

Dr. SUDIPTA MAJUMDAR

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Brief Profile:

Dr. Sudipta Majumdar is a graduate in Engineering, Post Graduate and Ph. D. in Management. He has corporate exposure in the areas of Sales and Management, Management Consulting. Besides that, he has more than 14 years' experience of teaching in Graduate and Post Graduate Programs. Moreover, he actively contributes to the research domain by way of writing research papers in referred journals, guiding research scholars for PhD, conducting workshops, Faculty Development Programs, Management Development Programs. He has also launched an online course on making Online Teaching interactive in Udemy.

Professional Experience:

- **Associate Professor, School of Business , Adamas University** from June, 2023 till date.
 - Conducting classes in the following subjects:
 - Digital Marketing
 - Sales and Distribution Management
 - Social Media Marketing
 - E-Commerce
 - Member of the Board of Studies-Dept. of Management of the University
 - Member of the Faculty Council, School of Business of the University
 - Coordinator, Social Media Team, School of Business
 - Guiding PhD Scholars of the department
- **Associate Professor and Area Coordinator – Marketing Management in ICFAI University, Jharkhand, Ranchi** from July, 2021 till May, 2023.
 - Responsibilities:
 - Conducting classes in the following subjects:
 - Marketing Management
 - Digital Marketing
 - Digital Skills
 - Review of Published Research and Research and Publication Ethics (for PhD scholars during Course Work)

- Coordinating the academic activities of the department.
 - Member of the Board of Studies of the University
 - Member of the Research Board of the University
 - Coordinator, Social Media Presence committee of the University
 - Coordinator, Website review Committee of the University
 - Nodal Officer, NIRF and ARIIA
 - Member of the Organizing Committee of the Conferences conducted by the Faculty of Management Studies of the University.
 - Guided PhD Scholars of the Department of Management – PhD awarded for 2 scholars
- **Ambassador, Google Applied Digital Skills** from Sept, 2021 till date
 - **Mendeley Advisor** from August 2021 till date
 - **Associate Professor in ICFAI University, Jharkhand, Ranchi** from January, 2020 till July, 2021.
 - Responsibilities:
 - Conducting classes in the following subjects:
 - Marketing Management
 - Digital Marketing
 - Digital Skills
 - Review of Published Research and Research and Publication Ethics (for PhD scholars during Course Work)
 - Coordinating the academic activities for the domain of Marketing Management
 - Member of the Board of Studies of the University
 - Member of the Research Board of the University
 - Coordinator, Social Media Presence committee of the University
 - Coordinator, Website review Committee of the University
 - Coordinator of different MDPs as conducted by the University
 - Member of the Organizing Committee of the Conferences conducted by the Faculty of Management Studies of the University.
 - **Assistant Professor and Program Coordinator - MBA in ICFAI University, Jharkhand, Ranchi** from January, 2019 till December, 2019.
 - Responsibilities:

- Conducting classes in the following subjects:
 - Marketing Management
 - Sales and Distribution management
 - Marketing Research
 - Research Methodology(for PhD scholars during Course Work)
 - Coordinating the academic activities of the department.
 - Supervised students for their final University projects
 - Examination Co-ordination
 - Member of the Board of Studies of the University
 - Member of the Research Board of the University
 - Coordinator and Faculty Member of different MDPs as conducted by the University
 - Member of the Organizing Committee of the Conferences conducted by the Faculty of Management Studies of the University.
- **Assistant Professor in ICFAI University**, Jharkhand, Ranchi from July, 2014 till December, 2018.
 - Conducted classes in the following subjects:
 - Marketing Management
 - Sales and Distribution management
 - Marketing Research
 - Research Methodology(for PhD scholars during Course Work)
 - Coordinated the academic activities of the department.
 - Acted as mentor for the students
 - Supervised students for their final University projects
- **Faculty Member and Coordinator in Sudhir Memorial Institute**, College of IT and Management, Kolkata from January, 2012 till June, 2014.
 - Conducted classes in the following subjects:
 - Marketing Management
 - Advertising and Sales Management
 - Sales and Distribution management
 - Consumer Behaviour
 - Production and Operations Management

- Operations Research
 - Management Information Systems
 - Acted as mentor for the students
 - Supervised students for their final University projects
 - Coordinated management seminars of the department
 - Conducted workshops on various rising topics for the students
 - Examination Co-ordination and acted as Centre supervisor for University examinations
 - Coordinated field tours of the students along with the other faculty members of the department
- **Visiting Faculty in Basu Bir Foundation** (Learning center of Sikkim Manipal University) from May, 2010 to May, 2014.
 - Subjects taken:
 - Marketing Management
 - Services Marketing
 - Consumer Behaviour
 - Project Management
 - Operations Research
- **Lecturer in the Department of Business Administration at Burdwan Institute of Management and Computer Science** under The University of Burdwan from December, 2008 till December, 2011.
 - Responsibilities:
 - Conducted classes in Department of Business Administration in the following subjects:
 - Marketing Management
 - Marketing of Services
 - Management Information Systems
 - Production and Operation Management
 - Coordinated & supervised projects undertaken by the students of the department
 - Coordinated Management Seminars.
 - University Examiner for BBA subjects for the year 2009, 2010,2011.

- **Worked as Relationship Manager in Reliance Money** from March 2008 to November 2008.
 - Responsibilities:
 - Analysis and trend observation of financial products distributed by Reliance Money.
 - Generated and Closed several Leads.
 - Advised the feedback for customers after closing of sales.
 - Participated in various promotional activities of the company.

Summary of Educational Qualifications

Name of Examination	Year of Passing	Board
FSASS	2018	Scholars Academic and Scientific Society
Ph.D(Management)	2016	ICFAI University, Jharkhand
M.B.A	2008	ICFAI University, Dehradun
B.Tech (I.T)	2006	West Bengal University of Technology
Higher Secondary	2002	West Bengal Council of H.S Education
Secondary	2000	West Bengal Board of Secondary Education

- Ph.D awarded on: “Analysis of factors influencing consumer preferences for green cosmetic and food products: A study in and around Kolkata (West Bengal, India)” under the supervision of Prof. S.C.Swain.
- Additional qualification – FSASS in 2018 from Scholars academic and Scientific Society, India with membership no. – SAS/FSASS – 35.

Professional Membership:

- Life Member of MTC Global.
- Life Member of Indian Academic Researchers Association(IARA)
- Member of MSI(Marketing Science Institute)
- Member of The International Social Marketing Association(ISMA)
- Member of Internet Marketing Association(IMA)
- Member of Education Research and Development Association(ERDA)

Memberships in Editorial Boards/Review Committees of Journals/Conferences:

- Member of the Editorial Board, International Journal of Multidisciplinary Consortium
- Member of the Editorial Board, Journal of Sales and Marketing Management
- Associate Editor, International Journal of Organizational Behavior and Management Perspectives
- Member of the Editorial Board, Business Management and Economics Research
- Member of the Editorial Board, American Journal of Management Science and Engineering
- Member of Technical Review Committee of IEEE sponsored International Conference ABLAZE 2017 on “Futuristic trends in Computational Analysis and Knowledge Management” conducted by Amity University.
- Member of Technical Review Committee of IEEE sponsored International Conference INBUSH ERA 2018 on “Computational and Automation Engineering” which will be conducted by Amity University.
- Member of the Review Committee, FIIB Review
- Life Member, Education Research and Development Association(ERDA)
- Member of the Editorial Board, Nolegin Journal of Business Ethics, Ethos & CSR
- Member of the Editorial Board, Nolegin Journal of Operations Research & Management
- Member of the Editorial Board, Nolegin Journal of Kautilya Strategic Management
- Member of Review Committee , International Journal of Business and Industrial Marketing
- Reviewer, Sage Open

Awards Received:

- The Most Value Based Teacher - ICFAI University Jharkhand - 2014
- Best Researcher Award 2019 by Indian Academic Researchers’ Association
- SAS International Best Researcher Award 2019 in the category Economics and Management
- Best Paper Award jointly with Mr. Ajitabh Dubey for the research paper “Impact of Motivation on Productivity of Telecom Retailers: A study in the state of Jharkhand” at International Conference on Sustainable Development organized by Jharkhand Rai University, Ranchi during June, 2019
- Best Paper Award jointly with Mr. Ajitabh Dubey for the research paper “Analysis of Marketing Strategies used by NGOs of Jharkhand with special emphasis on Social marketing – A literature review” at National Conference on Global Management

Research and Education : Challenges & Opportunities organized by Global Outreach Research & Education Association and ISM, Patna during August,2019

- NJY Memorial Award for Institution Building – ICFAI University Jharkhand – 2019
- Teachers’ Day award for Institution Building – ICFAI University Jharkhand - 2020

Book Publication:

Name of the Book	Factors Influencing Consumer Preferences for Green products
Publisher	Lambert Academic Publishing
ISBN-13	978-3-330-01176-2
ISBN-10	3330011769
EAN	9783330011762
Book language	English
Authors	Sudipta Majumdar, Sukanta Chandra Swain
Number of pages	316
Published on	2016-12-20
Category	Management

Paper Publications:

- The paper entitled “ Business Growth through Social Agenda – The Body Shop Experience ” had been published in the Book “General Management Practices for Organizational Sustainability” , ISBN-9789880627250, Edited by ICMPG-2010, published by Anuragam Publication, on behalf of Annamalai University .
- The research paper entitled “ Factors influencing preferences for Green Products: A Literature Review ” had been published in IUJ Journal of Management, May,2014
- The research paper entitled “ Product Life Cycle : A tool for forecasting in Operations Management ” had been published in International Journal of Multidisciplinary Consortium , September , 2014
- The research paper entitled “ Asymmetrical Income Distribution in Indian Informal Economy and Differential Quality of Life : A study of Hawkers in Kolkata ” along with Dr. S.C.Swain had been published in Jharkhand Journal of Development and Management Studies, Journal of XISS, Ranchi , December , 2014.
- The research paper entitled “ Identification and Analysis of Factors Influencing Preferences for Green Products: A Study In and Around Kolkata (India) ” along with

Dr. S.C.Swain had been published International Journal of Business Quantitative Economics and Applied Management Research , February, 2015

- The research paper entitled “ Prioritization of factors influencing preferences for Green Food Products: A study in and around kolkata (India) ” along with Dr. S.C.Swain had been published in International Journal of Research and Development in Technology and Management Science , March, 2015.
- The research paper entitled “ Identification of factors influencing preferences for Green products: A study in and around Kolkata ” along with Dr. S.C.Swain had been published Academicia , April , 2015.
- The research paper entitled “ Prioritization of factors influencing preferences for Green Cosmetic Products: A study in and around kolkata (India) ” along with Dr. S.C.Swain had been published in International Journal of Trend in Research and Development in June,2015.
- The research paper entitled “ Mapping of Demographic Profile of Consumers vis-à-vis Preference for Green Cosmetic Products: A Study in and around Kolkata, India ” along with Dr. S.C.Swain, had been published in. Household & Personal Care Today, Italy, December, 2015.
- The research paper entitled “ Mapping of Psychographic variables vis-à-vis Preference for Green Cosmetic Products: A Study in and around Kolkata(India) ” along with Dr. S.C.Swain, had been published in. MTC Global Journal of Management and Entrepreneurship, June, 2016.
- The research paper entitled “Mapping of Independent Variables vis-à-vis Preference for Green Food Products: A study in and around Kolkata(India)” along with Dr. S C Swain, had been published in BBIT Journal of Management, Vol - 2 , Issue – 2 in July, 2016.
- The research paper entitled “ Mapping of Psychographic variables vis-a-vis Preference for Green Food Products: A Study in and around Kolkata (India)” along with Dr. S C Swain had been published in Growth(Quarterly journal of MTI, SAIL), Vol 44, No. 2 in September, 2016.
- The research paper entitled “ Mapping of demographic profile of customers vis-à-vis preference for green food products: a study in and around Kolkata(India) ” along with Dr. S C Swain had been published in Management Today, An international journal of management studies, Vol 7, No. 1, January – March, 2017.
- The research paper entitled “ Assessment of factors impacting Customer Buying Behaviour in Software Product Companies ” along with Md. Hashmathur Rehman and Dr. CYS Krishna had been published in IUJ Journal of Management, Vol 5, No. 1.
- The research paper entitled “ Role of GST on Employment in India ” had been published in the book “ GST and its implementation in India – Issues and Challenges , ISBN – 9788193532638, published by Rohini Nandan and edited by Prof.(Dr.) Anil

Bhaimali, VC, Raiganj University, West Bengal and Dr. Pranam Dhar, Head, Department of Commerce and Management, West Bengal State University, Kolkata.

- The research paper entitled “ Adoption of Infrastructure as a Service (IaaS) in Organizations in Bengaluru, India: A Study with Respect to Organizational Factors for Mobile Device Management Software Products ” along with Mr. Md. Hashmathur Rehman and Dr. Krishna CYS in International Journal of Applied Business and Economic Research, Vol 15, Issue 16.
- The research paper entitled “ Influence of Demographic factors on Non-users’ perception towards green cosmetic products: a study in and around Kolkata, India ” along with Dr. S C Swain in The IUP Journal of Marketing Management, Vol 17, Issue 2.
- The research paper entitled “ Does Psychographic factors influence Perception of Non-Users for Green Cosmetic Products?” in International Journal for Research in Engineering Application & Management (IJREAM) , Vol. 4, Issue 10, Jan, 2019.
- The research paper entitled “Motivational factors influencing telecom retailers : a study in the state of Jharkhand” along with Mr. Ajitabh Kumar Dubey in International Journal of Advance & Innovative Research , Vol. 6, Issue 2(XVIII),
- The research paper entitled “Benefit and Risk Factors Influencing Organizations to Migrate from On-Premise to Cloud Computing Model of Software Product” along with Md. Hashmathur Rehman and Dr. M Rajkumar in Smart Intelligent Computing and Applications, Proceedings of the third International Conference on Smart Computing and Informatics, Volume 2 ,2019 by Springer .
- The research paper entitled “ A study on the Purchase pattern of Consumers of Kolkata with respect to Social Learning Theory ” along with Ms. Debarati Roy Chowdhury(Banerjee) was published in the book “Strategic Management in Industry 4.0, ISBN – 978-93-5406-466-1 in April, 2020
- The research paper entitled “Analysis of Marketing Strategies Used by NGOs of Jharkhand with Special Emphasis on Social Marketing - A Literature Review” along with Ms. Samriddhi Singh in Global Management research and Education : Challenges & Opportunities in April, 2020
- The research paper entitled “Impact of Motivation on Productivity of Retailers: A Study of Telecom Service Providers” along with Dr. Ajitabh Dubey in TEST Engineering & Management in May, 2020
- The research paper entitled “Examining the Influence of Decisive Factors on Organizations: Migration to On-Premise Software Product from Cloud Computing” along with MD Hashmathur Rehman and Dr Rajkumar M in TEST Engineering & Management in June, 2020
- The research paper entitled “ Prioritization Of Factors Influencing Non Users’ Perception For Green Food Products”, ISBN - 978-625-7139-90-8 was published in the Conference Proceedings of 2nd International African Conference organized by Institute of Economic Development and social Research, Nigeria in October, 2020

- The research paper titled “ Flipped Classroom techniques and Approaches ”, ISSN - 2325-3533 was published in Conference Proceedings of 2020 MMA Conference : A Virtual Experience Proceedings in February, 2021
- The research paper titled “A study on the Purchase pattern of Consumers of Kolkata with respect to Social Learning Theory ” was published in Conference Proceedings of International Management Conference 2019, Strategic Management in Industry 4.0 with ISBN – 978-93-5406-466-1 during February, 2021.
- The research paper titled “ Influence of Demographic Profile of Consumers on buying behavior for Eco-friendly products” was published in International Journal of Advance and Innovative Research, Vol. 8, Issue 2(I), April – June, 2021
- The research paper titled “ Engagement of Higher Education Teachers During COVID-19 Pandemic in India” was published in the book “New Business Models in the Course of Global Crises in South Asia” by Springer in October, 2021
- The research paper titled “ A Demographic Study on the Purchase Pattern of Consumers with respect to Social Learning Theory during COVID-19 times” was published in Transnational Marketing Journal, Vol 9, No. 3, in December, 2021
- The research paper titled “ Engagement of Higher Education Teachers During COVID-19 Pandemic in India ” was published in the New Business Models in the Course of Global Crises in South Asia: Lessons from COVID-19 and Beyond by Springer International Publishing(ISBN 978-3-030-79925-0) in April, 2022
- The research paper titled “ Role of Corporate towards achieving sustainability – a critical review of underlying factors ” was published in the Conference proceedings(ISBN - 978-1-955094-20-7) of 6th International New York Conference on Evolving Trends in Interdisciplinary research & Practices ” was in April, 2022
- The research paper titled “ Commodity-to-Brand Transformation: A Review and Research Agenda ” was published in the book “Sustainability in Marketing Practice Strategies for Industry 4.0” (ISBN - 9781774915882) in July , 2024
- The research paper titled “ Influence of Personality Traits on the Purchase Behavior of Consumers in Kolkata ” was published in the book “Sustainability in Marketing Practice Strategies for Industry 4.0” (ISBN - 9781774915882) in July , 2024
- The research paper titled “ Role of Authentic Assessment in Management Education ” was published in the book “Cases on Authentic Assessment in Higher Education” (ISBN - 9798369310014) in August , 2024
- The research paper titled “ Factors Influencing Buying Behaviour for Green Cosmetic Products ” was published in the book “Cross cultural perspectives in on Luxury Marketing” (ISBN - 9798369375358) in August , 2024
- The research paper titled “ Pilgrimage Tourism n the Digital Age: A review of theories and models ” was published in The IUP Journal of Management Research, Vol. 23, No. 3.

Paper Presentation in the National Seminars/Conferences:

- Presented a paper entitled “Measurement and Management of Interest Rate Risk(IRR)-A prescription towards the banking sector in India” along with Mr. Swarnabha Das and Mr.Arun Kumar Dey at a National Seminar on Risk Management organized by Department of Commerce with Farm Management, Vidyasagar University during February,2009.
- Presented a paper entitled “Mapping of Demographic Profile of Customers vis-à-vis preference for Green Food products: a study in and around Kolkata ” at National Conference on Emerging trends in Business and Management: Issues and Challenges organized by West Bengal State University during March, 2016.
- Presented a paper entitled “Analysis of Technology – Embedded Framework in Primary and Secondary Education in Govt. Schools of West Bengal ” along with Dr. S C Swain at National Seminar on Role of Industries in enhancing the Quality of Higher Education organized by Nirmala College, Ranchi during July,2017.
- Presented a paper entitled “Influence of Psychographic factors on perception of non-users for Green Cosmetic Products: a study in and around Kolkata (India) ” along with Dr. S C Swain at 27th Annual Conference of NAOP organized by IIT, Kharagpur during December,2017
- Presented a paper entitled “ Analysis of Marketing Strategies used by NGOs of Jharkhand with special emphasis on Social marketing – A literature review ” along with Ms. Samriddhi Singh at National Conference on Global Management Research and Education : Challenges & Opportunities organized by Global Outreach Research & Education Association and ISM, Patna during August,2019.
- Presented a paper entitled “ Impact study of E-Shakti Project in Ramgarh and Hazaribagh districts of Jharkhand ” along with Ms. Afsha Khan at national Conference on Digital Transformation for Socio-Economic Development of Rural India organized by ICFAI University Jharkhand in association with NABARD during February, 2020.
- Presented a paper entitled “ Role of NGOs in Digitalization of Indian Rural Education ” along with Ms. Samriddhi Singh at National Conference on Digital Transformation for Socio-Economic Development of Rural India organized by ICFAI University Jharkhand in association with NABARD during February, 2020.

Paper Presentation in the International Seminars/Conferences:

- Presented a paper entitled “ Customer Relationship Management of Tata Sky in Metro City vis-à-vis Semi-Urban Areas of West Bengal – A Prospective Growth Study ” at an International Conference on Indigenous Management Practices organized by Department of Business Administration, Annamalai University during July, 2009.
- Presented a paper entitled “Global Financial crisis and Indian Economy – A spot light” at an International Conference on Indian Financial System and The Global Scenario organized by Department of Commerce with Farm Management, Vidyasagar University during March,2010.

- Presented a paper entitled “ Business Growth through Social Agenda – The Body Shop Experience ” at an International Conference on Management Practices and Sustainable Growth organized by Department of Business Administration and Management Wing , DDE , Annamalai University during July,2010.
- Presented a paper entitled “New Product Development Strategy- An innovative model over Product Life Cycle for Emerging Economy ” at an International Conference on Business, Strategy & Management (ICBSM) organized by Veloxian Learning & Consultancy in association with American Hospitality Academy (AHA) during June,2011.
- Presented a paper entitled “Influence of Demographic factors on perception of non-users for Green Cosmetic Products: a study in and around Kolkata (India) ” along with Dr. S C Swain at International Conference on Management, Technology, Innovation and Social Change organized by AMITY University Kolkata during February,2017.
- Presented a paper entitled “Adoption of Infrastructure as a Service (IaaS) in organizations in Bengaluru, India: a study with respect to organizational factors for mobile device management software products ” along with Mr. Md. Hashmathur Rehman and Dr. Krishna CYS at SIMS Annual International Research Conference organized by Symbiosis International(Deemed University) Pune during December,2017.
- Presented a paper entitled “Growth of MSMEs in Manipur with respect to Strategic constraints: a review ” along with Mr. Ratan Kumar Sharma at International Conference on Sustainable Development and North East India in the globalized Era organized by Federation of Government College Teachers’ Association, D M College of Arts , GP Women’s College at Imphal during December,2017
- Presented a paper entitled “ Benefit and Risk factors influencing Organizations to migrate from On-Premise to Cloud computing model of Software Product ” along with Mr.Md. Hashmathur Rehman and Dr. M Rajkumar at 3rd International Conference on Smart Computing & Informatics organized by KIIT, Bhubaneswar during December, 2018
- Presented a paper entitled “ Identification of Motivational factors for Telecom Retailers: A study in the state of Jharkhand ” along with Mr. Ajitabh Kumar Dubey at International Conference on Society , Business in the New Millenium jointly organized by ICFAI Business School, Kolkata and Lincoln University College, Malaysia during April, 2019
- Presented a paper entitled “ Impact of Motivation on Productivity of Telecom Retailers: A study in the state of Jharkhand ” along with Mr. Ajitabh Kumar Dubey at International Conference on Sustainable Development organized by Jharkhand Rai University, Ranchi during June, 2019
- Presented a paper entitled “ A study on the Purchase pattern of Consumers of Kolkata with respect to Social Learning Theory ” along with Ms. Debarati Roy

Chowdhury(Banerjee) at International Management Conference on Strategic Management in Industry 4.0 by J.D.Birla Institute, Kolkata during September,2019.

- Presented a paper entitled “ Social Transformation of the World after COVID-19 ” along with Dr. Rajkumar M at 1st International African Conference organized by Institute of Economic Development and social Research, Ankara, Turkey during June, 2020
- Presented a paper entitled “ Prioritization Of Factors Influencing Non Users’ Perception For Green Food Products ” at 2nd International African Conference organized by Institute of Economic Development and social Research, Nigeria during October, 2020
- Presented a paper “ Flipped Classroom Techniques and Approaches ”, along with Detra Y. Montoya and Ada Leung at 2020 MMA Conference : A Virtual Experience in October, 2020
- Presented a paper entitled “ A Demographic Study on the Purchase Pattern of Consumers with respect to Social Learning Theory during COVID-19 times ” along with Ms. Debarati Roy Chowdhury at International Conference by VIPS, India and University of Buraimi on Strategizing for Future : The post COVID Economic Order during January, 2021
- Presented a paper entitled “ Transformation of Commodity to Brand – A Critical Review” along with Mr. Dibyendu Nandy at International Conference on reviving Global Economy in New Normal organized by Birla Global University during February, 2021
- Presented a paper entitled “ Impact of E-Shakti Project in Ramgarh and Hazaribagh Districts of Jharkhand” at International Conference on Sustainable Marketing Delivering Value organized by University of Engineering and Management during February, 2021
- Presented a paper entitled “ Financial Literacy and its relevance during falling Interest rate in India among Gen Z – A Review at Virtual Conference on Resilience for Sustainability : Revisiting Management Practices and Strategizing for the future organized by The NorthCap University, Gurugram during March, 2021
- Presented a paper entitled “ Influence of Demographic Profile of Consumers on buying behavior for Eco-friendly products ” at International E-Conference – 2021 on Reform, Perform and Transform: An insight of Global competitiveness and Sustainable development organized by Institute of Technology & Science, Ghaziabad during April, 2021
- Presented a paper entitled “ Factors influencing Consumer Perception of Food Quality , Safety and Sustainability – A critical review ” at 10th International Conference on Technology, Innovation and Management for Sustainable development” organized by ITM University, Gwalior during March, 2022
- Presented a paper entitled “ Role of Corporate towards achieving sustainability – a critical review of underlying factors ” at 6th International New York Conference on

Evolving Trends in Interdisciplinary research & Practices organized during April, 2022

- Presented a paper entitled “ Commodity to Brand transformation – A review and research Agenda ” at International Conference on Sustainability marketing – Delivering Value 2022 organized by UEM, Kolkata during April, 2022
- Presented a paper entitled “ Influence of personality traits on the purchase behavior of consumers in Kolkata ” at International Conference on Sustainability marketing – Delivering Value 2022 organized by UEM, Kolkata during April, 2022
- Presented a paper entitled “ Adapting Pedagogical Roles for navigating the “Phygital” Learning Landscape: A shift in the Teacher’s role ” at ISDSI Global Conference 2023 organized by IIM, Ranchi , during December, 2023
- Presented a paper entitled “ Factors influencing buying behaviour for green cosmetic products ” at 9th PAN IIM World Management Conference - 2023 organized by IIM, Sambalpur during January, 2024
- Presented a paper entitled “ Understanding the Inclusion and Diversity through a Review of Optimum Distinctive Theory and Self-Determination Theory ” at International Conference, 2024 on Sustainable World Through the lens of Social Sciences organized by IBS, Kolkata, Universiti Teknologi Mara, Arshad Ayub Business School, Assam University, AIMS during April, 2024
- Presented a paper entitled “ Tourism Experience Model – A critical review on Digital Pilgrimage ” at International Conference, 2024 on Sustainable World Through the lens of Social Sciences organized by IBS, Kolkata, Universiti Teknologi Mara, Arshad Ayub Business School, Assam University, AIMS during April, 2024
- Presented a paper entitled “ Augmented Reality(AR) Integrated Marketing: Transforming Destination Attractiveness ” at International Conference, 2024 on Sustainable World Through the lens of Social Sciences organized by IBS, Kolkata, Universiti Teknologi Mara, Arshad Ayub Business School, Assam University, AIMS during January, 2025.
- Presented a paper entitled “ Augmented Reality(AR) Integrated Marketing: Transforming Destination Attractiveness ” at International Conference on Sustainable Goals (ICSG 2.0) organized by IIM, Bodhgaya in association with University of Gothenberg and University of Groningen during February, 2025.

Patents Published:

- The patent titled “ A system for Managerial Perception on Corporate Social Responsibility practices of the firms ” was published in June, 2022 under dept. of Industrial Policy and Promotion, Ministry of Commerce and Industry, Govt. of India with Application Number - 202211032942
- The patent titled “Social Media Entrepreneurship as a tool for National Development” was published in August, 2022 under dept. of Industrial Policy and Promotion,

Ministry of Commerce and Industry, Govt. of India with Application Number - 202221042185

Seminar/Conference Participation:

- Attended an International Conference on “Development and Sustainability in the Era of Globalization” organized by Department of Economics, The University of Burdwan during December, 2009.

FDP/MDP/Workshop Participation:

- Participated in Faculty Development Program (FDP) on Marketing sponsored by AICTE, Ministry of HRD, Government of India and presented by Institute of Management and Information Sciences (IMIS), Bhubaneswar from 24th - 28th may, 2011.
- Participated in Entrepreneurship Awareness Camp (EAC) by Bengal National Chamber of Commerce and Industries (BNCCI) and Enterprise Development Institute (EDI) at Bengal Institute of Technology and Management, Santiniketan, India.
- Participated in the Case Writing, Teaching and Research Workshop organized by Indian Institute of Management Calcutta Research Centre (IIMCCRC) held during June'2012 at Indian Institute of Management Calcutta (IIMC)
- Participated in the program Marketing and Finance Interface organized by IIM, Ranchi during December, 2016.
- Participated in the workshop on Advance Research Techniques organized by BIMS, Kolkata during January, 2017.
- Completed 2-weeks Workshop on “ Instructional Strategies for Social Science Teachers ” from Guru Nanak Dev University, Amritsar in May, 2019
- Completed 4-weeks Induction/Orientation program on “ Managing Online Classes and co-creating MOOCs ” from Delhi University, Delhi in June, 2020
- Completed 1-week National FDP on “ Online Teaching ” from SD College, Ambala in July, 2021
- Completed 4-weeks Induction/Orientation program on “ Faculties in Universities/Colleges/Higher Institutions ” from Ramanujan College, Delhi in July, 2020

Licenses and Certifications:

- <https://www.linkedin.com/in/sudipta-majumdar/details/certifications/>

Personal Profile:

- Date of birth : 15.03.1983
- Father's name : Mr. Subrata Majumdar
- Languages known : English, Bengali , Hindi
- Email : sudipta_majumdar1@yahoo.com

Date:

Place:

(Dr. SUDIPTA MAJUMDAR)