pp. 790 — 791.
- (xix) “Need for Performance Appraisal (PA) of School Teachers with special reference to the Sponsored Schools in West Bengal”, published in The Management Accountant (The Institute of Cost & Works Accountants of India), Vol. 41, No.9, September 2006, pp. 737 — 740 (Co — authored with Mr. Amlan Ghosh).
- (xx) “Globalization — Its Effect on Employment”, published in the Management Accountant (The Institute of Cost & Works Accountants of India), Vol. 41, No.1, January 2006, pp.63 — 65.
- (xxi) “WTO Agreements: Its Impact on Small Scale Industries in India”, published in the book titled “Problems and Prospects of Small industries”, R.N. Misra (Edited), Discovery Publishing House, New Delhi, 2005, pp. 63 — 65.
- (xxii) “Recovery of NPAs during 2004: A Study of different categories of banks operating in India”, published in The Journal of Commerce & Economics (Commerce & Economics Society of Orissa, Brahmapur), Vol. XIV, December 2005, pp. 1 — 5 (Co — authored with Mr. Amlan Ghosh).
- (xxiii) “Opening up of Insurance Sector — Will it be possible for LIC to keep intact its market share?” Vidyasagar University Journal of Commerce, Vol. 9, March 2004, pp. 63 —67. Refereed Journal

- (xxiv) “Development of Life Insurance Business in Bhutan: A brief Comparison with the Lid”, The Journal of Commerce & Economics (Commerce & Economics Society of Orissa, Brahmapur), Vol. XIII, February 2004, pp.1 — 12 (Co — authored with Mr. Amlan Ghosh).
- (xxv) “Globalization and its impact on Corporate Governance in India”, published in The Excellence (Academy of Business Administration, Balasore, Orissa), Vol. 2, No.1, July 2003, pp.35 —38.
- (xxvi) “Disinvestments of PSUs: Can it bring efficiency? — A Case study of Container Corporation of India”, published in The Management Accountant, (The Institute of Cost & Works Accountants of India), Vol.38, No.7, July 2003, pp.510 —512.
- (xxvii) “Customer Relationship Management — A New Approach of LIC to face competition”, The Management Accountant (Student Edition), (The Institute of Cost & Works Accountants of India), Vol.2, No. 3, March, 2003, pp.41 —44.
- (xxviii) “Tax Perceptions of Tiny Scale Women Entrepreneurs in North Bengal” in the book titled “Development of Women Entrepreneurship in India — Problems and Prospects” (Edited by C. Swarajya Lakshmi), Discovery Publishing House, New Delhi, 1998, pp. 265 — 275 (Co — authored with Dr. S. N. Dhar).

SEMINARS / CONFERENCES PRESENTATION

1. Presented a paper entitled “Case Study Application in the Management Programmes Through ODL System” at the National Seminar organised by the Indira Gandhi National Open University on 29th March, 2011 (Jointly with Mr. Subrata Ray and Ms. Paramita Choudhury)
2. Presented a paper entitled “Globalisation: its impact on Indian Women” at the National Seminar organized by centre for women’s Studies, University of North Bengal on 28th & 29th March, 2011.
3. Co – Chaired a technical session on the theme “Emerging Issues in Business Studies” organized by IBSA Durgapur, West Bengal on March 26 – 27, 2011.
4. Presented a paper entitled “A study of Technical Efficiency of Public Sector Banks in India: DEA Approach” at the National Seminar organized by IBSA on March 26 – 27, 2011.
5. Presented a paper entitled “Corporate Corruption, Corporate Governance & Stock Holders Justice” at the National Seminar organized by IBSA on March 26 – 27, 2011.
6. Presented a paper entitled “Output, Price, Inflation and Monetary Policy: Malaysian Perspective” at the National Seminar on “Regional Economic Development and Women Empowerment” organized by Department of Economics, University of North Bengal on March 21 -22, 2011.
7. Participated in the workshop on “Open Educational Resources for Distance Mode of Learning” organized by Directorate of Distance Education, University of North Bengal on March 11- 12, 2011.
8. Presented a paper entitled “Effects of Global financial Meltdown on Efficiency of Indian Public Sector Banks: A DEA Approach” at the National Seminar on “Contemporary Issues and Challenges of Modern Management” organized by the Department of Management, University of North Bengal on 9th & 10th March, 2011.
9. Presented a paper entitled “Dynamics of Money, Income & Price in Malaysia – An econometric Study” at the National Seminar on “Contemporary Issues and Challenges of Modern Management” organized by the Department of Management, University of North Bengal on 9th & 10th March, 2011.
10. Presented a paper entitled “Application of Information and communication Technology for Agricultural production & the National Seminar on “Contemporary Issues and Challenges of Modern Management” organized by Department of Management, University of North Bengal on 9th & 10th March, 2011.
11. Presented a paper entitled “Impact of Financial Meltdown on Employment Opportunities: A Study with Special Reference to India” at the IIMS International Conference on Development Management Organized by International Institute of Management Sciences held in Bangkok from 24th – 27th February, 2011 and this paper was awarded as the Third Best Paper.
12. Participated in the one day Seminar on “Global Financial Crisis and Problem of Foreign Exchange Management” organized by Department of Commerce, University of Burdwan and Midnapore chapter of Indian Accounting Association held on 4th day of December, 2010.
13. Presented a paper entitled “Corporate Governance: The Indian Perspective with special reference towards its Insurance Sector” at the 33rd All Indian Accounting Conference and International Seminar on Accounting Education and Research organized by Department of Commerce, University of Kerala

and Indian Accounting Association, Kerala Branch which was held at Thiruvananthapuram on November 13 – 14, 2010.

14. Presented a paper entitled “A Study on the Corporate Governance in India with special reference to its Banking Sector” at the 33rd All Indian Accounting Conference and International Seminar on Accounting Education and Research organized by Department of Commerce, University of Kerala and Indian Accounting Association, Kerala Branch which was held at Thiruvananthapuram on November 13 – 14, 2010. (Co – authored with Dr. Amlan Ghosh)
15. Co – chaired a Technical Session entitled “Goods and Services Tax” at the 33rd All Indian Accounting Conference and International Seminar on Accounting Education and Research organized by Department of Commerce, University of Kerala and Indian Accounting Association, Kerala Branch which was held at Thiruvananthapuram on November 13 – 14, 2010.
16. Presented a paper entitled “Measurement of the level of motivation of employees of Public Sector : A Case study of Bharat Sanchar Nigam Ltd. with special reference to its Siliguri Unit” at the National Seminar on “Empirical Research on Management and Information Technology : Trends and Opportunities” organized by DSMS Business School, Durgapur in association with “School of Management & Sciences, West Bengal University of Technology” which was held on the 5th day of October, 2010.
17. Presented a paper entitled “Direct Tax Code : Its Probable Effect on Individuals and Corporates” at the 63rd All India Commerce Conference organized by Faculty of Commerce, Goa University which was held on 1st to 3rd October 2010. (This paper was selected as one of the best papers between the two best papers selected for the Technical Session 1 on “Direct Tax Code: An Evaluation”.
18. Participated in the State Level Workshop on “Initiatives on Quality Assurance in Distance Mode of Higher Education” sponsored by the Distance Education Council and organized by the Directorate of Distance Education, University of North Bengal on June 25—26, 2010.
19. Presented a paper entitled “Global Financial Crisis & Financial Education in the Life Insurance Sector in India” at the International Conference on “Indian Financial System and the Global Scenario” organized by Department of Commerce with Farm Management of Vidyasagar University which was held on 10th to 11th March 2010 (Co — authored with Mr. Amlan Ghosh)
20. Presented a paper entitled “Impact of Globalization on International Life Insurance Business with special reference to India” at the International Conference on “International Trade & Commerce” organized by Department of Commerce, Osmania University, Hyderabad on 5th to 7th March 2010.
21. Presented a paper entitled “Monetary Policy and Output growth in Indian Economy — A Time Series Economic Study” at the International Conference on “International Trade & Commerce” organized by Department of Commerce, Osmania University, Hyderabad on 5th to 7th March 2010 (Co — authored with Dr. Biswajit Maitra).
22. Delivered Key note address at the Technical Session entitled “International Finance / Accounting / Taxation at the International Conference on International Trade & Commerce organized by Department of Commerce, Osmania University, Hyderabad on 5th to 7th March 2010.
23. Presented a paper entitled “Foreign Direct investment and Economic Growth in the Economy of Indonesia — An Econometric Study” at the International Conference on “Business & Economic Issues” organized by Serials Publications in association with the Indian Journal of Economics and Business which was held in New Delhi on 19th — 21st December, 2009.
24. Presented a paper entitled “Economy of North East India ---Some Simple Idea” at the National Seminar on “State of Inclusive Growth in the North East India---Some Simple Idea” organized by Margherita College , Tinsukia, Assam on 26th and 27th October, 2009.
25. Presented a paper entitled “Drive Towards Inclusive Growth in India — The need for improved Governance” at the 62 All India Commerce Conference organized by Maharshi Dayanand Saraswati University, Ajmer on 10th to 12th October 2009.
26. Presented a paper entitled “From Vicious to Virtuous Circle?: Gender and Micro Enterprise Development” at the National Seminar on “Population and Development Education” organized by Department of Adult Continuing Education, Extension & Field Outreach and State Resource Centre for Adult Education, West Bengal which was held on 24th to 26th March 2009.
27. Presented a paper entitled “Corporate Reporting Practices in India — The Recent Trend” at the National Seminar on “Corporate Reporting Practices” organized by Department of Commerce, The University of Burdwan held on March 23, 2009.

28. Presented a paper entitled “Decentralized Governance : Looking back and ahead” in the 6th International Conference on Citizenship and Governance Challenges for Social Inclusion organized by Department of Adult, Continuing Education, Extension & Field Outreach, University of North Bengal and PRIA on 19th and 20’ February, 2009.
29. Presented a paper entitled “Intellectual Property Rights: Boon or Ban” at the 6 1st All India Commerce Conference organized by Dhanwate National College, Nagpur on 27th to December, 2008.
30. Presented a paper entitled “CRM in a new tool for Development of Corporate Renaissance” at the 61st All India Commerce Conference organized by Dhanwate National College, Nagpur on 27th to 29th December, 2008.
31. Presented a paper entitled “Financial Crimes: Its Effect on Selected Indian Companies” at the National Seminar on “The Protection of Human Rights and The Role of Law Enforcement Officials” organized by the Department of Law, University of North Bengal held on 29th and 30th March, 2008.
32. Presented a paper entitled “Development of Tourism – A Case Study on Sikkim in the Globalized Regime” at the 39th Annual Regional Science Conference organized by Regional Science Association of India on the theme “Alternative Development Strategy in the Periphery: A Focus of North Bengal and Sikkim” held at the University of North Bengal on 24th – 26th January, 2008.
33. Chaired a Technical Session entitled “Strategy for Forest, Tea and Tourism Development” at the 39th Annual Regional Science Conference organized by Regional Science Association of India held at University of North Bengal on 24th to 26th January 2008.
34. Participated at the International Conference on “How are the poor Affected by Trade” organized by UNCTAD India in New Delhi on 14th – 16th October, 2008.
35. Presented a paper entitled “Sickness in Micro — Enterprises in the Rural areas of North Bengal under PMRY” in the 60th All India Commerce Conference held in Hyderabad from 27th to 29th December, 2007.
36. Presented a paper entitled “Development of Tourism and preservation of Antique Culture in a Developing Country : A Case Study of Bhutan” at the UGC sponsored National Conference organized by Department of Business Administration, The University of Burdwan on — 16th March, 2007.
37. Presented a paper entitled “Strategic Human Resource Management---Its relevance to Indian Corporates in the Globalized Regime” at the National Seminar on “ Strategic Human Resource Management : Emerging Issues and Challenges” organized by the Department of Commerce, University of Burdwan in collaboration with Indian Industrial Relations Association , NewDelhi, which was held on 3rd & 4th February , 2007
38. Presented a paper entitled “Creation of Effective Brand Image — A Few Steps” at the 59th All India Commerce Conference held at Visakhapatnam on 28th to 30th December, 2006.
39. Presented a paper entitled “The impact of Corporate Governance on Indian Corporates — A Selective Study” at the National Seminar on “Corporate Governance & Capital Market in India” organized by Department of Commerce, The University of Burdwan & The Institute of Chartered Accountants of India, which was held on January, 2006.
40. Presented a paper entitled “Globalization : New Challenges Before Human Resource Management” at the International Conference on “Emerging Issues in Accounting Information Technology, Business and Management” organized by the Research Development Association, Jaipur, which was held on 9th & 10th January 2006.
41. Presented a paper entitled “Impact of Globalization on Small Scale Industries in India” at the 58th All India Commerce Conference organized by Faculty of Commerce & Management Studies, Mahatma Gandhi Kashi Vidyapith, Varanasi, which was held on to 29th December, 2005.
42. Presented a paper entitled “Growth of Information Technology---Its Importance to Indian Business in the liberalized regime” at the National Seminar on “Technology and Business: Quest for Excellence” organized by Department of Commerce , University of Burdwan which was held on 5th and 6th October , 2005
43. Delivered lectures as a guest speaker at the UGC sponsored Regional Level Seminar on “Performance Appraisal” organized by the Commerce Department of Kalyaganj College on 22—23 March, 2005.
44. Presented a paper entitled “Challenges in Liberalization before Indian Insurance Industry” at the UGC sponsored State Level Seminar on “India in the Post — Reform Context — Issues, Challenges and Prospects” organized by Siliguri College of Commerce held on 5th March, 2005.

45. Presented a paper entitled as “Drive to make Insurance Industry as an effective tool of Risk Management — Relevant Strategies” at the UGC sponsored National Seminar organized by Department of Commerce with Farm Management, Vidyasagar University on 4th March, 2005.
46. Presented a paper entitled “Disinvestments of PSUs: Can it bring efficiency? — A Case study of CCI” at the International Seminar organized by the P.G. Department Commerce, Utkal University, Bhubaneswar on 9th to 10th March, 2002.
47. Presented a paper entitled “Liberating the Insurance Tiger — Boon or Bane? at the National Seminar on “Emerging Issues and Strategic options Before Business in the Liberalised Regime” organized by the Department of Commerce, University of North Bengal on 7th March 2001.
48. Presented a paper entitled “Tax perceptions of Tiny Scale Women Entrepreneurs in North Bengal” at the 51st All India Commerce Conference held at Patna on 27th — 29th December, 1997 (Co — authored with Dr. S. N. Dhar)

RESEARCH SUPERVISION

A. M. Phil Supervision

1. Successfully guided M.Phil dissertation of Mr. Debasish Biswas under PERIYAR UNIVERSITY, SALEM in the year 2009
2. Successfully guided M.Phil dissertation of Mr. Sahajul Hoque titled “Motivation of Employees in Bharat Sanchar Nigam Limited with special reference to its Siliguri unit” under Vinayak Missions University

B. Ph.D Degree Awarded (Subject: Commerce)

1. Successfully guided -Mr. Rajib Patitundi leading to Ph.D Degree of University of North Bengal On the topic “Risk Management in Agriculture: The Indian Perspective”.
 2. Successfully guided Mr. Amlan Ghosh leading to Ph.D Degree of University of North Bengal on the topic, “Analysis of Reforms in Life Insurance Sector in India and Identification of Determinants of Insurance Demand in Post — Reform Era”.
- At present 3(Three) Research Scholars are Pursing Research under my direct supervision.

C. Ph.D Thesis Submitted

1. Mr. *Surajit De* submitted a thesis entitled “MICROFINANCE FOR URBAN POOR MICROENTREPRENEURS SYSTEMS, PROBLEMS AND IMPACT – A STUDY OF UTTAR AND DAKSHIN DINAJPUR DISTRICTS” (Jointly supervised with Prof. S.N. Dhar)
2. Mr. **Debasish Biswas** submitted a thesis entitled “PRODUCTIVITY AND INDUSTRIAL RELATIONS: AN EMPIRICAL STUDY ON TEA ESTATES IN DOOARS REGION OF WEST BENGAL”
3. Mr. **Manas Kumar Baidya** submitted a thesis entitled “INDIA'S EFFICIENT BANKS, TODAY AND TOMORROW: A COMPARATIVE PERFORMANCE ANALYSIS DURING POST REFORM PERIOD”

DELIVERED LECTURES AS A RESOURCE PERSON

- a) Delivered lectures as a resource person at the UGC sponsored orientation programme organized by the UGC Academic Staff College, University of North Bengal on the topic “Entrepreneurship Development” on 28th April 2011.
- b) Delivered lectures as a resource person in the orientation programme organized by the UGC Academic Staff College, University of North Bengal on the topic “Counseling: the Latest Motivation Tool” on 15th March 2011.

- c) Delivered invited special lectures on “Conflict Management” (OB) and “Entrepreneurship, Entrepreneurship skill, preparation of project report to get loans from Banks” at DSMS Business School, Durgapur on 20/01/2011 and 21/01/2011.
- d) Delivered lectures as a resource person on the topic “Corporate Governance and Business Ethics – the Indian Experience” at the UGC sponsored Refresher Course in Law organized by the Academic Staff College, University of North Bengal on 13/01/2011.
- e) Delivered lectures as an invited speaker on the topic “MOTIVATION” at the Regional Conference of Stock Holding Corporation of India Limited held at Darjeeling on 08/01/2011.
- f) Delivered lectures as a resource person on the topic “Corporate Social Responsibilities: the Indian perspectives” at the UGC sponsored Refresher Course in Law organized by the Academic Staff College, University of North Bengal on 06/01/2011
- g) Delivered lectures as a resource person in the 4th orientation Programme organized by the UGC Academic Staff College, University of North Bengal on the topic titled “Modern Leadership Styles” on 08.12.2010.
- h) Delivered lectures as a resource person in the First Refresher Course on “Business Studies” organized by the Academic Staff College, University of Burdwan on 30.11.2010 & 01.12.2010.
- i) Delivered invited special lectures on Motivation and Direct Tax Code at DSMS B – School, Durgapur on 29.11.2010.
- j) Delivered lectures as a resource person in the UGC sponsored (OP – NBU – 03) Orientation Programme organized by the UGC Academic Staff College, University of North Bengal on the topic titled “Leadership : The Modern Approach” on 10.08.2010.
- k) Delivered lectures as a resource person in the 2nd orientation Programme organized by the UGC Academic Staff College, University of North Bengal on the topic “Organizational Change : The Need of the Hour” on 19th day of April 2010.
- l) Delivered lectures as a resource person in the Refresher Course organized by the UGC — Academic Staff College, University of Kerala on 24th day of February, 2010.
- m) Delivered lectures as a resource person in the 21 Refresher Course in Commerce organized by the Academic Staff College, The University of Burdwan for the period from 16th January to 5th February 2010 on the topic “Stress Management — An Overview”.
- n) Delivered lectures as a resource person on the topic “Counselling: The Latest Motivational tool for Human Resource Development” at the UGC sponsored 1st orientation programme organized by the Academic Staff College, University of North Bengal on 12th January, 2010.
- o) Delivered lectures as a resource person in the UGC sponsored Workshop for the Principals organized by the Academic Staff College, University of North Bengal on 16th December, 2009.
- p) Delivered lectures as a resource person in the Executive Development Programme for its officers organized by the Power Grid Corporation in the month of June 2009 and also developed the course module.
- q) Delivered lectures as a resource person at the “Certificate Course on Soft Skill and Personality Development” organized by Department of Adult Continuing Education Extension & Field Outreach, University of North Bengal on 31st March 2008.

- r) Delivered lectures as a resource person for imparting training to W.B.C.S officials organized by Regional Training Centre Jalpaiguri on 21st February, 2007
- s) Delivered lectures as a resource person in the UGC sponsored 3 Refresher Course in Commerce, organized by UGC — Academic Staff College, Banaras Hindu University on 16th March, 2005.
- t) Delivered lectures as a resource person in the UGC sponsored refresher course in Commerce organized by the Department of Commerce, University of Kalyani on 13th December, 2004.
- u) Delivered lectures as a resource person in the Workshop for University Officers organized by University of North Bengal for the period from 12th to 17th October, 2001.

SEMINAR ORGANIZED

- Acted as a Seminar Director in the National Seminar titled “Contemporary issues and Challenges of modern management” organized by the Department of Management, University of North Bengal which was held on 9th & 10th March, 2011.
- Acted as a Seminar Director in the National Seminar titled “Quantitative Management Research in the Globalized Regime — Trends & Opportunities” organized by the Department of Management, University of North Bengal which was held on 29th & 30th March 2010.
- Acted as a Seminar Director in the National Seminar titled “Major Trends in Indian Business: Challenges & Opportunities organized by the Department of Management, University of North Bengal which held on 17th — 18th February 2009.
- Acted as a Seminar Director in the UGC sponsored National Seminar entitled “Emerging New Horizons in Business Education and Research” Organized by the Department of Commerce of North Bengal University on 29th March 2006.

MAJOR RESEARCH PROJECT

Received a UGC sponsored Major Research Project entitled “Globalisation: Its impact on the industrial relations in Tea Plantations — A study on Terai and Dooars Regions in West Bengal” vide UGC letter bearing Ref. No. 5 — 103 I 2007 (HRP) dated March 2008 worth Rs.5,22,300 for the period from 01.04.2008 to 31.03.2011. Subsequently an additional amount of Rs.52, 000/- was granted vide UGC letter bearing Ref No. F. No.5 — 103 / 2007 (FIRP) dated 30.01.2010.

AWARDS RECEIVED

Awarded with the “**RASHTRIYA VIDYA SARASWATI PURASKAR**” by the International Institute of Management for outstanding achievements in the field of Commerce & Management on the 20th day of September, 2010 at New Delhi.

Awarded with the “**LIFE TIME ACHIEVEMENT GOLD MEDAL AWARD**” for outstanding achievements in the field of education by the Indian Solidarity Council on the 20th day of September, 2010 at New Delhi.

Awarded with the Honour of being the “Fellow” of Indian Commerce Association for outstanding contribution in the field of Commerce and Management at the Visakhapatnam Conference of Indian Commerce Association held in December , 2006.

OTHER ACTIVITIES

- ❖ I have already acted as an examiner of Ten Ph.D thesis (four sent by Berhampur University, Orissa, two sent by Bhagalpur University, Bihar and three sent by the Kerala University, Kerala and are sent by the Banaras Hindu University)

- ❖ I have been appointed as State Co — ordinator of West Bengal for All India Commerce and Management Talent Search Examination (AICMTSF) conducted by Indian Commerce Association (ICA).

MEMBERSHIP OF PROFESSIONAL BODIES

1. Life Member of Indian Commerce Association
2. Life Member of Indian Accounting Association
3. Life Member of Indian Accounting Association Research Foundation

CONSULTANCY

Conducted MDP on Effect of Information Technology in Communication in **Power Grid Corporation Ltd.**(A Govt of India Enterprise) in July 2009.

POSITIONS HELD

1. Presently acting as Head, Department of Management , University of North Bengal since 25th Septemeber,2008 till date
2. Member of the Executive Committee of Indian Commerce Association for the year 2010 – 2013.
3. Ex Member of the Executive Council of North Bengal University
4. Served as a lecturer in Darjeeling Government College from 10/09/1993 to 07/12/1995
5. Member of the IQAC cell of North Bengal University
6. Member of the Golden Jubilee Celebration Committee of North Bengal University
7. Member of the Faculty Council for Post Graduate Studies in Arts Commerce and Law.
8. Member of the BBA Expert Committee
9. Member of the Undergraduate Board of Studies in Commerce
10. Ex member of the Undergraduate Council of Arts, Science, Commerce & Law.
11. Member of the Board of Research Studies in Commerce of North Bengal University.
12. Ex invited member of the Finance Committee of North Bengal University.
13. Member of the Executive Committee of Indian Accounting Association, Midnapore Branch.
14. Ex member of the Convocation Committee of University of North Bengal.
15. Ex invitee member of the Finance Committee of University of North Bengal.
16. Ex invitee member of the Building Committee of University of North Bengal.
17. Member of the Editorial Board of E – Journal to be published by Indian Accounting Association, Midnapore Branch.
18. Member of the NJP Railway Station Consultative Committee.

(Dr. Debabrata Mitra)

Associate Professor, Post Graduate Department of Commerce
University of North Bengal

Paramita Choudhury
Address: East Vivekananda Pally
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Cell No: 09474516443
E-Mail: paramita111@rediffmail.com



Working Experience: Teaching Experience **6 Years** (approx) from 01.08.05 to till date.

Presently working as the **Lecturer** in the Department of Management (**MBA-Programme**), **University of North Bengal, Darjeeling** from 03.04.06 till date.

Previously worked as a **Lecturer** in BBA and B.Com (H) courses at **Gyan Jyoti College** affiliated to **University of North Bengal** from 01.08.05 to 31.03.06

Teaching Area: Financial Management, Management Accounting, HRM, Security Analysis & Portfolio Management

Publications:

1. “ **Employee Information Needs and Corporate Annual Reports – A study of Indian Companies**”-*The ICFAIAN Journal of Management Research*, Vol VIII, No 9, September 2009.

2. “ **Measurement of the level of Motivation of Public Sector employees: A Case study of Bharat Sanchar Nigam Ltd with special reference to its Siliguri unit** ” *CALYX Journal of Business Management*, Vol 1 No. 1, December 2010.

National Seminar Participation:

1. Participated in a UGC and West Bengal Panchayat Parishad sponsored National Seminar on “**Panchayat Experience in West Bengal**” on 17th and 18th January, 2004.
2. Participated in 2-day workshop on “**Qualitative Research Methods**” in the Centre for Himalayan Studies, University of North Bengal in Collaboration with Anthropological Survey of India, Govt of India, 15th-16th, January 2009.
3. Participated in National Seminar on “**Major Business Trends: Challenges & Opportunities**” on 17-18th March, 2009 organised by the Department of Management, University of North Bengal.
4. Presented a paper on “ **Gender Equity & Empowerment of women: Some relevant issues**” in National Seminar on 26th March, 2009 organized by the Department of Adult, Continuing Education, Extension & Field Outreach (DACEEFO), NBU and State resource Centre for Adult Education, West Bengal.
5. Presented a paper on “ **The impact of Global recession on Marginalised Human Resources in India**” in National Seminar held on 29th March & 30th March, 2010 organized by the Department of Management.
6. Participated in 2-day State level workshop on “**Initiatives on Quality Assurance in Distance Mode of Higher Education**” on 25th June – 26th June, 2010 organised by the Directorate of Distance Education, University of North Bengal.

7. Participated in **Faculty Development Programme** organised by the Department of Business Administration , Siliguri Institute of technology from 5th August to 7th August 2010.
8. Presented a paper titled “ **Measurement of the level of Motivation of Public Sector employees: A Case study of Bharat Sanchar Nigam Ltd with special reference to its Siliguri unit** ” in National Seminar on 5th October, 2010 organized by the DSMS Business School in association with School of Management and Sciences, WBUT(Coauthored with Dr. Debabrata Mitra) .
9. Presented a paper titled “**A study on the Corporate Governance in India with special reference to its Banking Sector**” in International Seminar on Accounting Education and Research on November 13-14, 2010 organised by the Department of Commerce, University of Kerela and Indian Accounting Association, Kerela branch (Coauthored with Dr. Debabrata Mitra).
10. Presented a paper entitled “**Adoption of IFRS in Indian Corporates: Benefits and Challenges ahead**” in International Conference held on 13th and 14th January, 2011 organised by IISWBM Kolkata (Coauthored with Mr. Abhishek Gupta).
11. Participated in **One-day Annual Conference cum Workshop on IFRS** on 6th March, 2011 organised by the Siliguri-Gangtok Chapter of ICWAI in association with Eastern India Regional Council of ICWAI.
12. Participated in the workshop on “**Open Educational Resources for Distance Mode of Learning**” sponsored by the Distance Education Council, New Delhi on 11th-12th March, 2011 in University of North Bengal.
13. Participated in National Seminar on “**Criminal Justice Delivery System in India: Retrospect and Prospect**” organised by the Indian Institute of Legal Studies on 12th – 13th March, 2011.

Consultancy:

Conducted MDP on Effect of Information Technology in Communication in **Power Grid Corporation Ltd.**(A Govt of India Enterprise) in July 2009.

Guest Lecturer:

1. Deptt of MCA, University Of North Bengal.
2. Distance Wing IMT Ghaziabad, Siliguri.
3. Netaji Subhash Open University, Siliguri College
4. Directorate of Distance Education, University of North Bengal

Educational Qualification (Year Wise):

1. **M.Phil (Business Administration)** from **Annamalai University (DDE), Tamil Nadu**
Area: Finance
Year: 2008
2. **MBA (HRM, Finance)** from **University of North Bengal, West Bengal**
Year: 2003-2005
3. **M.Com (Specialization Accounting & Finance)** from **University Of North Bengal, West Bengal**

Year: 2001

4. B.Com (Accountancy Hons), Siliguri College of Commerce, University Of North Bengal, West Bengal

Year: 1999

5. H.S from Margaret (S.N) English High School (W.B.C.H.S.E), West Bengal

Year: 1996

6. ICSE from St. Joseph's High School, Siliguri, West Bengal

Year: 1994

Personal Details:

Father's Name: Mr.Prasanta Kr. Choudhury

Father's Occupation: Retired Serviceman

Husband's Name: Mr. Asim Mitra

Husband's Occupation: Lecturer

Date of Birth: 04.10.1978

Marital Status: Married

Nationality

Mrs. Paramita Choudhury

Lecturer, Department of Management

University of North Bengal

Nandita Pradhan
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Green Park Apartment
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Siliguri
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Working Experience:

Worked as a **Lecturer** in BBA and B.Com (H)&(P) courses at **Gyan Jyoti College** affiliated to **University of North Bengal** from 01.08.06 to 31.03.07

Worked in **Deutsche Bank Operations India**, Bangalore from 01.05.07 to 01.04.08

Worked as a **Senior Research Associate** in **Alpha Institute of Business Management** from 17.05.08 to 12.06.09

Presently working as the **Lecturer** in Department of Management (**MBA-Programme**), **University of North Bengal, Darjeeling** from 01.07.10 till date.

Teaching Area: Economics

Seminar Participation:

1. Presented a paper titled “**Growth and Diversification of India’s Banking Business: an Econometric Study on the Post Reform Period**” in National Seminar on “**Major Business Trends: Challenges & Opportunities**” on 17-18th March, 2009 in Department of Management, University of North Bengal.

2. Presented a paper on “**Inclusive growth in India’s Eleventh Plan :Unfinished Agenda**” in an International Seminar on Citizenship and Governance: Challenges for Social Inclusion” organized by the Department of Adult, Continuing Education, Extension & Field Outreach (DACEEFO) NBU and Participatory Research in Asia (PRIA) on 19th -20th February,2009

Educational Qualification (Year Wise):

1. **Qualified West Bengal College Service Commission State Eligibility Test for Economics**
Year: 2009

2. **M.A (Economics) from Stella Maris College, Madras University, Chennai, Tamil Nadu**
Year: 2006

3. **B.A (Economics Major): Sri Sathya Sai University, Prashanti Nilayam, Andhra Pradesh**
Year: 2003

4. **C.B.S.E from Sri Sathya Sai Vidya Vihar, New Delhi**
Year: 2000

5. **ICSE from Loreto Convent, Darjeeling, West Bengal**
Year: 1998

Personal Details:

Date of Birth: 01.01.1982

Marital Status: Single

Nationality: Indian

Ms. Nandita Pradhan

Lecturer, Department of Management
University of North Bengal

RESUME

DEBASISH BISWAS

Lecturer, Department of Management, University of North Bengal



Name : **Debasish Biswas**

Designation : **Full Time Lecturer, Department of Management, University of North Bengal**

Contact number / e-mail : **098323-62955 (M) /debasish762010@yahoo.com**

Qualification / Specialization : **M.Com, MBA, M.Phil / Accounting, HRM & Industrial Relations**

SEMINARS / CONFERENCES PRESENTATION

1. Presented a paper entitled “Challenges & Opportunities of Open & Distance Learning Mode in the North Bengal Region” at the National Seminar organised by the Indira Gandhi National Open University on 29th March, 2011.
2. Presented a paper entitled “Ethical Aspects of Advertising Applied in siliguri” at the National Seminar organized by IBSA on March 26 – 27, 2011. (Co – authored with Subrata Ray)
3. Presented a paper entitled “Ethical Perspective of Human Resource Management” at the National Seminar organized by IBSA on March 26 – 27, 2011.
4. Presented a paper entitled “An Effective Approach of Human Resource Accounting” at the National Seminar on “Contemporary Issues and Challenges of Modern Management” organized by the Department of Management, University of North Bengal on 9th & 10th March, 2011. (Co – authored with Sanmoy Mallick)
5. Presented a paper entitled “Challenges & Opportunities of Tea Industry in the Dooars Region of West Bengal” at the National Seminar on “Major Trends in Indian Business: Challenges & Opportunities” organized by the Department of Management, University of North Bengal on 17th & 18th Feb, 2009.

Seminar Participation:

1. Participated in the National Seminar titled “Quantitative Management Research in the Globalized Regime — Trends & Opportunities” organized by the Department of Management, University of North Bengal which was held on 29th & 30th March 2010.
2. Participated in the National Seminar organized by centre for women’s Studies, University of North Bengal on 28th & 29th March, 2011.

MEMBERSHIP OF PROFESSIONAL BODIES

1. Life Member of Indian Commerce Association
2. Life Member of IBSA

Working Experience:

1. Worked as a **Faculty** in BBA and MBA courses at **Smart Academy**, Authorised Learning Centre of Sikkim Manipal University from 10.12.02 to 31.08.05
2. Worked as a **Lecturer** in BBA and B.Com (H) & (P) courses at **Gyan Jyoti College** affiliated to **University of North Bengal** from 01.09.05 to 26.07.10
3. Worked as a Part-time Lecturer of **Jalpaiguri Govt. Engg. College**, Jalpaiguri.
4. Worked as a Guest Lecturer of **State Labour Institute** (Govt.of W.B), Siliguri.
5. Presently working as a **Lecturer** in the Department of Management (**MBA-Programme**), **University of North Bengal, Darjeeling** from 27.07.10 till date.

Other Assignments

1. Conducted various Project Interview session and project evaluations for the completion of MBA course for SMU Study centres as an external examiner.
2. Acted as a **Sikkim Manipal University** appointed external MBA project evaluator and external interviewer in the many study centres of Siliguri for the course completion of MBA.
3. Acted as University Station Supervisor (USS) of West Bengal University of Technology.
4. Acted as a Moderator of MBA Examination , 2011 of University of North Bengal
5. Acted as Tabulator and Scrutinizer of MBA Examination , 2011 of University of North Bengal
6. Acted as an Examiner of BBA& MBA Examination of University of North Bengal
7. Acted as a Question Setter of BBA& MBA Examination of University of North Bengal

Educational Qualification (Year Wise):

Thesis submitted on 7th Jan, 2011 (Commerce) to the University of North Bengal

1. **Qualified UGC-NET in MBA (HR) in June 2008.**
2. **M.Phil (Commerce) from Periyar University (DDE), Tamil Nadu, Salem**
Area: Human Resource Management
Year: 2008
3. **Post Graduate Diploma in Hospital Management (PGDHM) from Annamalai University in 2006**
4. **Diploma in Labour Laws (DLL) from Annamalai University in 2003**
5. **MBA (HRM) from University of Burdwan, West Bengal**
Year: 2000-2002

6. **M.Com (Specialization Accounting)** from **University of Burdwan, West Bengal**
Year: 1998-2000
7. **B.Com (Accountancy Hons), Dwijendralal College of Commerce, University of Calcutta, West Bengal**
Year: 1998
8. **Graduate Diploma in Computer Application(GDCA)**
from Shantipur College Computer Centre in 1996
9. **H.S from Kabi Bijoylal H.S Institute (W.B.C.H.S.E), West Bengal**
Year: 1994
10. **Madyamik from Sarbangapur Janakalyan Sangha Adarsha Vidyapith, Murshidabad, West Bengal**
Year: 1992

Project: Completed Vacation training on “Labour Welfare” in Durgapur Steel Plant (SAIL).

Extra Curricular Activities: Stood First in “Youth Parliament Competition” in college level in 1996.

Personal Profile:

Father’s Name: Late Dipak Biswas.
Date of Birth: 16/11/1976.
Interest: Reading and Writing
Language Known: Hindi, English, Bengali.

Communication Address:

**Indrani Apt, 2nd Floor, P.C Sarani,
Deshbandhu Para, P.O- Siliguri,
Dt-Darjeeling, Pin-734004, W.B.**

Mr. Debasish Biswas
Lecturer, Department of Management
University of North Bengal

RESUME



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SUBRATA RAY MIMA

Do possess the passion and self-belief in taking up challenges and having a deep urge to work in a professionally managed organization especially in the research-application-oriented environment with opportunities to project the full potentiality of oneself and to grow.

Professional Qualifications:

- A. **Post Graduate Diploma in Journalism and Mass Communication (PGJMC)** with Grade-B and an equivalent of more than 70% of marks.
- B. **Master of Business Administration (MBA) with HRM as specialization** with Grade-B and an equivalent to more than 60% marks.
 - (i) **Diploma in Management (DIM)** with Grade-B equivalent to more than 60% of marks.
 - (ii) **Post Graduate Diploma in Management (PGDIM)** with Grade-B equivalent to more than 60% marks.
 - Researched on the Organizational Emotional Intelligence during the Internship Project of the MBA Programme based on the BarOn Emotional Quotient Inventory Scales, Emotional Intelligence Branch Scales of the Mayer-Salovey-Caruso Model.
 - Developed the Questionnaires based on the various Emotional Intelligence related Scales during the Internship Project associated with a reputed news based organization.
- C. **Master of Arts (MA) in Rural Development (MARD)** with Grade-B and an equivalent of 75.28% of marks.
- D. **Post Graduate Diploma in Pharmaceutical Sales Management (PGDPSM)** in the year 2011.
- E. **Post Graduate Diploma in Tea Management (PGDTM) Gold Medalist** from National Institute of Tea Management (NITM) under Darjeeling Tea Research & Management Association.
- F. **Post Graduate Diploma in Marketing Management (PGDMM)** with Grade-C 57% of Marks.

Currently Pursuing Ph.D. with Management (Human Resource & Marketing) as the Research Area, registered with University of North Bengal.

Professional Memberships:

Member of	Membership Grade	Membership Number
All India Management Association (AIMA)	Member with electing rights	M-200811544
Bombay Management Association	Member with electing rights	I-1824
Indian Commerce Association (ICA)	Life Membership	WB 41
Calcutta Management Association (CMA)	Affiliated Member from All India Management Association (AIMA)	

Professional Experience:

- 1) Currently working as a **full time Lecturer** at the Department of Management, University of North Bengal for the last **5 years and 6 months**, also was associated in the same department as a **Guest Lecturer** for **1 year and 8 months** before joining as a full time Lecturer.
- 2) Associated with **Siliguri Institute of Management & Technology**, (study centre CVRU, Madhya Pradesh), Siliguri, for the last 4 years and 5 months as an **academic counselor** in terms of conducting classes for distance management courses like MBA, BBA, BCA etc.
- 3) Associated with **Flying Cats** and **Global Retail School** Siliguri Study Centre as a **part time honorary academic counselor** for Diploma in Retail Management course (distance education mode) for the last 1 year 7 months.
- 4) Worked as a **Part time Lecturer** in the **Department of Management Studies, Siliguri Institute of Technology (SIT)**, under West Bengal University of Technology (WBUT) for 7 months for BBA and MBA course.
- 5) Worked as a **part-time Lecturer** at **IIAS Group of Institution's Siliguri Campus** at Siliguri for 1 year 5 months for the Management Programmes like MBA, BBA, and Hotel Management etc.
- 6) Worked with an **HR Consultancy organization** at Siliguri for the purpose of handling the Training related activities for the placement of personnel in various Pharmaceutical Organizations for 7 months.
- 7) Worked as an **HR trainer cum Marketing Advisor** for an HR consulting Organization (Career Planet) at Siliguri for 4 months.
- 8) Worked as a **faculty member of Management Programmes** i.e. MBA and BBA in a University Study Centre (Star Technologies) under **Sikkim Manipal University** at Siliguri for 6 months.
- 9) **Worked for Glenmark Pharmaceuticals Ltd. {A widely reputed, top ranked pharmaceutical giant} as a Field Sales Officer for 2 years and 1 month.**

Other Assignments

1. Worked as a **part time faculty** for the fulltime **PGDMM** course of the **University of North Bengal at DACEEFO, University of North Bengal.**
2. Associated as a part time faculty for the **BBA course** of the **University of North Bengal** at the **IT Centre, NBU Campus.**
3. Member of the **Exam Committee** for the MBA Programme of the University of North Bengal.
4. Member of the **Syllabus review committee** of the **MBA Programme of the University of North Bengal.**
5. Conducted various Project Interview session and project evaluations for the completion of MBA course for SMU Study centers as an external examiner.
6. Departmental Member of the **University Central Library Committee.**
7. Acted as a **Sikkim Manipal University** appointed external MBA project evaluator and external interviewer in the many study centres of Siliguri for the course completion of MBA.
8. Acted as an **AIMA** appointed **Assignment Auditor for PGDM programmes** for the AIMA Study Centres.
9. Acted as a **AIMA** appointed **Examination Observer for PGDM programmes** in the AIMA study Centres

Publications:

1. Thought Process: **Measuring up on the Emotional Scanner**, *THE CONTEMPORARY MANAGER, Journal of Calcutta Management Association (CMA)*, August 15, 2007. Volume 12 No. 2, pg 33.
2. **Exploring relationship between core job dimensions and retail sales personnel customer orientation**, *AIMA Journal of Management Research (e-journal)*, Referred journal (ISSN No: 0974-9497), November, 2009. Volume 3, Issue 4/4, Article No: 179.
3. **“Globalisation and its impact on Human Resource Management practice of India”**, *Journal of Global Economy, (An International Journal)*, Referred journal (ISSN No: 0975-3931), Vol 6, No. 3.
4. Chapter 22 **“Local Cable Entertainment TV Channel in line with satellite entertainment TV channels”** of a Book titled **“CASE STUDIES IN MANAGEMENT: Contemporary Perspectives”** (ISBN: 978-81-920730-0-2), First Edition (2011), published by Humming Word Publishers, Noida, India, pg 269-276.

Academic Workshops and Seminars Participated:

1. Participated and successfully completed the training programme on **“Fruits & Vegetables processing and Preservation”** conducted by the **Directorate of Agricultural Marketing, Government of West Bengal** from 25/07/2002 to 08/10/2002.
2. Participated as a registered participant in the **National WBCSSP (Govt of West Bengal) Extension Workshop** of organized by **PRIA and DACEEFO, University of North Bengal** based on **“Rural Development, Participation and Social Networking in North Bengal”** on 5th and 6th September, 2008 at the **University of North Bengal**.
3. Participated in a **National Workshop on “Qualitative Research Methods”** organized by and held at the **Centre for Himalayan Studies, University of North Bengal** in collaboration with **Anthropological Survey of India, Government of India** from 15-02-2009 to 16-02-2009.
4. Participated in the **UGC Sponsored National Seminar on “Exploitation of Biological Resources and Application of Eco-Friendly Cultural practices for sustainable crop production”** on 21-02-2009 to 22-02-2009 at the **Department of Botany, Siliguri College**. Jointly organised by **Siliguri College** and the **Horticultural Society of Siliguri**.
5. Participated in a **National Seminar on “Major Trends in Indian Business: Challenges and Opportunities”** conducted by the **Department of Management, University of North Bengal** by presenting a paper on **“Antecedents on Customer Orientation on Retail Sales Personnel”** on 17-03-2009 and 18-03-2009.
6. Participated in a **National Seminar on “Population and Development Education”** conducted by **DACEEFO, University of North Bengal** in collaboration with **State Resource Centre (Government of West Bengal)** by presenting a paper on **“Economic Upliftment and Rural Literacy: An Exploratory Study on the Perceptions of Rural House Holds”** on 24-03-2009 to 26-03-2009.
7. Participated and presented a paper on **“Television media Globalization in India”** at the **National Seminar on Globalization and Localization in Media – Trends & Prospects** conducted by the **Department of Mass Communication, University of North Bengal** on 26th & 27th March, 2010 at the University of North Bengal.
8. Participated in the **2 day training workshop on “Income Generating programmes for Self Help Groups of North Bengal”** on 24-03-2010 to 25-03-2010, conducted by the **Department of Lifelong Learning and Extension, University of North Bengal**.
9. Participated in a **National Seminar on “Quantitative Management Research in the Globalized Regime-Trends and Opportunities”** conducted by the **Department of Management, University of North Bengal** by presenting a paper on **“Globalization and its impact on Business Environment”** on 29-03-2010 and 30-03-2010.
10. Participated in the **UGC Sponsored National Seminar on “Geography, Society and Politics in the Himalayas”** on 30-03-2010 and 31-03-2010 organized by and conducted at the **Centre for Himalayan Studies, University of North Bengal**.
11. Participated in a **National Seminar on “Recent Global Recession and its impact on Indian Economy”** on 08-04-2010 organized and conducted at the **Department of Master of Business Administration, Siliguri Institute of Technology, Siliguri**.
12. Participated in the **NAAC sponsored National Seminar cum Workshop on “The Role of IQAC in Re-Accreditation”** organised by **Salesian College, Siliguri Campus** and presented a paper titled on **“The role of Internal Quality Assurance Cell (IQAC) in Higher Education in India with special emphasis on the**

accreditation process” on 9th and 10th June, 2010.

13. Participated in a **2 day Training Programme** on Distance Education, **Conducted by the Directorate of Distance Education, University of North Bengal, Sponsored by Distance Education Council, New Delhi, India** on 25th-26th, June 2010.
14. Participated in a **3 day Faculty Development Programme** organized by **Siliguri Institute of Technology, Techno India Group** at the **Department of Business Administration, Siliguri** from 5th August to 7th August, 2010.
15. Participated and presented a paper on **“A survey of youth attitude towards rural Entrepreneurship”** in a National Seminar on **“Empirical Research on Management and Information Technology: Trends and Opportunities”** organized by **DSMS Business School** in association with **School of Management & Sciences, West Bengal University of Technology**, on 5th October, 2010.
16. Participated and presented a case-study titled **“Local Cable Entertainment TV Channel in line with satellite entertainment TV channels”** in an **International Case Writing Competition – 2010** organized by **Dhruva College of Management** in association with **California State University, San Bernardino, California, USA** on 10th December, 2010 at **Hyderabad**.
17. Participated in a Training Workshop on **Rural Development Through Agricultural Extension Programmes** at the **University of North Bengal** organized by the **Department of Lifelong Learning and Extension, University of North Bengal** and **Uttar Banga Krishi Viswavidyalaya, Coochbehar** on 6th – 7th January, 2011.
18. Participated and presented a paper on **“An attitude measuring empirical survey of young cricket trainees from North Bengal”** in the **4th Annual International Conference on “Management and Social Welfare Issues: Contemporary Perspectives**, organized by **IISWBM, Kolkata** on 13th & 14th January, 2011.
19. Participated and presented a paper on **“Solid waste management (SWM) Programme of Siliguri Municipal Corporation”** in the **4th Annual International Conference on “Management and Social Welfare Issues: Contemporary Perspectives**, organized by **IISWBM, Kolkata** on 13th & 14th January, 2011.
20. Participated and presented a paper on **“Scope of Establishing Sports Goods Production Training Centre in North Bengal: Challenges and Opportunities”** in the **National Seminar on “Lifelong Learning in Higher Education”**, organized by the **Department of Lifelong Learning & Extension, University of North Bengal** and **Department of Adult, Continuing Education & Extension, Jadavpur University, Kolkata** at **University of North Bengal** on 25th & 26th February, 2011.
21. Participated in the **Annual Conference cum Workshop on International Financial Reporting Standards (IFRS)** at **Hotel del’ Pretom, Jalpaiguri**, organized by the **Siliguri-Gangtok Chapter of ICWAI** in association with **Eastern India Regional Council of ICWAI** and **AC College of Commerce, Jalpaiguri** and **Jindal Global Business School, New Delhi** on 6th March, 2011.
22. Participated and presented a paper on **“The IT Effect on Indian Retail Sector”** in the **National Seminar 2011 on “Contemporary Issues and challenges of Modern Management”**, organized by the **Department of Management, University of North Bengal** on 9th & 10th March, 2011.
23. Participated and presented a paper on **“An Empirical Study of Marketing Mancozeb 75% (A Fungicide) in Coochbehar District”** in the **National Seminar 2011 on “Contemporary Issues and challenges of Modern Management”**, organized by the **Department of Management, University of North Bengal** on 9th & 10th March, 2011.
24. Participated and presented a paper on **“FM Radio Preferences among the North Bengal Listeners”** in the **National Seminar 2011 on “Contemporary Issues and challenges of Modern Management”**, organized by the **Department of Management, University of North Bengal** on 9th & 10th March, 2011.

Consultancy Projects:

Worked for various HR and Marketing Consultancy projects based on Academic Interest while pursuing MBA Programme like:

- i) Worked for a 3 months Consultancy project in Marketing for a computer educational Institute [Initial Marketing Strategy Report] as a consultancy support.
- ii) Worked for an HR Consultancy support in the process of recruiting of marketing personnel for a Kolkata based educational services institute at Siliguri.

Professional Media Workshops:

1. Attended a CCN conducted 15 day workshop on TV and Video production related to TV Programme hosting, voice-overs and anchoring.
2. Conducted TV anchoring work-shop session based on maintenance of professional human relationships during TV programme productions.

Professional Media Experiences:

Associated with a North Bengal based Entertainment Ground TV Channel as a Honorary TV Anchor for the **last 4 years and 1 month** and has been involved in various TV programme projects like:

Hosted various **Public interactive** based **Live Phone-in programs** in Bengali, Hindi and English.
Programme concept development.

Anchored various **Live Business Education based phone-in Interview sessions.**

Anchored many soft news coverage programs with **voice-overs.**

Involved in **voice-overs** in many **programs, advertisements, Programme promos** etc. based on **voice modulation** and **voice change.**

Involved as **creative personnel** in many **infotainment programmes.**

Hosted many **live phone-interactive health show** on **TV** in a regular basis.

Academic Qualifications:

A. Matriculation (Madhyamik Pariksha)	-----	Year of Passing (1992)
B. Higher Secondary Examination	-----	Year of Passing (1994)
C. Graduation {B.Sc. (Botany) Hons}	-----	Year of Passing (1997)

Personal Profile:

1. Date of Birth : 01-01-1977
2. Sex : Male
3. Email id : page_subrata@rediffmail.com
page.subrata@gmail.com
4. Languages Known : English, Hindi, Bengali

I do sincerely hope that on going through my details you will find me suitable for an appointment with you as required.

SUBRATA RAY

Lecturer, Department of Management

UNIVERSITY OF NORTH BENGAL

Name: Sanmoy Mallick
D.O.B: 04th September, 1984
MBA Specialization: Marketing & Finance.
B.Tech in Computer Science & Engineering.
Contact Number : +91 9330558474
E-Mail ID: sanmoy.m@gmail.com



Objective

To develop my career as a successful professional where I will be a valuable team member, contributing quality ideas for organization's growth.

Work Experience

(01year 09months)

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- 1. Organization:** Department of Management (MBA).University of North Bengal, Siliguri.
Job Type : Full Time
Duration : December 2010 – Present
Designation: Assistant Professor cum Training & Placement Officer.
Business Unit: Education Management.
Responsibilities: Providing lectures on Marketing Management, Production management, Strategic Management.
Organizing Industrial visit.
Interacting with corporate & conducting campus interview processes.
Organizing National Seminar-Management & Alumni Meet.
Managing AICTE documentation process.
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- 2. Organization:** Knowledgefaber, Bangalore. **Job Type :** Full Time
Duration : August 2010 – October 2010
Designation: Associate Consultant(Intern)
Business Unit: Management Consultancy
Responsibilities: Primary and Secondary Research.
Analysis Business and finding Growth Strategy.
Facing Client, Problem-solving, Analytical, and quantitative Analysis.
- Project :**
- a] **Talent Pool in Major cities in India and Finding the next business destination of an MNC.**
Responsibilities: Primary and Secondary Research.
Analysis Business and finding the talent pool of IT,BPO and Management Consultancy of major cities in India.
- b] **Warehousing & Distribution of Quality Wines in India : Proposal for warehouse Identification & Implementation support.**
Responsibilities: Primary and Secondary Research.
Analysis Imported Wine Business and the Growth Strategy in India.
Analysis the Import policies of India.
Analysis the Demand, Supply and Regulation of Imported Wine Industry in India.
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- 3. Organization :** Aarna Systems, Pune **Job Type :** Part Time
Duration : Feb 2010 – May 2010
Designation: Management Trainee: Business Development
Business Unit: IT Service & Solution Selling.
Responsibilities: Planning & Implementing Sales Plan.
Finding Target Customer and Generating Leads.
Analyzing Market and Competitor Approaches.
Study Service and Solution Market.
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- 4. Organization:** Brand Next, Kolkata. **Job Type :** Full Time
Duration : August Dec 2006 – Aug 2007
Designation: Web Developer
Business Unit: Web Portal
Responsibilities: Providing solution architecture to Clients.
Handling projects related to Online Transactions.
Upload the sites to server and maintain the database.

Solve the server related problems.

Academic Qualifications

- **MBA (Marketing & Finance) from Symbiosis International University, Pune in 2010.**
- **B.Tech (Computer Science & Engineering) from West Bengal University of Technology in 2006.**
- **12th Standard from Barrackpore Govt. High School, Under West Bengal Council of Higher Secondary Education in 2002.**
- **10th Standard from Ramakrishna Vivekananda Mission, Barrackpore, Under West Bengal Board of Secondary Education in 2000.**

MBA Summer Project

Organization: Nokia Siemens Networks, Kolkata

Duration : Apr 2009 – May 2009

Title: Broadband Connectivity Shaping the future.

Key Learning: Analysing the market drivers in broadband segment.

Analysis the Broadband Competitors' market.

Finding the various challenges in broadband deployment and connectivity.

Research Project

Organization: S.I.T.M, Pune.

Duration: Aug 2009 – Feb 2010

Title: Revenue Assurance for Telecom: Risk management and Fraud Management.

Key Learning: Analyzing the Market for Revenue Assurance

Finding solutions of Fraud Management.

Finding reasons why the margin assurance to become a crucial assurance market in wireless market.

B.Tech Projects

Organization: Computer Science & Engineering Department, University of Kalyani.

Title: Minimization of SADMs in Unidirectional SONET/WDM Rings Using Simulated Annealing.

Key Learning: Go through over all Thesis papers regarding WDM Optical Network from the references.

Gather knowledge about Simulated Annealing.

Know about Optical Routers, SONET etc.

Making Microsoft PowerPoint slides, using Microsoft Word to make Project Report

Achievements / Awards

- **Awarded by UGC National Scholarship for Post Graduate Professional Courses during MBA.**
- ***Paper Presented*** in National Seminar, 2011 in Dept. of Management, University of North Bengal.
- ***Paper Presented*** in National Seminar, 2011 in IGNU, Siliguri Regional Head Office.
- ***Paper Presented*** in National Seminar, 2011 in IBSA.
- Stood 3rd Position in Drawing (Live) Competition organized by Kolkata Metropolitan Development Authority.
- Stood 6th Position in All Bengal Road Race Championship.

Other Projects / Workshops

- Project on: "Analysis of English Text", in Webel Mediatronics Ltd. for Publishing Industry.
 - Attended Workshop on OSHE (Occupation Safety, Health and Environment Science).
 - Attended Workshop on Enterprise Sales by Hughes.
 - Attended Moral Rearmament Camp at Panchgani.
 - Participated in the workshop on "**Open Educational Resources for Distance Mode of Learning**" sponsored by the Distance Education Council, New Delhi on 11th-12th March, 2011 in University of North Bengal.
 - Participated in Seminar organized by DLLE & Jadavpur University.
 - Participated in Seminar organized by Women Studies in University of North Bengal.
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Positions of Responsibility Held

- Lecturer cum training & Placement Officer of Deptt. Of Management, University of North Bengal.
- Seminar Coordinator & Organiser of 'National Seminar 2011', MBA, University of North Bengal.
- Life time Member of 'Association of Indian Commerce'.
- Life time Member of 'SYMBIOSIS,Pune, ALUMNI Association'.
- Coordinator of SPARSH [Sitm's Plan to Act, Reach, Support and Heal] Committee.
- Coordinator of Telecom Forecast 2010 – Marketing team.
- Member of Under Graduate College Cultural and Tech-Fest Committee.
- Member of School Re-Union Committee of Ramakrishna Mission.

Hobbies / Interests

- Reading Books.
- Gardening.
- Traveling.

Personal Details

- Father's Name :Mr.Swapan Kumar Mallick
- Mother's Name :Ms.Dipali Mallick
- Residential Address: 147/6, North Sodla Tank Road, P.O: Garulia, North 24 Parganas, Pin: 743133, West Bengal, India.
- Current Address: Army Gate, Oppst. Gate No.02,Uniersity Avenue,Siliguri,West Bengal.
- Marital Status : Married.
- Willing to Relocate : Yes
- Passport Number : G3153250

I hereby declare that all the above mentioned information details are true.

(Sanmoy Mallick)

RESUME

NAME: DIPANJAN MOITRA



SKILLS PROFILE

Operating System	Win NT, Win 2000, Win 9x
Databases	MySQL, MS SQL Server, MS-Access
Languages/Tools	PHP, JOOMLA, AJAX, HTML, DHTML, CSS, JavaScript, etc.
Total Experience	6 years
Total Software Development Experience	5 years
Teaching Experiences	<ol style="list-style-type: none">1) Working as a Lecturer in Department of Management, University of North Bengal for last 6 months2) Worked as a computer teacher in Galaxy Computer Society, C/o – Institute of Engineers, Jalpaiguri Govt. Engineering College for one year.
National Seminars	<ul style="list-style-type: none">• Paper Presented in National Seminar, 2011 in Dept. of Management, University of North Bengal.• Paper Presented in National Seminar, 2011 in IGNU, Siliguri Regional Head Office.• Paper Presented in National Seminar, 2011 in IBSA, in DSMS Business School, Durgapur.• Participated in the workshop on “Open Educational Resources for Distance Mode of Learning” sponsored by the Distance Education Council, New Delhi on 11th-12th March, 2011 in University of North Bengal.• Participated in Seminar organized by DLLE & Jadavpur University.• Participated in Seminar organized by Women Studies in University of North Bengal.
Education	MCA, IGNOU CLASS-I B.Sc., NBU CLASS-I

CAREER OBJECTIVE

To become a successful professional in the field of Information Technology and to work in an innovative and competitive environment in which I will be able to implement my knowledge and expertise. The overall goal is to understand and satisfy the need of my client and my employer as well.

CAREER PROFILE
July 2005 Onwards

Current Employer	University of North Bengal
Period	January 2011 – Till Date
Designation	Lecturer
Responsibilities	Conducting classes (theory and practical) in the Department of Management
Work Location	Siliguri, West Bengal

Previous Employer	Sristee Consultancy Services , Jalpaiguri (A Division of SRISTEE, A Govt. registered society working on projects running by Planning Commission of India).
Period	April 2006 – December 2010
Designation	Information Technology Officer
Responsibilities	Web enabled software <i>Development & Maintenance</i> along with mother server interaction. Data Analysis and Social Research Curriculums were added responsibilities to execute different Govt. level documentation programs.
Work Location	Jalpaiguri, West Bengal

Online Project Details	ONLINE HOTEL RESERVATION SYSTEM http://jpghotelier.com http://jpghotelier.com/admin The website is a portal for clients to find hotel booking information of Hotel De'l Preetom (Jalpaiguri) and book rooms online. The system is developed using php-MySQL. It also has a strong ADMIN panel to customize rooms, tariff, etc. with room categories and sub-categories. The website is connected to the payment gateway provided by the Axis Bank.
	DEVELOPMENT OF ADMINISTRATOR PANEL & ONLINE EXAM SYSTEM http://www.iiceindia.com/admin/ The project is all about developing a student database management system using php, AJAX & MySQL. It has features like printing result, admit card and results of the students of IICE, Jalpaiguri under Punjab technical University. The ADMIN PANEL is a part of the website: http://www.iiceindia.com
	CLIENT MANAGEMENT SYSTEM

<http://crm.aposs.net.au/>

The project is all about developing the Client Management System for APOSS. The main aim is to develop the administrator control panel for the same using **php** having **MySQL** as its backend repository.

CONTENT MANAGEMENT SYSTEM (CMS)

<http://horticultureud.org/>

The website for the Department of Food Processing Industries & Horticulture in the district of Uttar Dinajpur, West Bengal.

The project is solely developed in **JOOMLA**.

<http://www.five12.co.uk/fivecouk/>

The project is for developing a custom e-commerce website for global catering of different machinery products. The website will have all the features required by a fully functional online shopping cart system.

Responsible for development, uploading and testing of **php**, **AJAX** scripts (with **MS SQL SERVER** used as backend) along with JavaScript modules at both user and admin level.

User id: admin

Password: admin

INVOICE GENERATION WITH E-MAIL SYSTEM

www.leskography.com is a website simulating online marketing. Clients can order customized products (size, color, price, etc.) and can pay by credit card/paypal.

Responsible for generating php scripts executing when final checkout is made. The script will generate invoice and send it to both the seller and the customer in form of HTML e-mail after collecting all relevant data from the flash enabled front end.

LIVE LINK: <http://noro.ro/main.html>

Online Project Details (Contd...)

www.siliguriclayspotterycluster.com

www.accommercejpg.com

<http://www.aesmparivaar.com> (BLOGGING & USER REGISTRATION)

<http://www.mekliganjmunicipality.org>

<http://www.jalpaigurimunicipality.org>

www.jalpaiguriwildlife.org (Website of Jalpaiguri Wildlife Division – II, Directorate of Forests, Govt. of West Bengal)

Responsible for development, uploading, testing and maintenance of the above websites. Conducted detailed analysis of clients' requirements, developed the websites with a team of 2 members. The main task was preparing front-end and backend management coding during website development. Rewarded for consistent high-level and hard working performance by being delegated group leader of the team.

Online client communication was another responsibility assigned for each of the above projects and carried out successfully.

Software Project Details	<p>Developed “Tender Automation Software” for the Department of Irrigation and Waterways, Jalpaiguri Division.</p> <p>The multi-user software is able to handle all tender related activities like NIT management, list of contractors along with their credentials and categories, three types of bids viz., Tender/Sealed Bid/Open Bid, automatic calculation of winning tender and issue of order letter, etc.</p>
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PERSONAL DETAILS

Date of Birth	08-03-1977 (8 th March, 1977)
Sex	Male
Nationality	Indian
Marital Status	Married
Permanent Address	Darjee Para, P+D – Jalpaiguri, West Bengal, PIN - 735101
Mobile No.	9474324029
E-mail ID	tataijal@gmail.com

I declare that all the above information is true to the best of my knowledge.

Dipanjan Moitra
Lecturer, Department of Management
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