

## **DEPRTEMENTAL PROFILE**

The MBA programme was introduced in the year 1983 in the Department of Business Administration, Burdwan University. The Department has celebrated its silver jubilee in the year 2008. Several academic programmes were organized as part of the silver jubilee celebrations. The department bears a strong heritage in terms of number of years of existence. In fact, it has completed thirty years in 2014. Burdwan University is a pioneer in offering MBA program amongst all universities in West Bengal. It was the second university department in the eastern part of the country offering the MBA programme with AICTE approval. The MBA programme was offered with dual specialization till 2014. Since 2014, the department has introduced the Choice Based Credit system (CBCS) with single specialization. Presently, the department offers four specializations in the areas of Marketing, Human Resource Management, Finance and Systems and Operations Management. The department has excellent placement records. Many of the alumni are holding senior managerial position in renowned organizations. A number of alumni have served and have been serving different university departments and management institutes of repute. The department has produced more than 100 scholars who have been awarded Ph.D degrees. The department has intake capacity of 30 at the entry point of the MBA programme. The department has organized different programmes like workshops, seminars and conferences, lectures by corporate experts and placement consultants. The syllabus has been revised with effect from the academic session 2014-15 in the light of UGC guidelines in tune with the current trends and practices in business studies. While developing the curriculum and structure of syllabi, the department has taken cognizance and views of the experts from the universities from both within and outside the state. The curriculum has emphasized specially on industry visits by students and social outreach programmes to impart practical understanding of the students in the field of management.

The department retains a strong group of faculties whose qualification, knowledge and skill are commendable. Almost all the member of the faculty are holding a Ph.D degree and the teaching and research experience of them spans from 8 years to 30 years. The faculty members of the department have been regularly acting as resource persons in refresher courses, orientation programmes, various workshops on research methodology, IQAC, ODL etc., training programmes and other similar types of programmes organised from time to time by Burdwan University, Sambalpur University, Allahabad University, Kurukshetra University, I.I.T.T.M., University of Calcutta, WBREDA etc.

Besides, teachers on regular basis publish research articles in national and international journal and edited books. Teachers have also publications in books from national and international publishing companies. Moreover, they have experience in handling research

projects and consultancy works. They act as experts in various universities and are invited to Board of Research studies, moderation boards, Syllabus Restructuring committee etc. as external experts.

**Seminar/Conferences/Workshops organized:**

- i. National Conference on “Tourism in India: Vision 2020” organised by Dept. of Business Admn., Burdwan University.
- ii. International Conference on ‘Achieving Excellence in Business Organisation: Issues & Challenges’ (2009)\*.
- iii. National Conference on ‘Corporate Social Responsibility’ (2010)\*.
- iv. Workshop on ‘Entrepreneurship Development’ organised by Industry Institute of Partnership Cell (IIPC).
- v. Education System: Retrospect and Prospect (2010)\*.

\*Organized by the Centre for Management Studies encompassing three MBA depts.

**Future plans of the Department.**

The department will revolve around the following plans in near future in order to augment the activities of the same. The following will be the predominant areas of thrust.

- i. Offering a few specializations having certain degrees of compatibility with the business environment like Small Business Management, Women Entrepreneurship Development, Management of Agricultural resources and Rural development, Management of Voluntary Sectors like NGO’s, SHG’s etc.
- ii. Offering short term certificate courses encompassing development of business and professional communities in order to facilitate massive socio-economic development of the nation.
- iii. Organizing workshops relating to entrepreneurship development, Agro-Economic Management, Talent management etc to enhance development of business and non-business enterprises.
- iv. Organizing crash workshops on Research methodology for the candidates opting for Ph.D courses of the department and interdisciplinary departments.
- v. Growth and development of industrial exposure through formation of alumni units, visiting faculties/top management team of the industries and bureaucrats.

**APPENDIX:**  
**FACULTY PROFILE –**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SANKAR KUMAR SENGUPTA**

M.Sc. (Applied Psychology), MBM, LLB, PhD

**Date of Birth:** July 4, 1952

[Fourth day of July, Nineteen Hundred and Fifty Two]



**Designation: Professor**

**Areas of Teaching:**

Organizational Behavior[OB], Consumer Behavior, Occupational/Industrial Psychology, Social Psychology, Entrepreneurship, Human Resource Management[HRM], Human Resource Development[HRD], Managing Interpersonal & Group Processes [MIGP], Research Methodology, Mass Communication/ Business Communication & Skill Development, Marketing Research, Population Dynamics, Industrial Relations / Employment Relations[IR/ER], Compensation& Reward Management, Labor Laws etc.

**Areas of Research Interest:**

Organizational Behavior[OB], Consumer Behavior, Occupational/Industrial Psychology, Social Psychology, Entrepreneurship, Human Resource Management[HRM], Human Resource Development[HRD], Managing Interpersonal & Group Processes [MIGP], Business Communication & Skill Development, Marketing Research, Organizational Dynamics etc.

**A write-up:**

**Prof. Sengupta, teaching at Masters' level**, has been serving in the Department of Business Administration of the **University of Burdwan** since last 29 years & 10 months in different capacities. **He** has retired from the regular service as on 31.07.2012 and is presently serving the University under 2<sup>nd</sup> phase of reemployment. **Within** his total tenure of usual service in the University, he has served as Head of the Department of Business Administration for **five years [Three terms]**.

**Prof Sengupta** stood first in order of merit in his M.Sc. examination (Applied Psychology) under the University of Calcutta and obtained his post graduate degree with **Occupational Psychology as specialization**. He, also, secured second position in order of merit in **M.B.M [Master of Business Management----a 3 Yrs. P.G Progm ]** under the University of Calcutta and opted to Personnel Management as specialization. He did

LL.B from the University of Calcutta with a thrust upon Labor Laws as one of the areas of specialization. He was awarded Ph.D( Sc) in the field of Applied Psychology by the University of Calcutta. Briefly, in carrying out his research activities, he made the endeavor to study the job-linked work behaviors of the small-scale entrepreneurs within the ambit of their organizational dynamics.

**Apart** from the research work leading to his Ph.D degree, he has extensive research experiences as supervisor of the awarded and pursuing research students of this University. Under his supervision and guidance seven research scholars have already received their Ph.D. in Business Administration in areas encompassing bank management, quality circle, TQM, entrepreneurship, strategic HRM etc. **He** has acted and is presently acting as the external examiner of the Ph.D dissertations. He is also acting as external member of the Board of Research Study of the department of Applied Psychology, Calcutta University.

**He** has contributed papers in various journals both national & international and edited volumes of repute. **Recently**, he has also acted as one of the joint editors to publish a seminar-linked edited book under the University publication.

**Prof Sengupta** served as a consultant to the ECI(WB), SECI (MP) & Coal India and conducted a number of projects **posed for World Bank funding**. In the process, he has drawn up Resettlement and Rehabilitation Action plans for the coal mine areas with particular references to manpower skill analysis and inventory of human resources, training programmes and income restoration feasibilities, activity analysis, time schedule, budgeting and MIS network for monitoring and evaluation of the R&R Action plans (RAP). **He** has also acted as Resource Person in the World Bank supported Training workshops for CD/R&R staff of Coal India Ltd at Indian Institute of Coal Management, Ranchi, Bihar [Presently the State of Jharkhand]. **Prof Sengupta** has also acted as a Resource Person in a number of in-house employee, supervisory training and executive development programmes of different public sector organizations. **He** has also the experience of project coordinator as well.

**Equally**, he has acted as Resource Person in the programmes of Academic Staff Colleges of different Universities in West Bengal and other states. Thus he has performed as Resource Person in the UGC sponsored Refresher Course in Tourism & Travel Management [IITTM, Bhubaneswar, Orissa]. **He** has executed the responsibilities as Coordinator [Jointly] in the UGC sponsored training Programme of the University and college teachers relating to Commerce & Management in Academic Staff College of the University of Burdwan. **He** has acted as the external expert of the PG Board of the University outside the state **He** was invited by a number of well known Universities and Institutes within and outside this State to perform as visiting/ guest faculty and Resource Person [**Some of these included PG course of Journalism and Mass Communication** of the University of Burdwan, **Center for Management Studies and Department of Commerce**, North Bengal University (NBU), **National Institute of Management Calcutta (NIMC)** under the governance of Army Welfare Association, **Department of Business Administration**., Assam University, Silchar, Assam, **Department of Business**

**Administration.**, Utkal University, Bhubaneswar, Orissa, **School of Management**, Pondicherry University, Puducherry, **NIFT**, Kolkata, **DSMS**, Durgapur and **Pailan Institute of Management**, Kolkata].He has also acted as expert of the works of confidential nature of different Universities well within and outside the state of West Bengal.

**He** has acted as Panelist at the Digital Video Conference in The American Information Resource Center under Consulate General of the United States of America, Kolkata on Privatization and Public-Private partnership.

**He** has participated in the National Level Assessors' training programme of **NAAC** (Eastern& Northeastern - Region) [Three days training programme at Shantiniketan] in the year 2003. **He** has also acted as expert of **ICSSR** at New Delhi in the year 2011.

**Postal Address:** 22/H/138 Raja Manindra Road, Kolkata-700037, WB

**Residential Address:** 22/H/138 Raja Manindra Road, Kolkata-700037, WB

**PROF. (DR.) DEV MALYA DUTTA**  
**MA, MBA and Ph.D.**

**Date of Birth:** December 17, 1958

**Designation:** Professor



**Areas of Teaching:** Marketing management, General Management, Services Marketing, Consumer Behaviour and Marketing Promotion.

**Areas of Research Interest:** Different domains of Services Marketing like Tourism, Media, Retail, Health, and Education; Consumer Behaviour and Marketing Promotion strategies.

**Professor (Dr.) Dev Malya Dutta** is a professor in the Department of Business Administration, the University of Burdwan, West Bengal. He has more than 24 years of experience in management education. Eleven scholars have been awarded the PhD degree under his supervision, and at present, there are eight scholars who are pursuing their PhDs under his mentorship. Prof. Dutta has published more than 35 research papers in both national and international journals of repute, some of which include Annals of Tourism Research, South Asian Journal of Socio-Political Studies (SAJOSPS), Journal of Health Administration, etc. He has also attended and presented at various coveted seminars of both national and international importance, and has also chaired many technical sessions in national and international management and tourism conferences and seminars. He has also delivered lectures in a number of UGC-sponsored Refresher Courses in different universities of India that include Indian Institute of Tourism Travel Management, Gwalior & Bhubaneswar, Sambalpur University, Allahabad University, Kurukshetra University, H N Bahuguna Garhwal University, etc. Prof. Dutta has acted as resource person in the World Bank supported training workshops for CD/R&R staff of Coal India Ltd at Indian Institute of Coal Management, Ranchi. He has also acted as a panel member in various panel discussions held at American Information Resource Centre, Kolkata, and has recently been in a position of consultant to Burdwan Development Authority, West Bengal.

Apart from teaching, research and consultancy, Prof. Dutta has a rich administrative experience of more than 30 years, and prior to being an academician; he has served in a number of private and public sector organisations in India such as ONGC and HFC in executive capacities. He has also served as Head of the Department of Business Administration, and as the first Founder-Coordinator of Tourism Management programme at the University of Burdwan, not to mention acting as coordinator of MBA (IRM) and MBA (Distance) programmes of the University of Burdwan. Prof. Dutta has also been a member of the Court and Executive Council in the University of Burdwan, and a member of the Post-Graduate Studies and the Undergraduate Council of the University of Burdwan. He has also been the Vice-President of the Indian Tourism Congress (ITC), which is an all-India association of Tourism academicians, researchers,

students and practitioners. And apart from serving as members in various committees in universities across India, Prof. Dutta is presently a member of the newly-formed Finance Committee under the West Bengal State Council of Technical Education (Pension) Regulation, and a member of the Governing Body of the West Bengal State Council of Biotechnology.

**Office:** Department of Business Administration, the University of Burdwan, Golapbag Campus, Burdwan-713104, West Bengal, India.

**Residential Address:** Flat no. 2A, El Dorado, 140/4, NSC Bose Road, Kolkata-700092, West Bengal, India.

**Contact Numbers:** 9433516597, 9674182962

**Email:** dmdutta@gmail.com, debmalyadutta@yahoo.com

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**PRADIP KUMAR MALLIK**

B.Sc (Hons), B.Tech., MBA, Ph.D

**Date of Birth:** 12.01.1959

**Designation:** Professor

**A Brief Academic Background:**

Prof Mallik has a bright academic career spanning across more than twenty two years. He, a national scholar, has completed his graduation with honours in Chemistry from Ramakrishna Mission Vidyamandir, Belur under Calcutta University. Later he completed B.Tech in Plastics and Rubber Technology from University College of Science and technology, Calcutta University. He completed his MBA from Burdwan University securing first class first position and was awarded gold medal from the university for his academic excellence. He completed his Ph.D from Department of business Administration, Burdwan University

**Areas of Teaching:**

Marketing Management, Sales and Distribution Management, advertising, Brand management, Marketing of non-Profit Organizations, Retail Marketing, Integrated Marketing Communication, Research Methodology, Business environment, International Business

**Areas of research Interest:**

Marketing of agricultural, inputs, Marketing of Consumer durables, Marketing of Insurance Products, Contemporary marketing scenario, Managing sales territories, Marketing of health care sectors etc. In fact, his research interest cuts across interdisciplinary areas of management especially interface areas of human resource management, organizational behaviour and marketing.

**Prof. Pradip kumar Mallik** has been serving as faculty in the Department of Business Administration since 1989. His specialization area is Marketing. He has completed his doctoral research in assertive behaviour of sales persons engaged in Agricultural Input industries and its relations to sales involvement and sales performance. He has authored two books in sales and marketing Management. The first one is A Text Book of Marketing management, published by Allied Publishers, New Delhi and the second one is Sales Management by Oxford University press, New Delhi. He has contributed a number



research papers in various reputed national and international journals and edited volumes in several areas encompassing paradigm shift in marketing, role of marketing oriented organizations, issues and challenges of market driven organizations, global vision of marketing, Strategic marketing perspective of branding etc. His doctoral thesis is based on Assertive behaviour of Sales Persons engaged in Agricultural Input industries of west Bengal and its relations to Job Involvement and sales performance. He has guided three Ph.D scholars to get their Ph.Ds so far. He has participated as a resource person in refresher courses sponsored by UGC organized by Burdwan University in the areas of Commerce and Management. He also acted as a resource person in entrepreneurship development program.

**Postal Address:**

**Residential:** Mallick Lane, P.O. Chinsurah, Dist. Hooghly, 712101, West Bengal,

**Official:** Department of Business Administration, The University of Burdwan, Golpabag, Burdwan-713101, WB

**Phone No.:** Mo: 919831958233, Landline: 033-26811574

**Email:** mallik\_p59@yahoo.com

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**PROF. (DR.) TANMOY DASGUPTA**

**Academic Qualifications:** B.E. (Mech), MBA (Operations), PhD

**Date of Birth:** 12<sup>th</sup> April, 1967

**Designation:** PROFESSOR

**Areas of Teaching:** Management Science, Quantitative Techniques, MIS, Production & Operations Management, Total Quality Management, Logistics & Supply Chain Management, Systems Analysis & Design, Operational Planning & Control, Database Management System, Purchasing & Materials Management, Knowledge Management.

**Areas of Research Interest:** E-Commerce modelling, Online Marketing, Genetic Algorithm in optimization of Managerial Problems, Markov Process in HRD and Manpower Planning, Retail Management, Integrated Logistics Information System, Continuous Monitoring System in Maintenance Management, Customer Satisfaction Models in Banking, Insurance Etc.

**Dr. Tanmoy Dasgupta** is a Professor of Operations & Systems Management in the Department of Business Administration, the University of Burdwan, West Bengal. He has 19 years of postgraduate teaching experience in management education. Before joining teaching profession he had served in PSU for 5 years in various managerial positions. Prof. Dasgupta has also held the prestigious position of the Principal, University Institute of Technology, The University of Burdwan. He has more than thirty five publications in various national and international journals of repute. Some of these journals include IEEE Transactions on Reliability, International Journal of Quality and Reliability Management, Communications in Statistics, IAPQR Transactions, SAJOSPS, Indian Management, Indian Journal of Marketing, Finance India, Siddhanth, Training & Development Journal, Growing Science etc. Prof. Dasgupta has attended and presented research papers in a no. of national and international seminars, conferences and workshops. He has also chaired technical sessions and delivered keynote addresses in many coveted seminars, conferences and workshops of national and international importance.

So far, under his guidance, six scholars have been awarded with PhD degrees, two scholars are about to submit their theses shortly and four more registered scholars are pursuing their doctoral works. Dr. Dasgupta has successfully completed one UGC-sponsored minor research project and also two AICTE-sponsored major projects as Coordinator. Presently he has been in the position of a consultant to the Burdwan Development Authority, West Bengal. He served as the Head of the Department of Business Administration of the University of Burdwan during 2005-2007.

Prof. Dasgupta has successfully organised a no. of national conferences. He has acted as visiting faculty and also taken part in various academic activities of different Universities/institutes like Assam University, North Bengal University, Sambalpur University, Visva Bharati University, Vidyasagar University, Gandhigram Rural University, Sidho Kanho Birsha University, Sidho Kanho Murmu University, Ranchi University, Amity Global Business School, Kalyani University, and many more. Prof. Dasgupta has also achieved the credit of being an expert in the academic activities of the UGC, Company Secretaries of India, and other reputed bodies of the country. He has acted as a

resource person in many UGC-sponsored refresher courses. He is a member of the editorial boards of three management journals.

The list of major responsibilities in the academic administration shouldered by Prof. Dasgupta is quite a long one; however, a few of them include Dy Chief Coordinator, Industry Institute Partnership Cell (IIPC), Burdwan University sponsored by AICTE; Chief Coordinator of the project 'MODROBS' sponsored by AICTE; Chairman, BBA programme Burdwan University; Chairman, PG Board of Studies in Business Administration, Burdwan University; Member, Advisory Committee, Centre for Management Studies, Burdwan University; In-Charge, Civil Engineering Programme, University Institute of Technology; Coordinator, MBA (Insurance & Risk Management) programme offered by the Directorate of Distance Education, Burdwan University; Member, Board of Studies in BBA (Tourism & Hospitality Management), Burdwan University; Member, Advisory Committee, Centre for Interdisciplinary Studies (CIS), Burdwan University; Member, Advisory Committee, Computer Centre, Burdwan University; Member, Monitoring Committee for P.G. Degree in Professional Courses, Burdwan University; Member, Board of Studies in Management, JIS College of Engineering and Technology, WBUT; Member, Inspection Team of West Bengal University of Technology and Burdwan University for granting affiliations of MBA and BBA courses to different institutions, etc. He has also been serving as the Coordinator of the MBA-Distance programme of the University of Burdwan. In addition to his professional accomplishments Prof. Dasgupta has also many social contributions through Lions Club of Burdwan, Maitree as the President, Secretary and Treasurer.

**Address for Communication:** Department of Business Administration, The University of Burdwan, Golapbag Campus, Burdwan – 713104, West Bengal, India.

**Residence:** 63, Ramkrishnapally (East), Kalna Road, P.O. & Dist. – Burdwan, West Bengal. PIN – 713101.

**Contact Nos.:** (0342)2567707 (Resi); 9434113809 (Mob.)

**E-mail:** tanmoy.dasgupta@gmail.com

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**Gautam Mitra**  
**PhD, FCA, CMA, M.Com.**



**Date of Birth:** January 2, 1960

**Designation:** Professor

**A Brief Academic Background:**

**Prof. Gautam Mitra**, Dept. of Business Administration, **The University of Burdwan** is member of Institute of Chartered Accountants of India & Institute of Cost Accountants of India. He obtained his PhD degree in Commerce from the University of Calcutta and supervised four PhD scholars so far. As an accredited speaker of Institute of Chartered Accountants of India and Institute of Cost accountants of India, Dr. Mitra has addressed professional audience throughout the country and has presented and published research papers extensively throughout the country including all IIMs and IITs.

**Areas of Research Interest**

Risk Management in Indian Financial Market

**A Write Up**

**Prof. Mitra** published (co authored) one book from Germany and presented research paper at Greenwich University, London. He offered one course at **XLRI Jamshedpur**. Eight students are perusing their PhD research works under his supervision from two Universities. In the month of January 2015 he will conduct a solo workshop on Business Valuation at WIRC chapter of Institute of Cost Accountants of India at Mumbai. He is a member of The Econometric Society of India, Indian Society for Probability & Statistics, Operation Research Society of India, Indian Accounting Association & Indian Accounting Association Research Foundation.

**Prof. Mitra** is a member of Institute of Chartered Accountants of India, Institute of Cost Accountants of India, The Econometric Society of India, The Operation Research Society of India, Bangiya Arthaneeti parishad, Indian Accounting Association, Indian Accounting Association Research Foundation.

**Prof. Mitra** has published a book titled as “Accounting Standard Setting Process: The Role of Interveners” under Lambert Academic Publishing AG &Co, KG Germany. He has also published and presented research papers in several Conferences.

**Postal Address:** 177, Lenin Sarani, Near Sivajee Sangha, P.O New Barrack Pore, Kolkata 700131, West Bengal, India

**Email:** gautammitra6@gmail.com

## **DR.PRADYUMNA KUMAR TRIPATHY**

**Master in Personnel Management& Industrial Relations (MPM&IR),LL.B. ,Ph.D.**

**Department of Business Administration**

**The University of Burdwan, West Bengal**

**Designation: Professor**

### **Areas of Teaching:**

Human Resource Management, Organizational Behaviour, Human Resource Development, Industrial Relations, Labour Laws, Business Communication, International Business, etc.

### **Areas of Research Interest:**

Organizational Climate and Culture, Emotional Intelligence, Human Resource Development, Employer Branding, Work-Life Balance etc.

### **A Brief Write-Up:**

Prof. Tripathy has been serving in the Department of Business Administration of the University of Burdwan for the last 19 years(since 2002). He has also a work experience of 4 years at a Business School in Odisha prior to joining the University. He was a UGC-Research Fellow in the Department of Business Administration, Utkal University.

Apart from the research work in the area of Organizational Climate and Culture leading to his Ph.D. degree from Utkal University, he has extensive research experience as Supervisor to Ph.D. scholars. Till date ~~ten~~ research scholars have received their Ph.D.in Business Administration under his supervision and two scholars are pursuing their doctoral research under his guidance at present. He has contributed several papers in both international and national journals as well as edited volumes.

Address: Quarters No.U7A/C-4, University Teachers 'Quarters, Tarabag, Burdwan-713104

Mobile No.: 9434177815/ 6371862171

E-mail: [pktripathy@mba.buruniv.ac.in](mailto:pktripathy@mba.buruniv.ac.in)/ [pktripathy\\_in@yahoo.com](mailto:pktripathy_in@yahoo.com)

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## **DR. ABHIJIT PAKIRA**



**Present Designation: Assistant Professor**

### **Academic Qualifications:**

MA in Public Administration, M.B.A(Human Resource &Marketing), M.Phil in Management with a Semester of Course work, PhD, NET(UGC, New Delhi), SIMAP(SIDBI &IISWBM).

### **Subjects Teaching:**

Human Resource Management and allied areas, Business Communication, Industrial Relations, International Human Resource, International Business, Change Management.

### **Research Interest and Area:**

Human Resource, Educational Administration, Public Administration, University Administration, Faculty Retention etc.

### **Major Research Project from ICSSR (Government of India):**

Currently doing a Major Research Project jointly with Hon'ble Prof(Dr.) R.K Chauhan , Vice Chancellor of Lingay's University, Faridabad on “ **Performance Appraisal and Retention of the Faculty Members in Higher Academic Institutions in India- An Analytical Study**”.

### **Supervising Research Work:**

Three students (One jointly) are registered for their Ph.D degree at the Department Of Business Administration, Vidyasagar University.

### **Membership in Administrative & Higher Education Policy making Bodies:**

Member, Post Graduate Board of Studies in Business Administration, Burdwan University.

Ex Member of Post Graduate Board of Studies in Business Administration(Regular), Vidyasagar University, Midnapore, West Bengal.

Ex Member of Post Graduate Board of Studies in Business Administration (Distance Learning), Vidyasagar University, Midnapore, West Bengal.

Ex Member of Ph.D Committee in Management in Vidyasagar University, Midnapore, West Bengal.

**National & International Publications:**

Four publications in various National and International Journals of repute.

**Research Papers in National and International Seminar:**

Nineteen research papers are presented in UGC sponsored National and International Seminars in different Institutes and Universities in India.

Taught in the Regular MBA course of Vidyasagar University, Kalyani University, ICFAI University etc as a Full Time and Guest Faculty.

**Address:** Department of Business Administration, The University of Burdwan, Golapbag, Burdwan, Pin -713104, West Bengal, India.

**Residential Address:** Vill: Burigram, P.O: Balarambati, P.S: Singur, Dist: Hooghly, Pin: 712409, State: West Bengal, Country: India.

**Email:** drapakira@gmail.com, Mobile: +919433436312

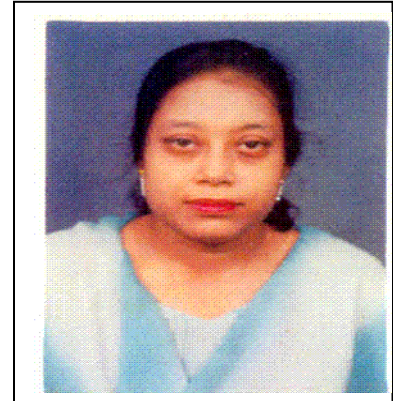


**SUSMITA BANDYOPADHYAY**  
**PhD, MBA, M.Tech., MCA**

**Date of Birth:** 18.11.1974

(Eighteenth day of November, Nineteen Hundred Seventy Four)

**Designation:** Assistant Professor



**Areas of Teaching**

Subjects under Systems Management and Operational Management, Operations Research, Supply Chain Management, Various Other Optimization Techniques

**Areas of Research Interest**

Operations Management, especially Scheduling and Routing; Supply Chain Management, Multi-Objective Optimization Techniques.

**A Write Up**

**Dr. Susmita Bandyopadhyay** has been newly appointed in the Department of Business Administration of The University of Burdwan, Burdwan, West Bengal. Previous experiences of Dr. Bandyopadhyay include teaching in some private educational institutes and working in a marketing company and an IT company. Dr. Bandyopadhyay also has other types of experiences like working as a Hostel Superintendent, Cultural Coordinator, Examiner, Paper Setter. She also has 5 years of experience of teaching in Orientation Programme of Jadavpur University, Kolkata.

**Dr. Susmita Bandyopadhyay** had secured first class second position in her M.Tech. degree and ninth position in her MBA. She holds a GATE score and had received AICTE scholarship during her M.Tech. Study. She also had received Senior Research Fellowship under State Government Scholarship scheme during her full time PhD study. She has done her PhD from Jadavpur University, MBA from Jadavpur University, MCA from ICFAI University and M.Tech. from West Bengal university of Technology as an in-house programme.

**Research Details:** **Dr. Bandyopadhyay** is an intent researcher having fixed research targets. She has **published a book titled as “Discrete and Continuous Simulation: Theory and Practice” under CRC Press, Florida (Taylor & Francis Group), one of the leading publishing across the world.** She has also **published 10 research papers in reputed International Journals with good Impact Factors and 1 research paper in a**

**National level Journal with ISSN number.** She has also published **3 book chapters in International level book series, 6 research papers in International Conference Proceedings, 4 research papers in National level Conferences and Seminar.** At present, 3 of her papers are undergoing review process under reputed International Journals with Impact Factors. She is also writing a book on Inexact Optimization Algorithms whose revised version of proposal is under review and is expected to be accepted by reputed International level publishing house. She is also going to edit a book for which advertisements have been put up on the relevant websites. She is expecting to get a patent towards the end of the year 2015. One of her research papers has been accepted in an International Conference which will publish the paper in its conference proceeding and in a Journal in 2015.

**Dr. Bandyopadhyay** is also a **Regular Reviewer** of 8 reputed International Journals including **Journals like International Journal of Advanced Manufacturing Technology (Springer Journal), Journal of Intelligent Manufacturing (Springer Journal), European Journal of Operations Research (Elsevier Journal), Computers and Operations Research (Elsevier Journal), Journal of Operational Research Society (Palgrave McMillan), IEEE Transactions on Engineering Management (IEEE Journal).** She had also once chaired a session on Supply Chain in NIT, Surat in 2011. She has also attended 3 seminars conducted by Confederation of Indian Industry.

**Dr. Bandyopadhyay** is a **member of Board of Studies** for BMS and MMS courses of **West Bengal University of Technology.** She is also working as a Part-time Hostel Super in Burdwan University. She is also a **member of Board of Research and Board of PG Studies** of Department of Business Administration in **Burdwan University.**

**Postal Address:** Geeta Bhaban, Baikuntha Ghosh Lane, Jyangra Ghosh Para, Jyangra, Baguiati, Kolkata-700059, West Bengal, India

**Residential Address:** U7A/K-6, Tarabag, Burdwan-713104, West Bengal, India

**Official Address:** Department of Business Administration, The University of Burdwan, Golapbag, Burdwan-713104, West Bengal, India

**Contact Number:** +91-8697045434

**Email:** bandyopadhyaysusmita2014@gmail.com

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**Abhik Kr. Mukherjee**  
**M.Com., M.Phil. (Commerce), PGDBA (Finance), CA – ATC**

**Designation:** Assistant Professor

**E-mail ID:** [akm123.bu@gmail.com](mailto:akm123.bu@gmail.com); [abhik19feb@yahoo.co.in](mailto:abhik19feb@yahoo.co.in)



### **Brief Academic Achievement**

Mr. Mukherjee has ranked Third in the First Class in the University of Calcutta in B.Com (Hons.). He is a Gold Medalist (Ranked Second in the First Class in the University of Calcutta) in M.Com. He has also secured Highest Aggregate Marks in M.Phil (Commerce).

### **Areas of Teaching and Research Interest**

Financial Accounting, Cost & Management Accounting, Financial Management, Taxation, Portfolio Management, Transport Management.

**Mr. Mukherjee** has been a co-author book titled '*Financial Accounting (Vol. I)*' for B.Com, BBA and other professional courses (in press) under Pearson India. He has also been a Contributor of International Editions of '*Management Accounting – Information by Decision-Making and Strategy Execution*' (6<sup>th</sup> Edition, 2011) by Atkinson, Kaplan, Matsumura & Young. [ISBN-13: 978-0-273-76998-9] Publisher: Pearson International, '*Essentials of Accounting*' (11th Edition, 2011) by Breitner & Anthony. [ISBN-13: 978-0-273-77146-3] Publisher: Pearson International, '*Understanding Financial Statements*' (10th Edition, 2012) by Fraser & Ormiston. [ISBN-13: 978-0-273-76903-3] Publisher: Pearson International, '*Fundamentals of Corporate Finance*' (2nd Edition, 2012) by Berk, De Marzo & Harford. [ISBN-13: 978-0-273-75346-9] Publisher: Pearson International, '*Principles of Managerial Finance*' (13th Edition, 2012) by Gitman & Zutter. [ISBN-13: 978-0-273-75428-2] Publisher: Pearson International, '*Cost Accounting*' (14th Edition, 2012) by Horngren, Datar & Rajan. [ISBN-13: 978-0-273-75387-2] Publisher: Pearson International.

**Mr. Mukherjee** has published 3 research papers in Peer Reviewed Journals, 3 book chapters in Edited volumes. He has also presented research papers in 17 conferences and seminars and attended 8 workshops.

Mr. Mukherjee is also a member of Indian Accounting Association, Commerce Alumni Association of Calcutta University.