

## Dr. SUJATA BANERJEE

PhD in Management, MBA –Marketing, MSc-Economics (specialization in Econometrics & Statistics), UGC-NET-JRF(Management) with teaching experience at PG & UG levels in Business Administration Courses.

**Contact :Mobile: 9476403774, E-mail: [sujata2707@gmail.com](mailto:sujata2707@gmail.com)**

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### Career Objective

Quest to work in a professional environment where I can fully utilize my skills and knowledge which will enable me to develop my potential and efficiency to excel in the field, and to meet the professional challenges with passion and confidence.

### SUMMARY

- ⇒ **P.hD in Management Studies, National Institute of Technology, Durgapur under UGC-Junior Research Fellowship as Senior Research Fellow .**
- ⇒ **Presently, working in Dr. B.C. Roy Engineering College, Academy of Professional Courses, Durgapur as an Assistant Professor and Head in the Department of Business Administration since January, 2018.**
- ⇒ **3 yrs 3 months** working experience as a **Lecturer** in MBA dept., Apex Management Institute (a unit of Techno India Group), Sector: 2C, Bidhannagar, Durgapur, West Bengal.
- ⇒ **2 yrs 6 months** working experience as a part –time govt. sponsored lecturer in undergraduate courses in the **Department of Economics Michael Madhusudan Memorial College, Durgapur**( a **West Bengal govt.** undertaking college).
- ⇒ Adaptable and a quick learner; possess skills to work under pressure & self motivated one.
- ⇒ MBA in Marketing from The University of Burdwan in 2009
- ⇒ M.Sc in Economics with specialization in Econometrics & Statistics in 2007
- ⇒ B.Sc(Economics) from The University of Burdwan in 2005.

### Professional Experience

**1. . Organization:** Dr. B.C. Roy Engineering College, Academy of Professional Courses, Durgapur

**Duration:** From 10<sup>th</sup> January, 2018 till date

**Designation:** Assistant Professor and Head, Department of Business Administration

**2. Organization:** Apex Management Institute, Durgapur, a unit of Techno India Group(Salt Lake, Kolkata), West Bengal (AICTE, New Delhi Approved & WBUT Affiliated).

**Duration** : From 12<sup>th</sup> of October, 2009 to 17<sup>th</sup> feb 2013

**Designation** : Faculty Member- MBA Department

3. **Organization:** Department of Economics , Michael Madhusudan Memorial College, Durgapur( a West Bengal Govt. undertaking college).

**Duration** : From 20<sup>th</sup>, july, 2010 to 17<sup>th</sup> feb 2013

**Designation** : Faculty Member- MBA Department

**Academic Qualifications:**

Examination	Board / University	Year of Passing
M.B.A(Marketing)	The University of Burdwan	2009
M.Sc.(Economics)	The University of Burdwan	2007
B.Sc (Hons.)(Economics)	University of Burdwan	2005
10+2	C.B.S.E(New Delhi)	2002
10th	C.B.S.E (New Delhi)	2000

**Research paper published/accepted in Journal.**

- Research Paper titled as ‘**Responsible Marketing and its Impact on Business Performance: A Longitudinal Study**’ (jointly co-authored with Dr. Kaushik Mandal) has been published in **Journal of Nonprofit & Public Sector Marketing (Routledge, Taylor and Francis Group, SCOPUS & ABDC Indexed Journal)**, ISSN: 1049-5142, 31.2 (2019): 115-138. <https://doi.org/10.1080/10495142.2018.1526736>
- Research Paper titled as **Advertisement VS Societal Based Marketing Communication :An Empirical Analytic Comparison Vis-a-Vis Profit Contribution** (jointly co-authored with Dr. Kaushik Mandal) has been published in **Indian Journal of Marketing(SCOPUS Indexed Journal)**,48(6), 7-12,2018. ISSN:0973-8703. [10.17010/ijom/2018/v48/i6/127833](https://doi.org/10.17010/ijom/2018/v48/i6/127833)
- Research paper titled “**An Empirical Comparison between Societal Expenditure and Marketing Expenditure on Bank’s Performance**” (jointly co-authored with Dr. Kaushik Mandal) has been published in **Global Business Review, Sage Publication (Scopus & ABDC Indexed Journal)**, 18(2) 1–15. ISSN:0972-1509.2017
- Research Paper titled as ‘**Understanding the Responsible Marketing Vis-a-Vis AD led Marketing: An Empirical Analysis**’ (jointly co-authored with Dr. Kaushik Mandal) has been for publication in I J A B E R, Vol. 14, No. 12, (2016): 8581-8596 (**SCOPUS & ABDC Indexed Journal**). ISSN:0972-7302. 2016.
- Research Paper titled as “**Is ‘Societal Expenditure’ an Alternative Route to Business success? An Empirical Study**” (jointly co-authored with Dr. Kaushik Mandal) has been

published in the **Journal of Advanced Management Science**', Vol.3, No.1, March 2015. ISSN:2168-0787.

- Research Paper titled as **“Is ‘CSR’ Expenditure or an Investment? Empirical Examination”** (jointly co-authored with Dr. Kaushik Mandal) has been **published** in the **International Journal of Innovation, Management and Technology**, Vol.5, No.5, October 2014. ISSN:-0219-8770.
- Research Paper titled as **An Empirical Study on Consumer Societalness and Perception Towards Social Responsibility Activities of the Corporation** (jointly co-authored with Dr. Kaushik Mandal and Sarmistha Saha) has been published in **Paradigm, Sage Publications,22(1),2018**. ISSN:0971-8907

### **Research paper presented in Conferences**

1. Research paper titled as **“An Empirical Comparison between Societal Expenditure and Marketing Expenditure on Bank’s Performance”** has been presented in the International conference organized by “International Management Institute, Kolkata in collaboration with IAE” University of Tours, France & The Whitman School of Management, Syracuse University, USA. **The paper has been awarded as the “Best Paper”** and has been accepted for publication in **Global Business Review, Sage Publication(Scopus Indexed Journal)**.
2. Research paper titled as **“Comparative Efficacy between Societal Promotion and AD Promotion: A Strategic Branding Perspective”** has been presented in the “Conference on Brand Management” organized by Indian Institute of Technology, New Delhi.
3. Research paper titled as **“Responsible Marketing and its Impact on Business Performance: A Longitudinal Study”** has been presented in the “International Conference on Responsible Marketing (ICRM 2017)” held during January 23-24, 2016 at XLRI,Jamshedpur.
4. Research paper titled as **'Understanding the Responsible Marketing Vis-A-Vis Ad led Marketing An Empirical Analysis'** has been presented in the “4<sup>th</sup> International Conference on Business, management, economics, Finance & social Sciences , Serial held during 16<sup>th</sup>-17<sup>th</sup>, December, 2016 at Hotel Hans, New Delhi.
5. Research paper titled as **‘ Should School Reopen- An Empirical Study’** has been **presented in the ISDSI –G 2021 Conference, IIM Nagpur** held during 27<sup>th</sup> Dec- 30<sup>th</sup> Dec, 2022.
6. Research paper titled as **‘The Efficacy of Customer Relationship Management, Digital Marketing, Brand Orientation and Trust Orientation towards Purchase Intention of Customers- An Empirical Study’** in IMARC-II , IIM Shillong hld during 24<sup>th</sup> & 25<sup>th</sup> Aug, 2022.

### **Workshops/webinar Attended**

1. Seven Days workshop on “ADVANCED RESEARCH METHODS AND DATA ANALYSIS” during 04-10, June, 2017, organized by Department of Management Studies, NIT Durgapur.
2. Summer School on “RESEARCH METHODOLOGY: APPLICATION OF ECONOMETRICS AND STATISTICS” during 23rd to 29th May 2016, organised by Department of Humanities and Social Sciences, NIT Durgapur in collaboration with The Indian Econometric Society(TIES).
3. Webinar titled “Managing the Challenges and Opportunities in times of the Pandemic: The Indian Perspective” held on May 23, 2020 and hosted by Dept. of Management Studies, Bodoland University.
4. Online Certification Program - Advanced Multivariate Data Analytics: Moderation and Mediation Analysis using AMOS & Process Macro, organized by IIM Vishakapattam during August 29 and September 2, 2022.

### **Personal Details**

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Father's name	: T. K. Banerjee
Date of Birth	: 7 <sup>th</sup> march, 1985
Gender	: Female
Category	: General
Marital Status	: Married
Languages Known	: English, Hindi, and Bengali (read, write & speak)
Permanent Address	: Mrityunjai Housing Complex, ITI College, Durgapur

### **DECLARATION**

I do hereby declare that all the statements made in the CV are true, complete and correct to the best of my knowledge and belief.

**Place: Durgapur, WB**

**SUJATA BANERJEE**