



THE BHAWANIPUR EDUCATION SOCIETY COLLEGE

ACADEMIC DEPARTMENT: COMMERCE (AFTERNOON & EVENING SECTION)

FACULTY ACADEMIC PROFILE / CV

Full Name of the Faculty Member: Dr. Meghdoot Ghosh

Designation: College Whole Time Teacher

Specialization: Marketing, IT, Statistics



BIOGRAPHICAL SKETCH

Dr. Meghdoot Ghosh is currently associated as College Whole Time Teacher, in the Department of Commerce, The Bhawanipur Education Society College, affiliated to University of Calcutta. He earned his MBA in Marketing & Systems and M.Sc. in Applied Statistics and Analytics from Maulana Abul Kalam Azad University of Technology. He completed his Ph.D. in Management at Maulana Abul Kalam Azad University of Technology in West Bengal after qualifying for the UGC NET (Management).

CONTACT INFORMATION

- **Contact Address (Office):** 5, Elgin Road, Kolkata-700020, West Bengal, India
- **Contact Number (Office):**
- **E-Mail ID (Official):** meghdoot.ghosh@thebges.edu.in
- **Mobile Number:** +91 9830839124

ACADEMIC QUALIFICATIONS

Abbreviation of the Degree	Name of the College / University	Class Obtained	Area of Specialization	Year of Passing
M.Sc	Maulana Abul Kalam Azad University of Technology	1 st Class	Applied Statistics & Analytics	2022
Ph.D in Management	Maulana Abul Kalam Azad University of Technology	NA	Marketing Analytics	2020
UGC-NET	UGC	NA	Management	2012
MBA	Maulana Abul Kalam Azad University of Technology	1 st Class	Marketing & Systems Management	2012
PGDEM	University of Calcutta	1 st Class	Environmental Management	2003
B.Sc (H)	University of Calcutta	2 nd Class	Chemistry(H), Mathematics, Physics	2001

POSITION HOLDING (FULL TIME)

College Whole Time Teacher, **Department of Commerce, The Bhawanipur Education Society College, University of Calcutta**, April 2024 - Present

SUBJECTS TAUGHT

- **Marketing Specialization(Rural & International Marketing)**
- **E Business (System Analysis & Design)**
- **Computerized Accounting System and E-Filing of Tax Return**
- **Information Technology & its application in Business**

LIST OF PUBLICATIONS PATRICIPATION IN SEMINARS /

- Nandi, S., & Ghosh, M. (2013). Customer Service Preferences of Life Insurance Company in West Bengal. *Perspectives on Management: Bi-Annual Journal of Heritage Business School*, 5(3), 115-124. ISSN 0974-7095
- Ghosal, I., Chatterjee, D., & Ghosh, M. (2015, July). Acceptance of Online Shopping in West Bengal: Customer's Perception. *Pacific Business Review*, 8(1), 1-10. Retrieved from <http://pbr.co.in/July2015/1.pdf> (A Refereed Monthly International Journal of Management Indexed with Web of Science (ESCI)). Pacific Business Review International is Included in UGC's - CARE List of Journals (Category II).
- Ghosh, M. (2016, June). Estimating the impact of Service Quality on Customer Perception in Private Sector Life Insurance Companies in West Bengal - A SERVQUAL based approach. *Pacific Business Review*, 1(1), 17-26. Retrieved from <http://www.pbr.co.in/june2016/2.pdf>. (A Refereed Monthly International Journal of Management Indexed with Web of Science (ESCI)). Pacific Business Review International is Included in UGC's - CARE List of Journals (Category II).
- Ghosh, R. K., & Ghosh, M. (2016, June). A Conceptual Framework for Adoption of Education Card in India - Student's Perception. *Pacific Business Review International*, 1(1), 35-43. Retrieved from <http://www.pbr.co.in/june2016/4.pdf>. (A Refereed Monthly International Journal of Management Indexed with Web of Science (ESCI)). Pacific Business Review International is Included in UGC's - CARE List of Journals (Category II).
- Ghosh, R. K., Banerjee, A., & Ghosh, M. (2017, January). A Study on the Factors Influencing the Rate of Attrition in IT Sector: Based on Indian Scenario. *Pacific Business Review International*, 1(1), 35-43. Retrieved from http://www.pbr.co.in/2017/2017_month/Jan/01.pdf. (A Refereed Monthly International Journal of Management Indexed with Web of Science (ESCI)). Pacific Business Review

International is Included in UGC's - CARE List of Journals (Category II).

- Ghosh, R. K., Banerjee, A., & Ghosh, M. (2017, January). A Study on the Factors Influencing the Rate of Attrition in IT Sector: Based on Indian Scenario. *Pacific Business Review International*, 1(1), 35-43. Retrieved from <http://www.pbr.co.in/2017/april12.aspx>. (A Refereed Monthly International Journal of Management Indexed with Web of Science (ESCI)). Pacific Business Review International is Included in UGC's - CARE List of Journals (Category II).
- Ghosh, M., & Simlai, D. (2017). Factors Affecting Customer Satisfaction and its Impact on Customer Loyalty: A Study on Life Insurance Companies in West Bengal. *The Indian Management Researcher*, 4(2), 19-38. (UGC Approval No: 43009)
- Simlai, D., & Ghosh, M. (2017). Management Perception of Customer Expectation on Service Preferences: A Study on Life Insurance Companies in West Bengal. *Globsyn Management Journal*, XI (1&2), 26-40. (UGC Approval No: 47458)
- Guha, A., & Ghosh, M. (2018). Factors Affecting Customer Satisfaction in Hospital Sector: A Study of Private Hospitals in West Bengal. *International Journal of Research in Management & Social Science*, 6(1(X)). e-ISSN: 2322-0899
- Ghosh, M., & Simlai, D. (2018). Service Quality Measures across the Customer Demographics of Life Insurance Industry: Study in the selected districts of West Bengal. *Time's Journey*, 7(1), 56-72. (UGC Approval No: 47251). A Refereed Journal of Institute of Management Study. ISSN: 2278-6546
- Ghosh, M., & Nandi, S. (2020). Customer Preferences of Health Service: Study of Select Private Hospitals in West Bengal. *Sambodhi*, 43(4), 197-205. UGC CARE Approved, Peer Reviewed and Referred Journal. ISSN: 22496661 (Print)
- Mukherjee, S., Saha, T. R., & Ghosh, M. (2022). Knowledge, Attitude and Practice towards Organ Donation: A Study among the population of Kolkata. *Journal of Education: Rabindra Bharati University*, XXV(2), 135-141.

- Bera, L, Ghosh, M., Dr., Ghosh, R. K., Dr., (2022). A STUDY TO IDENTIFY THE INDIAN MARKET SENTIMENTS OF PRODUCT FEATURES. *Journal of Tianjin University Science and Technology*, 55(11), 150-166. ISSN (Online):0493-2137. DOI 10.17605/OSF.IO/E4XHW (Scopus Indexed)
- Biswas, A., Ghosh, M., & Das, S. (2023). Contingent Analysis of Arch Family Models for Eccentricity Analysis in Human Tailored Portfolio: A Comparative Study with Respect to the Indian Stock Market. *Scope*, 13(02), 828–835. (Scopus Indexed)
- Banerjee, A., & Ghosh, M. (2023). FACTORS AFFECTING EMOTIONAL INTELLIGENCE OF SALES PEOPLE IN PRIVATE LIFE INSURANCE SECTOR IN KOLKATA. *International Journal of Creative Research Thoughts* (IJCRT), 11(12), 813–821.
- Biswas, A., Ghosh, M., Das, S., & Ghosh, K. (2023). Comparative Analysis on Small Caps Tailored Portfolio on Indian Stock Market: An Empirical Analysis. *European Economic Letters*, 13(5), 1212–1221. (ABDC)

PARTICIPATION IN SEMINARS / WEBINARS / WORKSHOPS / CONFERENCES

- Participated & presented paper titled “**Factors Affecting Customer Adoption of Online Shopping in West Bengal.**” in the UGC sponsored International Seminar on “**Advancement of Management Thoughts & Practices**” held at Vidyasagar University, Midnapore, West Bengal. 2013.
- Participated & presented paper titled “**Measuring Life Insurance Service Quality: A Critical Study of SERVQUAL Instrument**” in the Two-day International Seminar on Relooking at Nations: Reenergizing and Reframing Strategies for Sustainable Development which is a collaborative effort of Gaeddu College of Business Studies, Royal University of Bhutan, Bhutan, Institute of Management Study, India and The Institute of Cost Accountant of India on July 18-19, 2015.
- Participated & Presented paper titled “**Evaluating Knowledge Gap in Banking**”

Sector: A Study on Private Banks in West Bengal” in the 4th Management Doctoral Colloquium and VGSOM Research Scholars Day on 14th& 15th March 2018 at IIT KGP.

- Participated & Presented paper titled **“Management Perception of Customer Expectation on Service Preferences: A Study on Life Insurance Companies in West Bengal”** in the International Conference on Economics and Tax Reforms in India in the Global Perspective, organized by Indian Accounting Association, South Bengal Branch on 9th February 2019.
- Participated & presented paper titled **“Measuring Customer Service Quality Gap: Study on the Customers of selected Life Insurance Companies in West Bengal”** in the 3rd International Conference on Healthcare and Allied Sciences organized by Lincoln University College, Malaysia in collaboration with University of Muhammadiyah Semarang (UNIMUS), Indonesia and Osmania University, India on 25th& 26th September 2019.
- Participated and presented paper titled **“Measures of Service Quality attributes across Customer Demographics of selected Life Insurance companies in West Bengal”** in International Conference on Sustainable Environment & Healthcare (ICSEH 2019) organized by Dr.Tarak Nath Podder Memorial Foundation in collaboration with Jadavpur University, Chittaranjan National Cancer Institute, India and Lincoln University College, Malaysia on 21st and 22nd December 2019.
- Participated and presented paper titled **“Knowledge Gap Analysis: A Study on Life Insurance Companies in West Bengal”** in International Conference on Strategic Management, Decision Theory and Data Sciences (SMDTDS2020) on 6th January 2020.
- Participated and presented paper titled **“An Analysis of Indian Consumer Opinions regarding Product Features”** in International Seminar on Accounting, Finance and Business Management (ISAFBM'2022) on 27th September 2022 by Department of Business Administration, Assam University, Silchar.

- Participated and presented paper titled **“Customized Portfolio Forecasting with reference to Indian Stock Market: An Empirical Approach”** in 2nd International Conference 2022 on "Innovative Research Practices in Social Sciences" (IRPSS-2022) on 9th – 11th December 2022.
- Participated and presented paper titled **“Comparing Metrics of Classification Algorithms in Sentiment Analysis: A Comparative Study of Logistic Regression and KNN using Count Vectorizer”** in Global Conference on Emerging Technologies, Business, Sustainable Innovative Business Practices and Social Well – Being (Confab 360) on 10 – 11th December 2022.
- Participated and presented paper titled **“Concerns and Challenges involving Corporate Social Responsibility (CSR) Practices: A Study in Indian Scenario”** in Global Conference on Emerging Technologies, Business, Sustainable Innovative Business Practices and Social Well – Being (Confab 360) on 10 – 11th December 2022.
- Participated and presented paper titled **“Volatility Analysis for Customized Portfolio with ARCH Family Models: A Comparative Analysis with references to Indian Stock Market”** in International Conference on Research Innovations & Challenges (Centre for Research & Training (CRT) National Foundation for Entrepreneurship Development (NFED) Coimbatore, Tamil Nadu, India) on 19 – 21st January 2023.
- Participated and presented paper titled **“Impact of trauma on HRM Recruitment and Selection Bias in Employee Interviews”** in International Conference on Transformations and Sustainable growth for Business Development organized by School of Management, Swami Vivekananda University, Barrackpore, West Bengal on 22nd – 24th February 2024.

VISION STATEMENT

- **Encourage Student Success and Achievement:** Addressing the requirements of students by creating an educational environment that allows them to achieve a variety of goals.
- **Excellence:** Sustaining an expert level of integrity and enactment that leads to the attainment of academic and professional aspirations.
- **Life-Long Learning:** Encourage the development of enthusiastic, self-sufficient thinkers and learners who seek for personal progress.

Meghdoot Ghosh

Signature of the Faculty Member

Date: 14th June 2024