

# UNIVERSITY OF CALCUTTA

## ACADEMIC DEPARTMENT

### FACULTY ACADEMIC PROFILE/ CV

1. **Full name of the faculty member:** RAJIB DASGUPTA
2. **Designation:** PROFESSOR
3. **Specialisation:** MARKETING MANAGEMENT & ORGANISATIONAL BEHAVIOUR
4. **Passport size Photograph:**



5. **Contact information:**

*Please provide contact address, email, phone number (optional), etc.*

KOBASIA VIN, BLOCK-D, FLAT-218, 185 SRIRAMPUR ROAD, GARIA, KOLKATA-700084, W.B., INDIA. (Mobile: 9831122405)

Email: [rcom@caluniv.ac.in](mailto:rcom@caluniv.ac.in) / [rajibdasgupta@hotmail.com](mailto:rajibdasgupta@hotmail.com)

6. **Academic qualifications:**

*Please mention here the degrees (graduation onward):*

College/ university from which the degree was obtained	Abbreviation of the degree
St. Xavier's College (Autonomous), Kolkata / University of Calcutta	B.Com.(Hons.), National Scholarship.
University of Calcutta	M.Com. ( <b>Gold Medalist</b> )
University of Calcutta	M.Phil. (Commerce-Marketing Management)
University of Calcutta	Ph.D. (Commerce)

7. **Positions held / holding:**

Professor, Department of Commerce, University of Calcutta

Coordinator, MBA (Financial Management), Department of Commerce, C.U.

Former Head of the Department of Commerce, University of Calcutta.

Former Convener of M.Phil. (Commerce) Research Advisory Committee, Department of Commerce, University of Calcutta.

Former Senate Member, University of Calcutta (Two terms).

8. **Research interests:**

*Please cite briefly the areas of research interests*

- Artificial Intelligence and Marketing,
- Corporate Social Responsibility and Brand Image.
- Emotional Intelligence and Organisational Behaviour.

9. **Research guidance:**

Number of researchers awarded M.Phil/ Ph.D degrees: M.Phil.: 8; Ph.D.: 12 (1 – Co-supervised)

Number of researchers pursuing M.Phil/ Ph.D degrees: M.Phil.: 0; Ph.D.: 5

10. **Projects:**

***Completed projects:***

‘Marketing Strategy of Financial Services: A Survey of the Strategies Adopted with Regard to Both Retail and Corporate Banking in India’ under UGC assisted ASIHSS Programme 2009-14.

***Current projects:*** None

11. **Select list of publications:**

a) ***Journals (Selected):***

- ‘Impact of Malls and Organised Retail on Traditional Kirana Stores in Kolkata’. Rajib Dasgupta and Mohua Banerjee. Business Studies Jan-July 2009. ISSN 0970-9657
- ‘Changing Pattern of Consumer Behaviour in Kolkata with Advent of Large Format Retail Outlets’. Mohua Banerjee and Rajib Dasgupta. IUP Journal of Marketing Management, Nov, 2010.
- ‘Status of Gender Equality: A Survey among Select Corporate Bodies in Kolkata’. Rajib Dasgupta and Kushal De. Business Studies Jan-July 2010 & 2011. ISSN 0970-9657
- ‘Role Overload and Conflict in Family Decision Making – A Study Based on Kolkata’. Rajib Dasgupta and Anupam Karmakar. Business Studies Jan-July 2012 & 2013. ISSN 0970-9657
- ‘Indian Hospitality Industry: A Study with Reference to West Bengal’. Tridib Sengupta and Rajib Dasgupta. International Journal of Marketing and Technology (IJMT) ISSN 2249-1058
- ‘Two sides of the Same Coin: CSR Perspective’. Anulekha Banerjee and Rajib Dasgupta. YOUTHINK 2014. ISSN 2347-6222
- ‘A Survey of the Factors Affecting Men to Purchase Male Cosmetics in Central Kolkata’. Rahul Argha Sen and Rajib Dasgupta. YOUTHINK 2014. ISSN 2347-6222
- ‘The Changing Role of Education and its Widening Social Outreach’. Anutam Paul and Rajib Dasgupta. YOUTHINK 2015. ISSN 2347-6222
- ‘The Thinking and Feeling Minds’. Souvik Sircar and Rajib Dasgupta. YOUTHINK 2015. ISSN 2347-6222
- ‘An Overview of Sustainable Supply Chain Management’. Soma Nath and Rajib Dasgupta. YOUTHINK 2015. ISSN 2347-6222

- xi. 'An Empirical Study of Working Wives' Behaviour in Family Purchase Decision Making'. Rajib Dasgupta and Anupam Karmakar. Business Studies Jan-July 2014-2015 ISSN 0970-9657
- xii. 'Sustainable Supply Chain Management: A Study Based on Large Format Retailers in Kolkata. Soma Nath and Rajib Dasgupta. Business Studies Jan-July 2016 ISSN 0970-9657
- xiii. 'Assessment of Women Empowerment: A Study with reference to their Involvement in Family Decision Making in West Bengal'. Rajib Dasgupta and Anupam Karmakar. Business Studies Jan-July 2016 ISSN 0970-9657
- xiv. 'Will the Representatives of the Future Work on Commission'. Prakriti Dasgupta and Rajib Dasgupta. YOUTHINK 2017. ISSN 2347-6222
- xv. 'Mediating Role of CSR in Moulding Consumers' Purchase Decision on Toothpaste Brands: A Study in Kolkata Metropolis.' Anulekha Banerjee and Rajib Dasgupta; Business Studies Jan-July 2017 ISSN 0970-9657
- xvi. 'Do You Bother With The Social Image of a Tea Brand While Loading Your Trolley?', by Anulekha Banerjee and Rajib Dasgupta; Indian Journal of Commerce and Management Studies, Volume VIII, Issue 3, September 2017. ISSN 2249-0310 / EISSN 2229-5674; UGC Approved Journal Number 20739.
- xvii. 'Do Men And Women Perceive Ethical Issues In Advertising Differently? – A Kolkata Based Study', by Chandrima Das and Rajib Dasgupta, International Journal of Research and Analytical Reviews (IJRAR), Volume 6, Issue 2, June 2019. E-ISSN 2348-1269; P-ISSN 2349-5138.
- xviii. 'Cooking a socially responsible image for the urban consumers: does it work with the cooking oil brands?', by Anulekha Banerjee and Rajib Dasgupta, SOCIAL RESPONSIBILITY JOURNAL, Emerald Publishing Limited, January, 2020. ISSN 1747-1117.

b) **Books / book chapters:**

**Principles of Management** by Rajib Dasgupta. Eureka Publishers. ISBN 81-87742-02-X (For Undergraduate Students)

c) **Conference / seminar volumes:**

**Conference Volumes:**

- i. 'Working wives Behaviour in Family Purchase Decision Making – A Study Based on Kolkata'. Rajib Dasgupta and Anupam Karmakar. SURVEY Jan-June 2011. ISSN 0586-0008
- ii. 'Multi-Objective Optimisation with Real Coded Genetic Algorithm for Enhancing Performance of Tea Industry. Debasish Roy and Rajib Dasgupta. SURVEY. Vol. 56, No. 3 & 4, 2016. ISSN 0586-0008
- iii. 'Multi Objective Fractional Programming using Genetic Algorithm', Debasish Roy, Rajib Dasgupta, IEEE Conference, 2016, <http://ieeexplore.ieee.org/document/7813644/>. ISBN No-978-1-5090-1046-2.

**Paper Presentations (Selected):**

**National:**

- i. National Seminar under UGC-ASIHSS Programme; 7<sup>th</sup>. February, 2009. Paper: 'A Survey of the Strategies Adopted by the Indian Banks with regard to both Retail and Corporate banking'.

- ii. National Seminar under CAS-I Programme on Corporate Social Responsibility & Entrepreneurship Development and Small Business. 27<sup>th</sup>. March, 2010. Paper: ‘Corporate Social Responsibility: A Path to a better Corporate Image’.
- iii. National Seminar on Benchmarking Environmental Initiatives under DSA Phase-I, Department of Business Management, C.U. 26<sup>th</sup>. March, 2013. Paper: ‘An Overview of Sustainable Supply Chain Management’.
- iv. UGC Sponsored National Conference by St. Xavier’s College and Shri Shikshayatan College, Kolkata, 6-7 September, 2013. Paper: ‘Moving Towards Sustainable Supply Chain Management’.
- v. ‘Multi Objective Fractional Programming using Genetic Algorithm’, Debasish Roy, Rajib Dasgupta, IEEE Conference, 2016, <http://ieeexplore.ieee.org/document/7813644/>.

**International:**

- i. 3<sup>rd</sup>. International Conference. 14-15 December 2009. IISWBM. Decisions in Management and Social Sciences for Sustainable Development. Paper: ‘Impact of malls and Organised Retail on Traditional Kirana Stores in Kolkata’.
- ii. 4<sup>th</sup>. International Conference. 13-14 January 2011. IISWBM. Management and Social Welfare Issues: Contemporary Perspectives. ‘Working Wives Behaviour in Family Purchase Decision Making: A Study based on Kolkata’.
- iii. ‘Neural Network Based Fuzzy Multi Objective Optimisation for Efficiency Evaluation’, Debasish Roy, Rajib Dasgupta, 1st International Conference on Frontiers in Optimisation: Theory and Application, (FOTA 2016). Accepted for Springer Publication.
- iv. ‘Sensitivity Analysis of Multi Objective Fractional Programming using Genetic Algorithm’, Debasish Roy, Rajib Dasgupta, 1st International Conference on Frontiers in Optimisation: Theory and Application, (FOTA 2016). Accepted for Springer Publication.
- v. ‘Performance Improvement of Tea Industry by SWARM Optimisation’; International Conference on Computer, Electrical and Communication Engineering (ICCECE 2017) conducted by Techno India University, 22-23 December, 2017.

d) ***Other publications:***

Edited Volume:

Indian Business Environment – The Changing Scenario March 2015: ‘Corporate Social Responsibility: Implications and Challenges with respect to Companies Act, 2013’. Indrani Saha and Rajib Dasgupta. ISBN: 978-93-82112-16-7

12. **Membership of Learned Societies:**

Life Member of Indian Accounting Association  
 Life Member of Indian Accounting Association Research Foundation  
 Life member of Indian Commerce Association  
 Life member of Asiatic Society

13. **Patents:** None

14. **Invited lectures delivered:**

- i. Invited to deliver Valedictory Address in One Day National Seminar ‘Awakening India’ at St. Xavier’s College (Autonomous), Kolkata. 16<sup>th</sup>. April, 2012.

- ii. Invited as Resource Person in National Seminar at University of North Bengal 04-05 December, 2014. 'Emerging Trends and Issues in Management'.
- iii. Invited as panel Member in UGC Sponsored National Symposium 2015 on 'Overcoming Challenges for Sustainable Corporate Excellence' at St. Xavier's College (Autonomous), Kolkata on 21<sup>st</sup>. March, 2015.
- iv. Invited as Speaker in the Refresher Course conducted by Burdwan University in February 2015, December 2015 and September 2018.
- v. Chaired the Technical Session on Marketing in UGC Sponsored National Conference at St. Xavier's College (Autonomous), Kolkata and Department of Commerce, C.U. on 19<sup>th</sup>. March, 2016.
- vi. Invited as Keynote Speaker in the International Conference organized by Begum Rokeya University, Rangpur, Bangladesh on 4<sup>th</sup> June, 2016.
- vii. Invited as Speaker in a panel discussion on 'Startups: Subsistence to Transformational Entrepreneurship'; organized by Heritage Commerce Society of The Heritage College, Kolkata on 10<sup>th</sup>. May, 2019.
- viii. Invited as Key Speaker in Webinar on 'AI Driven Marketing in Post Covid Era'; organized by Shri Shikshayatan College, Kolkata on 18<sup>th</sup> June, 2020.
- ix. Invited as Resource Person in ATAL Academy FDP Programme on 'Strategic Management in New Economic Environment'; organized by Tezpur University, Tezpur, Assam, on 25<sup>th</sup> September, 2021

**15. Awards:**

- Awarded Gold Medal for achieving First Rank in Post Graduation (M.Com.)
- Awarded National Scholarship for Graduation
- Best Paper Award: Paper: 'Performance Improvement of Tea Industry by SWARM Optimisation'; International Conference on Computer, Electrical and Communication Engineering (ICCECE 2017) conducted by Techno India University, 22-23 December, 2017.

**16. Other notable activities:**

- i. Member of the Board of Studies in Commerce, Tezpur University, Tezpur, Assam.
- ii. Member of the P.G. Board of Studies in Commerce, University of Burdwan.
- iii. Member of the Board of Studies in Commerce, St. Xavier's University, Kolkata.
- iv. Member of the Board of Research Studies in Commerce, University of Gour Banga.
- v. Member of the Board of Studies in Commerce of St. Xavier's College (Autonomous), Kolkata.
- vi. Member of the Editorial Board of the Journal (FAME) of Shri Shikshayatan College, Kolkata



*Signature of the faculty member*

*Date: 08.12.2022*