**Name: DR. BISWAJIT BHADRA**

**Designation: Associate Professor & Former Teacher-in-Charge**

**Specialisation** : Accounting & Finance and Management

**Date of Birth:**  28.10.1958

**Contact information**: [biswajitbhadra09@gmail.com](mailto:biswajitbhadra09@gmail.com)

**(M)** 8697582028 / 9433538800

**Academic qualifications:**

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| --- | --- |
| **College/ university from which the degree was obtained** | **Degree** |
| Umes Chandra College (Under City Group of Colleges) | B. Com (Honours) |
| University of Calcutta | M. Com |
| University of Burdwan | Ph. D in Commerce |
| Institute of Cost Accountants of India | ACMA |
| Association of Secretaries and Managers | AASM |
| Institute of Internal Auditors | MIIA (Florida) |
| Indian Academic Research Association | IARA |

**Professional Experiences (Since 1981 till date)**

* **Positions holding:**
* Associate Professor, Netaji Nagar College, Kolkata
* Visiting Faculty, Army Institute of Management, Kolkata
* Resource Person, PGDBP, University of Calcutta
* **Positions held**:
* Teacher-in-Charge, Netaji Nagar College
* Reader in Commerce, Vidyasagar University, 2006
* Guest Faculty, PG Department, Netaji Nagar Day College
* Guest Faculty, Power Engineering Department, Jadavpur University
* Guest Faculty, ICAI, Eastern Region
* Guest Faculty, P.G Dept. Shibpur Dinobundhoo Institution
* Guest Faculty, Netaji Subhas Engineering College under Techno Group
* Secretary (CEO), Calcutta Institute of Engineering and Management, Kolkata
* Research Assistant of Chartered Institute of Management Accountant (Lond.), Calcutta Branch, from 1988 to 1990
* **Administrative Experiences: 20 Years** [In the capacity of Member- Governing Body, Bursar, Secretary –Teachers’ Council, Convener – Academic Committee, Convener – NAAC Steering Committee (2006) & IQAC (2007 to 2010), Chairperson IQAC 2015 to 2016 & March, 2018 to February, 2021 and Head of the Institution (from 2015 to 2016 & 2018 to February, 2021)]

**Major areas/ subjects covered:** Accounting, Cost Accounting, Principles and Practice of Management, Financial Management, Strategic Management, Marketing Management, Human Resource Management, Organisational Behaviour, Academic Administration, Management of Book Publishing.

**Supervised Research Works for Ph. D (Seven) and M. Phil degree (two) (broad themes):**

Relationship between Organisational Climate and Job Stress in Banking Organisations, Marketing Strategies of FMCG Companies, ***Performance Evaluation of Internal Quality Assurance Cells (IQACs) in HEIs (Joint Supervision)***, Customer Relationship Management on Banking Organisations, Changing Profile of the Non-Banking Financial Companies in India, Performance Evaluation of Merchant Bankers in India, Road Connectivity and Quality of Life, Teachers’ Perception vis-a-vis Choice of FMCG Brands, ***Governance in HEIs*** etc.

**Projects :**

* Three projects completed –Funded by UGC

**Publications:**

* ***Journals & Magazines*:**

1. “Industrial Sickness in Indian Scenario”, The Cost & Management Accountant, CIMA (Lond), Calcutta Branch, Vol.V, No. 3 August, 1988.

2. “Corporate Investment-An Overview”, The Cost & Management Accountant, CIMA (Lond), Calcutta Branch, Vol. V, No. 11, May 1989.

3. “Man, Science & Industrial Relation- A Psychological Analysis”, The Cost & Management Accountant, CIMA (Lond), Calcutta Branch, Vol.VI, No.4, Sept-Oct. 1989.

4. “Analysis of the Budgetary Practices of the Municipalities in West Bengal- A Mechanism of The Utilisation of Economic Resources,” Research Bulletin, ICWAI, Vol. IX, No. 1&2, January & July 1990.

5. “The Role of Working Capital in Public and Private Enterprise” Edited Volume, Working Capital Management (Analysis and Cases), Dr. Sugan C. Jain and Dr. N.D. Mathur, Research Development Association, Jaipur, 1991

6. “The Changing Economic Scenario and the Necessity of Cost Audit in Public Sector Undertaking in India”, ICWAI, EIRC, Oct.1994

7. “Accounting System- Reliability & Controversy” ICWAI, EIRC, Nov, 1994.

8. “Liberalization of Economy and the Role of Money Market: An Introspection”, Edited Volume, Financial Management of Developing Countries, Strategic Issues, Batra, G.S & Kaur, N. Anmol Publications (Pvt) Ltd, New Delhi, 1st Edition, 1995

9. “The Role of Corporate Governance on the Stakeholders-Case Study on Leasing Business In India”, Banking Finance, Vol XI, No. 10, October, 1998.

10. “Accounting for Lease in India: An Overview”, Modern Trends in Accounting Research,

Edited Volume. Batra, G.S. Deep & Deep Publications, New Delhi, 1997.

11. “A commentary on Software Tools for Internal Auditors in Global Perspective” Comsomath, NNDCCC, Calcutta Vol 1, August 1998

12. “Employee Fraud And The Role of Forensic Accountant”, Edited Volume, Sujit Sikidar & Alok Pramanik, Deep & Deep Publication, New Delhi, 2000 .

13. “Improving Corporate Environmental Performance Through ISO 14001 – An Introspection”, Comsomath, NNDCCC, Calcutta, March, 2002

14. “ISO and Environmental Cost Accounting an introspection” Edited volume, Alok Pramanik, Deep & Deep publications Pvt. Ltd., New Delhi, 2002

15. “Globalization in Mexico : A crisis of model economy, ” (Bengali ), Proboho, College magazine, Netaji Nagar College, Kolkata, 2002.

16. “In Search of the Concept of Management Burnout”, The Benchmark, Magazine of the Department of Commerce, Netaji Nagar College, 2006

17. “A Study on the Emerging Board Practices in the Governance of some Selected Companies in India” Edited volume, Accounting and Finance Trends and Practices 21C, Uttam Kr. Dutta and Biswajit Bhadra, Dishari Prakashani, Kolkata, 2008.

18. “Organisational Climate in the Banking Industry in India – Some Observations”, Comsomath, NNDCCC, Kolkata, March, 2008

19. “ Emotional Marketing of Fast Moving Consumer Goods in India”, Artha Beekshan, Journal of Bengal Economic Association, September, 2009

20. “ The Triple Bottom Line – An Important Reporting Vehicle Toward Sustainability: ITC Ltd A Study”, Comsomath, NNDCCC, September, 2009

21. “In Search of Sustainability and the role of Corporate Governance in ITC Ltd: A Study”, The Benchmark, Magazine of the Department of Commerce, Netaji Nagar College, 2010

22. “ The socio-economic status of older people in India –An assessment, Recent trends in Geriatrics and Gerontological Studies, February, 2010

23. The role of media in influencing customers’ Brand choice: some observations, Global Media Journal – Indian Edition/ Summer Issue / June 2011, University of Calcutta

24. A Study into the Influence of Cultural and Socio-Economic Aspects in Marketing Strategic Adaptation of FMCG Companies in India with a Special Focus on the Post-Economic Liberalisation Period, International Journal of Management Research and Business Strategy, October, 2012

25. Cost Saving Initiatives of FMCG Companies – An Introspection, Business Studies Recent Developments, Edited Volume, NSOU, March, 2013

26. Enterprise Risk Management in the Fast Moving Consumer Goods (FMCG) Sector in India, The Management Accountant, The Institute of Cost and Works Accountants of India, October, 2013

27. An Insight into the Cost of Quality in Higher Education, The Management Accountant, The Institute of Cost and Works Accountants of India, April, 2014.

28. Impact of Organisational Climate on Job Stress – A Comparartive Study of the Perceptions of the Private and Public Sector Bank Employees in Kolkata, Indian Business Environment The Changing Scenario, Edited Volume, NSOU, March, 2015

29. Influence of Brand - Age on Consumer Perceptions and Preferences – A Study on Select FMCG Brands, Contemporary Issues in Global Economy, Commerce and Management, Edited Volume, The Bhawanipur Education Society College, January, 2015

30. Relation Between Organisational Climate and Job Stress – A Study With Reference To Perception of Bank Employees in Kolkata, Edited Volume, Mizoram University. 2015

31. Social Implications of Value Chain Activities: A Brief Study of Nestle India Ltd, Journal of Exclusive Management Science, October, 2015

32. Psychological Contract Between the Teachers and the Students – An Introspection, Proboho, 6th Issue, Netaji Nagar College. 2016

33. Crowd Funding as a Tool of Financing: An Introspection, The Benchmark, Netaji Nagar College. 2016

34. The Usefulness of Value Added Statement in Book Publishing Organisation, Shifting Tints, Netaji Nagar College. 2016

35. Relationship Marketing in Banks, The Management Accountant, Institute of Cost Accountants, April, 2017

36. Customer Relationship Management in Knowledge Economy – A Study on Selected Bank Branches in Kolkata, West Bengal, Journal of Management & Entrepreneurship, Xavier Institute of Management & Entrepreneurship, Bangaluru, June, 2017.

37. Impact of Brand Perception on Brand Loyalty – A Study on College Teachers with respect to Nestle India Limited., Journal of Interdisciplinary Cycle Research, UGC-CARE Approved Group – II Journal, July, 2020.

* **Speaker in Different Seminars / Conferences:**

1. “Professional Ethics & Dilemmas and Accounting Education in India.” IAA. Calcutta Branch, Burdwan Univsity. 1988.
2. “ Lease Financing : An Overview”, CIMA, Calcutta Branch, Indian Chamber of Commerce, Calcutta, 1988.
3. “ Management Accounting- Role in Banking”, CIMA, Calcutta Branch, Oberoi Grand, Calcutta, 1989.
4. “Companies (Amenment) Act 1988” CIMA, Calcutta Branch, Oberoi Grand. Calcutta, 1989.
5. “ Factoring-A mechanism to check the growth of sickness of small-scale sector in India”, International Conference, Research Development Association, Rajasthan, 1992.
6. “ The Liberalisation of the Indian Economy and the Stock Market: An Introspection”, IAA Research Foundation, Calcutta, 1995.
7. “ The Behavioural Problems of Accountants and the Failure to Attain Goal Congruence-Some Issues”, National Conference, IAA, Calcutta Branch, 1995.
8. “Marketing of Books in North East Region” Invited to speak on this topic at the National Seminar organized by Tripura Publishers’ Guild, Agartala, 14-15th September, 2009
9. “Micro Entrepreneurship Development and Public Action In India – An Assessment”

Annual Conference, Bengal Economic Association, February 6 – 7, 2010

10. “The Socio-economic status of older people in India – An Assessment”, UGC Sponsored National Conference, Netaji Nagar Day College, 15th and 16th February, 2010.

11. “One Globe – One Standard and IFRS –The Untold Truth”, National Seminar organized by the Department of Management, University of Calcutta, held on 20th February, 2010.

12. “The Enduring Mystery Of Consumer Brand Choice And The Oft-Overlooked Clue Of Brand - Age A Brief Review”, International Seminar organized by IMI Kolkata, 15th & 16th December, 2014 at IMI, Kolkata Campus.

13. “Influence of brand–age on consumer perceptions and preferences: A study on select FMCG Brands”, First International Conference organized by The Bhawanipur Education Society, 4th January, 2015.

14. “Rural Consumers’ Acceptability of A Hul Brand – A Block Level Study in the State of West Bengal,” First International Conference on Evidence Based Management 2015, Bits Pilani, 20 - 21 March, 2015.

15. “Non-Financial Audits & Quality Analysis”, Michael Madhusudan Memorial College,

Durgapur, West Bengal, 27th February, 2017, as a Resource Person.

16. Chair person of a session of ICSSR Sponsored Two Day National Level Seminar organised by Calcutta Girls’ College and Vidyasagar Evening College held on 29-30th January, 2019.

* Books – 28 (One from Germany)
* Books of UG Level under the University of Calcutta and other universities of West Bengal:
* Business Laws
* Company Law
* Marketing Management & Human Resource Management
* Entrepreneurship Development & Business Ethics
* Principles of Management
* Direct and Indirect Taxation
* Financial Management
* Financial Statement Analysis
* Joint Editor of Research Volumes – 1

**Awards conferred:**

Golden AIM Aware under the category of Top 10 Iconic Principal Award **by** Dynergic Business Solution, Mumbai, Co-powered by Federation of Quality Education Council & Associate Partner  Ideal Education Movement on 8th April, 2021

**Membership of Learned Societies:**

* Associate Member of the Institute of Cost Accountants of India
* Associate member of Association of Secretaries and Managers
* Member of Institute of Internal Auditors, Florida
* Life Member, Indian Accounting Association Research Foundation (IAARF)
* Life Member, Indian Accounting Association (IAA)
* Life Member, Research Development Association, Rajasthan
* Life Member, Bengal Economic Association, Kolkata
* Fellow Member of Indian Academic Research Association, Tiruchirapalli, Tamil Nadu
* Fellow Member of Institute of Scholars (InSc), Bengaluru

**Member of Editorial Board**

* The BESC Journal of Commerce and Management
* MUKTANCHAL, a peer-reviewed journal, ISSN 2350-1065

**Member of** **Research and Publication Cell**

* P. G. Department of Commerce, The Bhawanipur Education Society College, Kolkata

**Other Activities**:

* Participated in a large number of international, national Conferences, Seminars and Workshops as Paper presenter and Chair the session.
* Nodal Officer of the College, All-India Survey of Higher Education [AISHE]
* Chairperson, IQAC
* Question setter of National Level Examination, Government of India.
* Academic mapping done of NIMS University, Rajasthan

**Dr. Biswajit Bhadra**