

Annexure 1

PROF.(DR.) SUVASIS SAHA, Professor of Marketing, Department of Business Management, University of Calcutta

- Ph.D in Management from School of Management, Pondicherry Central University.
- Specialisation: Marketing Management with special interests in Green Marketing, Services Marketing and Marketing Research
- **Over three decades** of Post Graduate Teaching and Research experience

Recipient of the W.B. Government's Education Department's Award for Outstanding Teachers-SIKHA RATNA-2017

Born in the city of Kolkata of West Bengal in 1960(24.05.60). He has a humble background of religious value oriented upbringing. He had his schooling in the same city from Heartley Pvt School, and later from South Point High School. He did his commerce graduation from St. Xavier's College, Kolkata and his post-graduation in Business Management (M.B.M) from Department of Business Management, University of Calcutta and obtained a First Class. He joined the School of Management, Pondicherry Central University as Lecturer in Marketing in the year 1986 and had been the Executive Council Member of almost 9 years in Pondicherry University. Dr. Suvasis Saha completed his Ph.D in Management from the same School in Management Pondicherry Central University. He worked as Associate Professor of Marketing in Birla Institute of Management Technology, New Delhi between '94-'96., Dr Suvasis Saha worked as Reader/Assistant Professor of Marketing in Indian Institute of Social Welfare and Business Management, Kolkata from '96-2000. Since 2000 he is with his Alma Mater, Department of Business Management, University of Calcutta. He became a 'Professor' in 2008 and is a specialist in Marketing.

His works are in Marketing and presently his interests are in Green Marketing, Services Marketing and Marketing Research. He in summer project has guided over 500 students formally and informally. He has evaluated 41 Ph.Ds and conducted Ph.D VIVA-VOCE of over 26 candidates as on date. Dr. Saha has taught a sole paper of Green Marketing in West Bengal University of Technical Education for four continuous years in M.Phil level. He has produced till date 8 Ph.Ds and 2 M.Phils. He has 76 published papers in important journals of repute. Dr. Saha is External Expert Member of Ph.D. Committee, University of Dibrugarh, Board of Studies Member of MBA(T) of Burdwan University, Board of Studies Member of Department of Business Management, Calcutta University, Ph.D. committee member of Department of Business Management, Calcutta University, Chairman of U.G. Board of BBA, Calcutta University (June 2017 –Sept 2018 not now) and had been also member of Expert Committee of UGC. He is now also the external expert member of Board of Research Studies (Business Administration), and external member of Board of Research Studies (MBA-T), Burdwan University. He is external expert member of Ph.D committee of Business Management, Vidyasagar University, Medinipur, West Bengal. He is external member of Board of Studies in Business Management of He has been member of various faculty selection committees. Dr. Saha has chaired innumerable technical sessions of National and International Seminars at important Universities in India. He has been an External Member of Board of Studies in Management of NIT Arunachal. Arunachal Pradesh. He has been resource persons for various EDPs and Refresher courses. Dr. Saha has delivered lectures in most of the reputed Management Institutes of the country and in Management Departments of Universities in India.. **He has been visiting UGC Fellow to Department of Commerce & Management, Dibrugarh University during March 20-25, 2017.**

Dr. Saha is Editorial Board Member Horizon Research Publication(USA) for the Universal Journal of Industrial and Business Management for the period 25/08/14 till 25/08/17. He is 'Consulting Editor' of the 'Contemporary Who's Who' of American Biographical Institute, USA. Nominated Member of the Editorial Board of Galcier Journal of Scientific Research, Ahmedabad. Dr. Suvasis was Joint Editor of the Journal of Business Management Research, Department of Business Management, Calcutta University from 2008-2011. He is member of Editorial Board of Journal Of Business Management Research of, Department of Business Management, Calcutta University.

He has published two books, namely, 1) 'Ecotourism in Sunderbans', UGC & DRS Publication, University of Calcutta, Blind Referred, a Non_Priced Edition and 2) Research Methodology, Jt. Author with Prof. R. Khasnabis, University Press in the year 2015. He has completed 5 DRS/DSA projects of UGC. He is expert of TOCIC (TePP Outreach Cum Cluster Innovation Centre) of CSIR-Central Glass and Ceramic Research Institute, Kolkata. 3) He has acted as Marketing expert of Moradabad Brass Cluster of EDII Ahmadabad, India. Dr. Saha has been an Industrial consultant as well.

Prof. Suvasis Saha has written forewords for two books of Marketing written by Dr. Manish Gupta titled 'Make a living by Selling, Negotiating in Sales Management,' and 'Improving Business, Using Business Systems and Process Management Tools' Published by E publisher- Bluerose Publishers, presently for sales in AMAZON.

Awards of Prof. Suvasis Saha are as under

1. **HE HAS BEEN AWARDED THE 'BEST PROFESSOR OF MARKETING GLOBAL AWARD' BY WORLD EDUCATION CONGRESS AT TAJ LANDS ENDS IN THE YEAR 2012.**
2. **HE HAS BEEN AWARDED DISTINGUISHED SCIENTIST AWARD IN MARKETING by VIFRA (CHENNAI) 2015.**
3. **He has received the The Best Educationist Award on April 4, 2016 from the organization International Institute of Education & Management, New Delhi for Outstanding Achievement in the Field of Education.**
4. **Prof. (Dr.) Suvasis Saha is also a recipient of 'Rashtriya Vidya Gaurav Gold Medal Award' from Indian Solidarity Council, New Delhi in the year 2016.**
5. **He has been awarded 'Rajiv Gandhi Education Excellence Award' for outstanding academic achievements by International Business Council, New Delhi in the year 2016.**
6. **He is a recipient of Vidya Ratna Gold Medal conferred by International Institute of Education and Management, Delhi this 2016.**
7. **He has been awarded the LIFE TIME EDUCATION ACHIEVEMENT Award for Excellence in the Field of Education by International Institute of Education and Management, Delhi in 2016.**
8. **Adarsh Vidya Saraswati Rashtriya Puraskar (National Award of Excellence) by Global Management Council, Ahmedabad on January 02, 2017 .**
9. **Best Teacher Award from Global Management Council, Ahmedabad with LETTER OF RECOGNITION for work done in the interest of students, teachers and entire education fraternity.**

10. Gold Medal of National Award of Excellence from Global Management Council, Ahmedabad.
11. Recipient of "International Education Leadership Award" given by Global Achiever Foundation & Indian Solidarity Council, 3 Tolstoy Marg, New Delhi-110001 given at Bangkok on February 10,2017.
12. Recipient of Government of West Bengal 'Outstanding Teacher Award' named 'SIKHA RATNA' For the year 2017 at Nazrul Mancha, Kolkata on 05.09.17.
13. Recipient of 'Bharat Vikas Award' for Loyalty, Diligence & Outstanding Performance in the field of MARKETING FOR NON PROFIT INSTITUTION, on the occasion of National Seminar on Diversity of Culture & Social environment on 19th November 2017 at Bhubaneswar in the Odisha Press Club.
14. 'Pride of Asia International Award' for Outstanding Achievements and remarkable role in the field of Education on the occasion of International Summit on Individual Contribution for International Integration & World Peace" on February 9, 2018 at Bangkok, Thailand by Association for Rising and Talented Personalities , New Delhi.
15. 'Golden Image of International Award for Talented Personality Certificate of Excellence for Outstanding Achievements in Chosen Field of Activity' February 15, 2019 at Bangkok, Thailand by Association for Rising and Talented Personalities , New Delhi.

Contact Addresses:

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