



Chiranjib Mitra

College Whole Time Teacher

Department of Business Administration

Contact Information

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Specialization

- Marketing Management



**THE BHAWANIPUR
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Biographical Sketch

Chiranjib Mitra is currently associated as College Whole Time Teacher, in the Department of Business Administration, The Bhawanipur Education Society College, affiliated to University of Calcutta. Prior to joining this institution, he worked as a marketing coordinator, Skipper limited. He completed his BBA and MBA degrees from Institute of Engineering and Management (affiliated to MAKAUT), Kolkata, with Marketing Management Specialization. He also holds M.Phil degree in Management from IISWBM (University of Calcutta), and currently pursuing Ph.D in Management, from the same institute. An astute learner and researcher, he has more than 4 years of experience in Teaching and Research. He has presented his research papers in numerous conferences (both national and international). He has also participated in several national and international seminars / webinars / workshops / conferences. He has authored three books till date, which have been widely acclaimed by the academicians and management practitioners.

Academic Qualifications

Abbreviation of the Degree	Name of the College / University	Class Obtained	Area of Specialization	Year of Passing
Ph.D	Indian Institute of Social Welfare and Business Management, University of Calcutta	N.A	Management	Ongoing
M.Phil	Indian Institute of Social Welfare and Business Management, University of Calcutta	1 st Class	Management	2020
MBA	Institute of Engineering and Management (affiliated to MAKAUT), Kolkata	1 st Class	Marketing	2016
BBA (Honours)	Institute of Engineering and Management (affiliated to MAKAUT), Kolkata	1 st Class	Marketing	2013

Position Holding (Full Time)

- College Whole Time Teacher, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, October 2017 - Present



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Department of Business Administration

- Participated in the Three-Day Intra College Virtual Workshop on R Analytics (7th November-9th November, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata in association with IQAC.
- Participated in the Webinar on social media and Business Practices during Covid-19 Crisis (29th September, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- Participated in the Webinar on Spectrum of Digital Finance (20th September, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- Participated in the National Webinar on The Value of Conversation in ending Stigma attached to Mental Health (20th August, 2020) organized by the Department of Commerce (UG and PG), The Bhawanipur Education Society College, Kolkata in collaboration with the IQAC.
- Participated in the Webinar on HR Analytics in a Digital Platform (13th August, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- Participated in the Online Panel Discussion on Survival Strategies of Tourism and Hospitality Industries amid the Global Pandemic: The Indian Scenario (29th July, 2020) organized by the Department of Commerce, UG (Afternoon & Evening) and PG, The Bhawanipur Education Society College, Kolkata in collaboration with the IQAC.
- Participated in the Webinar on Changing Face of Indian Service Industry post Covid- 19 Outbreak (25th July, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- Participated in the One-Week Online Faculty Development Programme on Entrepreneurship, Incubation and Innovation (23rd June - 29th June, 2020) organized by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
- Participated in the Webinar on Socio-Economic Impact of Covid-19 in India and its Revival Strategies (16th June, 2020) organized by Department of Commerce, The Bhawanipur Education Society College, Kolkata.
- Participated in the Online Talk on No Lockdown on Domestic Violence during the Covid Pandemic (10th June, 2020) organized by the Women's Cell and approved by the IQAC of The Bhawanipur Education Society College, Kolkata.





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- Participated in the One-Week Online Faculty Development Programme on Research Methodology: Tools & Techniques (5th May - 11th June, 2020) under Pandit Madan Mohan Malaviya National Mission on Teachers and Training Scheme of MHRD, Govt. of India, held at Atma Ram Sanatan Dharma College, University of Delhi, in collaboration with Teaching Learning Centre, Ramanujan College, University of Delhi.
- Participated in the Two-Week Online Workshop on Comprehensive e-Learning to e- Training guide for Administrative Work (25th May - 5th June, 2020) organized by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.

Industry Experience

- Summer Trainee - ITC Limited, Fast-Moving Consumer Goods (FMCG) Segment, June 15, 2015 - July 24, 2015

Administrative Assignment

- Coordination and Mentorship of 2nd Year students, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, 2017 - Present

Subjects Taught

Marketing Management | Organizational Behaviour | Entrepreneurship Development | Legal Aspects of Business | Principles of Management | Marketing of Services | Marketing Research | Consumer Behaviour | Business Research | Advertising and Sales Promotion

Research Interests

Sustainable Development | Online Marketing | Rural Marketing | Green Marketing | Contemporary Advertising | Social Marketing





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Books Published

- Mitra, C. and Chakraborty, J. (2021). Principles of Management. ABS Books Publication, ISBN: 978-93-91002-42-8.
- Sengupta, T., Chakraborty, J. and Mitra, C. (2021). Advertising and Brand Management. Lawpoint Publications, ISBN: 978-93-86185-97-6.
- Sengupta, T., Chakraborty, J. and Mitra, C. (2020). Marketing Management and Human Resource Management. Calcutta Book House (P) Ltd.

Participation In Seminars / Webinars / Workshops / Conferences

- Participated in the One-Week National Workshop on Advance Research Methods (26th December-30th December, 2020) organized by JVA Edutech.

Online Certifications

- Completed an online course on 'Digital Skills: Digital Marketing' at Future Learn.
- Completed an online course on 'Create a Social Media Marketing Campaign' at Future Learn.
- Completed an online course on 'Digital Skills: Web Analytics' at Future Learn.
- Completed an online course on 'Big Data Analytics: Opportunities, Challenges and the Future' at Future Learn.
- Completed an online course on 'Evidence and Data Collection for Problem Solving' at Future Learn.
- Completed an online course on 'Digital Skills: Social Media' at Future Learn.
- Completed an online course on 'Programming Statistical Applications in R' at Udemy.
- Completed an online course on 'The Fundamentals of Digital Marketing' at Google Digital Unlocked.





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Awards / Recognitions

- Received STUDENT OF THE YEAR award in B.B.A (H) from Institute of Engineering and Management, Kolkata, under MAKAUT (Formerly Known as WBUT) in 2013.

Other Notable Activities

- Organized a Three-Day Intra College Workshop on R Analytics, at The Bhawanipur Education Society College, 7th November-9th November, 2020.

Vision Statement

- Encourage students to embrace enterprise, self-confidence, creativity and social justice in all their endeavors.
- Inspiring free thinking among students, and teach them to be game changers in their chosen professions.
- Promote the virtues of research and scholarly inquiry, so that students can bring important critical thinking skills to their pursuits, both inside and outside the college.

Signature of the
Faculty Member

Date: 01st September, 2022



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