

CURRICULUM VITAE

NAME : DR ABHIJIT DAS
FATHER'S NAME : LATE DR NILMANI DAS
DATE OF BIRTH : 04-04-1969
MARITAL STATUS : MARRIED



EDUCATIONAL QUALIFICATIONS:

Ph.D. :Ph.D. in Management from MJP Rohilkhand University , Bareilly.

M.B.A - Master's Degree in Business Administration from Rohilkhand University, Bareilly with 62% marks 1991-93.

MAJOR: MARKETING

MINOR: FINANCE

B.Sc - With Physics, Chemistry and Mathematics from Hindu College, Rohilkhand University with 65% Marks.

CLASS XII - From Delhi Public School, Mathura Road, New Delhi, with 60% marks.

CLASS X - From Col Brown's School, Dehradun with 79.3% marks .

COMPUTER SKILLS: Knowledge of MSOFFICE i.e. Power Point Word, Excel & Access. I have had substantial exposure to Computers i.e. using Learning Management Systems, Google Classroom, MOOCS, Digital Pedagogies, ERP, Online Lectures etc.

SOCIAL RESPONSIBILITIES: Past President of Rotary Club of Bareilly Grace. Organized various Pulse Polio immunization camps, Heath camps, Hygiene awareness and Youth Leadership Programmes etc.

TOTAL TEACHING EXPERIENCE: 22 YEARS

TOTAL INDUSTRY EXPERIENCE : 5 YEARS

CURRENT WORK PROFILE:

Currently working as Associate HOD at ABES Engineering College, Ghaziabad from August 2017 onwards till date.

- The responsibilities include general supervision of various academic and non-academic activities of the department, including conducting various extra and intra curricular activities, including value added courses and Centres of Excellence, **NAAC, NIRF ,NBA , IQAC, ISO** certifications.
- Dealing with various administrative responsibilities. Taking lectures in Managerial Economics, Entrepreneurship Development, Marketing Management, Research Methodology, Consumer Behaviour and Advertising Management, Retail Management etc.
- Coordinating with corporate houses and placement agencies to ensure placement of final year students as well as Summer Training of 1st year MBA students, Guest Lectures etc.

PREVIOUS WORK EXPERIENCE:

1. Worked as Professor at Future Institute of Management & Technology, Bareilly from August 2015 to 31st July 2017.
2. Worked as Professor at A.N.A College of , Management Studies, Bareilly from December 2012 to August 2015.
3. Worked as Deputy Director at Shri Siddhi Vianyak Institute of Management, Bareilly from July 2010 onwards to December 2012
4. Worked as Astt Director at Rakshpal Bahadur Management Institute, Bareilly from March 2009 to June 2010. The responsibilities include general supervision of various academic and non-academic activities of the MBA, PGDM and BBA departments, including conducting various extra and intra curricular activities.
5. Worked as Reader and Dean in the Faculty of Management Science at Shri Ram Murti Smarak College of Engg. & Tech., Bareilly from December 1998 to March 2009. It is a premier educational Institute and is a part of the SRMS Group of institutions that include a college for women and a medical college.

Responsibilities:

- a) Worked as Dean of Faculty of Management Science, SRMS CET. The responsibilities include general supervision of various academic and non-academic activities of the department, including conducting various extra and intra curricular activities.
- b) Worked as Dean Students' Welfare. Responsibilities included organizing various cultural and extra curricular activities. Successfully organized the annual cultural festival 'Zest' for several years.

- c) Worked as In charge of Students' Cell, dealing with various administrative responsibilities. Taking lectures in Managerial Economics, Marketing Management, Research Methodology, Consumer Behaviour and Advertising Management, Retail Management etc.
 - d) Coordinating with corporate houses and placement agencies to ensure placement of final year students as well as Summer Training of 1st year MBA students.
 - e) Organising National level Seminars in management.
 - f) Attended Faculty Development programmes, seminars and also published several research papers, in National and International Journals.
6. Worked with Skypak Financial Securities Pvt Ltd from Mar'95 to Nov'98 as Branch Manager .The Company is engaged in providing Logistical Support Services to Custodians, Credit Card Divisions of Banks, Paging and Cellular Phone Companies. The Company is also involved in providing Issue Update Services to Registrars, Lead Managers and Companies entering the Primary Market by way of Public/Rights Issues.
7. Worked as a Marketing Executive with Mitra Prakashan Pvt Ltd from April '94 to Mar'95.The job profile included coordinating with advertising agencies ,government organisations for space marketing ,recovery of dues etc. I have also had some exposure to media planning and study & interpretation of Syndicated studies.

(ABHIJIT DAS)

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Bareilly (U.P)-243001

RESEARCH PROFILE

Workshops/Conferences/Seminars Attended /Organised:

Serial No.	Title	Attended/Organised	Dates (from – to)	Organisation/Place
1	<i>Workshop on “Teaching /Practicing Marketing Research”</i>	Attended	19-20 November 2019	IIM-Lucknow, Noida Campus
2	<i>International Conference on Business and Management (ICBM-2019) Paper presented and Session Chair</i>	Attended	26/04/2019-27/04/2019	BRAC University, Dhaka, Bangladesh
3	<i>Digital Pedagogies- Changing Mindsets for Sustainable Learning</i>	Attended	01/04/2019-02/04/2019	AICTE, New Delhi
4	<i>Workshop on Pedagogy, AI, Cloud and IOT</i>	Attended	03/04/2019	Microsoft
5	<i>7th Research Symposium of the Society for Global Business & Economic Development</i>	Attended	17/12/2018-19/12/2018	SGBED, Dubai(UAE)
6	<i>Indian Ethos and Indian Models of Economy, Business and Management</i>	Attended and Organised	02/11/2018	ABES EC , Ghaziabad (U.P)
7	<i>New Challenges of Business in Indian Economy ,post demonetaization</i>	Attended	27/10/2018	GNIOT MBA Institute
8	<i>ABES EC National Case Conference</i>	Attended and Organised	27/06/2018	ABES EC , Ghaziabad (U.P)
9	<i>Interactive Session on Amendments in Labour Laws for Ease of Doing Business</i>	Attended	26/05/2018	ABES EC , Ghaziabad (U.P)
10	<i>Advances in Business and Engineering for Sustainability</i>	Attended and Organised	27-28 th March 2018	ABES EC , Ghaziabad (U.P)
11	<i>International terrorism, tourism and Economic health of the world</i>	Attended	16/12/2017-17/12/2017	SS PG College, Shahjahanpur (U.P)

12	<i>Digital Technology and Innovative practices for Value Education” for Seminar on “Digital India: Digital Empowerment to Citizens</i>	Attended	8 th January 2017	RL Sahani Govt Mahila PG College, Pilibhit
13	National Conference on "Shifting Paradigms of Rural Development	Attended	18-19 th December 2016	Government PG College, Bisalpur (U.P)
14	<i>7th National Conference on Business Innovations</i>	Attended	16/10/2015	<i>Apeejay School of Management & Apeejay Stya University, New Delhi</i>
15	National Conference and paper presentation	Attended	2-3 rd Feb 2008	SMS Varanasi
16	International Seminar and paper presentation on “ <i>Financial Management of Banking Industry in Global Perspective</i> ”	Attended	30/01/2001	Bareilly College, Bareilly
17	National Seminar and paper presentation on “ <i>Corporate Governance- Role of Independent Directors</i> ”	Attended and organized.	9/4//2009.	Rakshpal Bahadur Management Institute
18	National Seminar on CRM	Attended and organized.	14/03/2004	SRMS CET

Faculty Development Programmes (FDP) attended/conducted:

Serial No.	Title of Programme	Attended/Conducted	Dates (from – to)	Organisation/Place
1	Marketing Management	Attended	1 Week	NPTEL
2	Consumer Behaviour	Attended	1 Week	NPTEL
3	Case Writing, Case Teaching, Teaching Pedagogy and innovative approach to management teaching	Conducted & Attended	29/01/2018 to 3/2/2018	ABES EC, Ghaziabad
4	Marketing Research & Analysis	Attended	1 Week	NPTEL
5	Human Values & Ethics	Conducted & Attended	1 Week	FIMT, Bareilly
6	Research Methodology & Applications of SPSS	Attended	7-8 th March 2011	MJP RU
7	Teaching & Research Methodology	Attended	1/12/2000 to 20/12/2000	BIMTECH, New Delhi

List of Publications:

Sl.	Publication	Details
1	Papers in Journals	<i>An Exploratory Study on Hospitality and Tourism Sector in Uttar Pradesh: Government's Integrated Marketing Approach" JANAK: A Journal of Humanities (ISSN 2395-4078) Feb 2016</i>
2		<i>"Use of Social Networking in Promotion of Products" published in Vimarsh, a Journal by IFTM University , Moradabad. (ISSN 0976-5174) Dec 2015</i>
3		<i>"Society at large in the aftermath of demonetization" Journal of Professional Management & Research. (ISSN:2395-1818)</i>
4		<i>A study of Channel Management and Omni channel marketing by online retailers" Journal of Emerging Technologies and Innovative Research (JETIR) (ISSN-2349-5162). June 2018</i>
5		<i>A study of adoption and use of digital learning technology among students of higher education in emerging economies", International Journal of Advance and Innovative Research (ISSN 2394-7780) December 2018</i>
6		<i>"An exploratory study of the socioeconomic impact of Blockchain Technology in emerging economies-A case of India", VSRD International Journal of Business and Management Research (ISSN 2319-2194) June 2019.</i>
1	Papers in conference proceedings	<i>"Covid 19 -Socio economic and environmental issues and implications for the society" in the National E-Seminar/Webinar conducted by GOKUL DAS HINDU GIRLS COLLEGE.</i>
2		<i>"Different shades of Advertising: A study into the dark side of Indian Advertising" at International Conference on Management & Information Technology 2020, DCTM, New Delhi in Scopus indexed springer proceedings</i>
3		<i>Indigenous knowledge pool for sustainable agriculture in India - study on Ghagh aur Bhaddari folk proverbs" at 7th SGBED Symposium, 17-19 December 2018, Dubai. (ISBN 13 978-0-9797659-4-0)</i>
4		<i>"Changing Paradigms of Higher Education in India through the adoption and use of E- Learning Technology by faculty members", ICBM 2019, organized by BRAC University, Dhaka, Bangladesh (April 2019) ISBN 978-984-344-3540</i>
5		<i>"Brick and mortar to click and shop" 7th National Conference on Business Innovations by Apeejay School of Management & Apeejay Stya University.(ISBN: 978-93-84562-05-2) (October 2015)</i>
6		<i>"Role of Corporate Social Responsibility in Rural</i>

		<i>Development” National Conference on "Shifting Paradigms of Rural Development", at Government PG College, Bisalpur (U.P) (ISBN 978-81-88962-54-9) 18-19 December 2016</i>
7		<i>“Digital Technology and Innovative practices for Value Education” for Seminar on “Digital India: Digital Empowerment to Citizens” at RL Sahani Govt Mahila PG College, Pilibhit.(ISBN 978-81-88962-58-7) 14-15 January 2017</i>
8		<i>International terrorism, tourism and Economic health of the world” paper presented at Swami Shukdevanand 9th International Seminar, organized by Faculty of Commerce & Research Studies, S.S.(PG) College , Shahjahanpur(U.P) 16-17, December 2017</i>
1	Papers presented in conferences but not published	<i>National Conference and paper presented at SMS, Varanasi on the topic “ Cross Cultural Issues” on 2nd 3rd February 2008.</i>
2		<i>International Seminar “New Challenges of Business in Indian Economy ,post demonetaization” on the topic “Distribution model of Bancassurance” at GNIOT MBA Institute on 27/10/2018</i>
3		International Seminar and paper presentation on “Financial Management of Banking Industry in Global Perspective” at Bareilly College, Bareilly on 30 th January 2001.
4		National Seminar and paper presentation on “Corporate Governance- Role of Independent Directors” at Rakshpal Bahadur Management Institute, Bareilly on April 9, 2009.
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Masters/Doctorate Thesis Supervision:

Serial No.	Title of thesis	Doctorate or Master’s	Year of completion (or in progress)	Co-guide(s) (if any)
1	A study of PE investments in Indian Stock Markets	Doctorate at IFTM University, Moradabad	In progress	1
2	“Social Media Marketing: An innovative tool for Micro & Small Scale Businesses	Master’s at IGNOU	In progress	NA

MOOCS CERTIFICATION

1. Elite Certificate from NPTEL in Marketing Research and Analysis.
2. Elite Certificate with **Silver Medal** from NPTEL in Consumer Behaviour.
3. Elite Certificate with **Gold Medal** from NPTEL in Marketing Management-I.

REFRESHER COURSE

1. Financial Markets and Emerging Business Models- (76%) ARPIT, MHRD

OTHER ACHIEVEMENTS

1. Letter of achievement from Dr APJ AKTU for uploading online video lectures.

CONSULTANCY PROJECTS UNDERTAKEN

1. At Vimal Organics Ltd, Ghaziabad on the topic “Organisational Development”, value Rs 3.0 lakhs.

References:

1. Dr Raj Kamal
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Department of Business Administration
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2. Dr Raj Kumar
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3. Dr P B Singh
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