



Dr. Tridib Sengupta

College Whole Time Teacher

Department of Business Administration

Contact Information

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Specialization

- Marketing Management
- Human Resource Management
- Strategic Management
- Entrepreneurship Development
- International Business



**THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE**

Biographical Sketch

Dr. Tridib Sengupta is currently associated as course Coordinator, Department of Business Administration, The Bhawanipur Education Society College, affiliated to University of Calcutta. He is an Assistant Professor, B.Com (Morning) Department, St. Xavier's College (Autonomous), Kolkata. He is a Counsellor, Management Programme, IGNOU. He is also a Visiting Faculty, Pondicherry Central University and St. Xavier's College (Autonomous), Twinning MBA Programme. Previously he was a Lecturer, B.Com Department, The Bhawanipur Education Society College, Kolkata.

Academic Qualifications

| Degree | Institution | Year |
|-----------------|--|------|
| Ph.D. | University of Calcutta | 2016 |
| MBA | Jadavpur University | 1990 |
| M.Com | University of Calcutta | 1987 |
| B.Com (Honours) | St. Xavier's College (Under University of Calcutta) | 1985 |

Position Holding(Full Time)

- College Whole Time Teacher, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, 2003 –Present

Administrative Assignment

- Head of the Department, Department of Management, Faculty of Commerce, St. Xavier's College (Autonomous), Kolkata, 2008-2014
- Course Coordinator, BBA Department, The Bhawanipur Education Society College, Kolkata, 2003-Present
- Joint Coordinator of NAAC Steering Committee, The Bhawanipur Education Society College, Kolkata, 2017-2019
- Professor in Charge TEDx St. Xavier's College Kolkata, 2020-2022
- Professor in Charge of Hult Prize, at St. Xavier's College Kolkata, 2020-2023



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Subjects Taught

At Undergraduate level

- Marketing Management, Human Resource Management, Entrepreneurship Development, Sales Organization and Management, International Business, Rural Marketing, Services Marketing, Financial Accounting, Auditing, Financial Management

At Postgraduate level

- Consumer Behaviour, Human Resource Management, International Business, Services Marketing, Human Resource Management

Research Interests

- Undergraduate live projects guided at St. Xavier's College (Autonomous), Kolkata, B.Com from 2008 to 2017, Also undergraduate live projects guided at Bhawanipur Education Society College Kolkata, in BBA from 2005 to 2019.
- Post graduate live projects guided at IGNOU Management Program (MBA) from 1997 to 2018. Also Post graduate live projects guided at Pondicherry Central University (MBA) from 2018 to 2019 and IISWBM, SCDL, Goa Institute of Management.
- Supervised Internship programs Undergraduate and Post graduate courses at St. Xavier's and other colleges under Calcutta University. Arranging regular visits by B.com & BBA and Post Graduate students to different industry.
- Ph.D Examiner, JIS University, 2019-Present

Books Published

Authored books

- Sengupta, T., Chakraborty, J. and Mitra, C. (2021). Advertising and Brand Management. Lawpoint Publications, ISBN: 978-93-86185-97-6 (at IIM Library)
- Sengupta, T., Chakraborty, J. and Mitra, C. (2020). Marketing Management and Human Resource Management. Calcutta Book House (P) Ltd.





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Journal Publications

- Sengupta, T. and Madhogaria, K. (2022). A Study on the General Awareness of Sensory Marketing in Cafes and Restaurants in Kolkata. YOUTHINK, Vol.16, ISSN: 2347-6222
- Chakraborty, J. and Sengupta, T. (2019). Hospitality Industry in West Bengal: A Structural Review. AJMR, Vol.8 (1), ISSN: 2278-4853
- Sengupta, T. (2016). Travel and Tourism Industry in India. The BESC Journal of Commerce & Management. Vol.2, ISSN: 2395-4639
- Sengupta, T. and Dasgupta, R. (2013). Indian Hospitality Industry: A study with reference to West Bengal. IJMT, Vol.3 (8), ISSN: 2249-1058
- Sengupta, T.(2022) Talent Attrition and Retention : a Diagnostic study for the IT Sector in India. Time's Journey , Volume 11(2),pp. 01-16, ISSN: 2278 - 6546

Publications In Edited Conference Volumes

- Sengupta, T., Pandit, A. and Chakraborty, J. (2022). An Endogenous Monetary Approach to assess unemployment and price stability in a country of West Asia. Emerging Issues in Commerce, Environment, Economics and Management, ISBN: 978-1-68576-269-8

Paper Presentations At Conferences

International

- Presented a paper on "Changing Face of Rural Marketing: A Study in Indian Context" in Two-Day International E-Conference on Advances in Business and Management in the VUCA World, organized by the Department of Business Administration & KNU Center for Entrepreneurship and Skill Development, Kazi Nazrul University, Asansol, on 8th November and 9th November, 2022.
- Presented a paper on "Emerging Lessons on Green Business and Women Entrepreneurship in India" at the International Conference on Eco-friendly Women Entrepreneurship: Panacea or Myth in Development, organized by Indo-US 21st Century Knowledge Initiative, collaboration between University of Calcutta, India and Clafin University, USA, from 14th March - 16th March, 2019.





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- Presented a paper on “Analyzing the Dynamics of Rural Marketing in the Emerging Market Economy - A Study in Indian Context” at the Interdisciplinary Conference on Agri-Innovation and Entrepreneurship, organized by Leeds Beckett University UK, University of Calcutta and International Management Institute Kolkata (UKIERI supported Conference) on 21st January, 2019.

National

- Presented a paper on “Multidisciplinary Focus of NEP 2020 and its implications for Stakeholders” at the Two-Day National Conference on NEP Readiness: Scope and Challenges For Transforming Higher Education, organized by Centre for Educational and Social Studies, in collaboration with National Assessment and Accreditation Council, Bengaluru; Karnataka State Higher Education Council, Bengaluru; Association of Indian Universities, New Delhi; Ramaiah Institute of Management, Bengaluru, on 29th September and 30th September, 2022.

Presented a paper on “An Endogenous Monetary Approach to assess unemployment and price stability in a country of West Asia” at the Virtual International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management, organized by Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, in collaboration with The Institute of Cost Accountants of India, on 27th January and 28th January, 2022.

Presented a paper on “A Study on employee attrition and retention in Indian IT Sector” at the 4th Doctoral Consortium, conducted by Shailesh J. Mehta School of Management, IIT Bombay, from 21st February - 22nd February, 2020.

- Presented a paper on “Effect of Indian Music Therapy as a Mediator on Stress and Inter- Personal Relationship” at the Two-Day National Conference on ‘Paradigm Shift in the Market Forces in the Indian Context - Impact on Marketing, Accounting & Finance, Strategic HRM, Operations & Supply Chain Management’ organized by The Bhawanipur Education Society College, Kolkata in collaboration with Indian Institute of Social Welfare and Business Management, Kolkata, held at The Bhawanipur Education Society College, Kolkata, on 5th July and 6th July, 2019.

Presented a paper on “Effectiveness of Celebrity Endorsement and responsibility of the Celebrity towards negative impact on Consumers” at the Two-Day National Conference on ‘Paradigm Shift in the Market Forces in the Indian Context - Impact on Marketing, Accounting & Finance, Strategic HRM, Operations & Supply Chain Management’ organized by The Bhawanipur Education Society College, Kolkata in collaboration with Indian Institute of Social Welfare and Business Management, Kolkata, held at The Bhawanipur Education Society College, Kolkata, on 5th July and 6th July, 2019.

Presented a paper on “Challenges in Rural India and Opportunities for Sustainable Economic Development” at the ICSSR sponsored National Seminar on Rural Development in India - Problems and Prospects, organized by the Department of Economics, Naba Ballygunge Mahavidyalaya, Kolkata, in collaboration with Bengal Economic Association, on 1st September, 2018.





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Presented a paper on "Go Green – A study on opportunities & challenges in India" at the Two-Day National Seminar on 'Greening Business: Steps towards Greener Economy' organized by the Department of Economics and Commerce, Rabin Mukherjee College, in collaboration with Bethuadahari College, on 29th and 30th April, 2017.

Participation In Seminars/webinars/workshops/conferences

- Organized and attended a seminar on Academic Administration on 24th February, 2018 at BESC, Kolkata, organized by IQAC of the college.
- Attended Marketing and Brand Conclave on "Influencer Marketing" organized by the Bengal Chamber on 14th July, 2018.

Key Achievements

As Resource Person

- Resource Person at the Career Counselling Webinar (INCEPTION 2023), on "Teaching as a profession", organized by Rotaract Club, on 8th January, 2023.
- Resource Person at an Online Workshop on Mastering the Art of Writing Textbooks: Traditional to Digital, organized by Exceller Open, on 23rd July, 2021.
- Resource Person at a Webinar on Self-Imposed Importance of Management- An Impediment to Employees and Customers, organized by Steps 4 Skills & Insight Center for Psychotherapy and Counseling, on 15th January, 2021.
- Convener of seminar "Beyond Chalk and Talk" at St. Xavier's College, Kolkata on 5th February 2005, with industry professionals evaluating live projects by final year students of St. Xavier's College.
- International Mentor, Speaker, Judge at 'IMPETUS' an International Marketing Summit Organized by Gaeddu College of Business Studies, Royal Bhutan University on 27th and 28 May 2013.
- Convener of Inertia- Chapters One to Six (2011-2016), an International Marketing Summit organized by Department of Management, Faculty of Commerce St. Xavier's College (Autonomous) Kolkata.
- Initiated and Convened Indigenous Faculty Development Programmes for the Department of Management, Faculty of Commerce for the years 2010, 2011, 2012, 2013 with Industry and academia Interface, at St. Xavier's College, (Autonomous) Kolkata.
- Joint Convener Finance at ICCEM, International Conference on 2 and 3 November, 2017 at SXC.
- Organized U-Connect event on 10/10/20





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- Organized FDP for Department of Commerce (Morning) on 22/10/20 and for Department of Commerce (Evening), BMS and M.Com with International Resource persons, on 21/11/20. St. Xavier's College, Kolkata.
- Advisor to Cost and Management Accountants of India (CMA).
- Resource Person to BRAC University, Dhaka, Bangladesh.
- Observer of West Bengal Joint Entrance Examination (WB JEE).
- Resource Person to Techno India College of Technology (TICT), Newtown

Awards/recognitions

- Awarded for completion of 25 years of distinguish service at St. Xavier's College Kolkata, by Sri Partha Chatterjee honourable MIC, Higher Education Department, W.B (January, 2016).
- Letter of Acknowledgement for book authorship (Advertising and Brand Management), by Indian Institute of Management, Calcutta, dated 14th October, 2022.

Memberships

- Member of All India Management Association
- Member, BOS , Commerce, St. Xavier's College Kolkata

Special invitations

- Speaker at The International Conference On 'Education Management - An Evolving Profession' organized by JSB at the Rotary Sedan on 6th October, 2012.
- Chief Guest for the 78th plenum program for ICSI.
- Chair Person for a Technical Session at UGC Sponsored National conference jointly organized by St. Xavier's College and Shri Shikshayatan College on 6th and 7th September 2013, on 'Inclusive Growth Business & Environment in India's Emerging Economy'.
- Speaker at International Conference 'Developing Institution of Higher Education: Emerging Prospective' organized by IMI Kolkata on 17 January 2013.





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Vision Statement

- Speaker at Seminar on GST- Impact & Implication, Jointly hosted by Scottish Church College & CMA, on 20th February 2018.
- Special Guest at Bangladesh National Management Festival, 7th and 8th March, 2019, hosted by ULAB University, Dhaka.
- Speaker on 'Impact of the Union Budget on the Indian Market Space' at Scottish Church College, on 31st August, 2019.
- Speaker on 'GST in India- Poised to deliver sustainable growth' at ICMA Seminar (Rotary Sadan), on 5th August, 2022.

Other Notable Activities

- Curriculum Development
- Syllabus Revision of ICAI, St. Xavier's College (Autonomous) and BBA (University of Calcutta)

Signature of the
Faculty Member

Date: 01st September, 2022



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