

Curriculum Vitae



Name: Professor (Dr.) Sitanath Mazumdar

Present Designation: Professor, Dept. of Business Management, University of Calcutta
Professor since 01.01.2006

Date of Birth: November 02, 1960; **Residential Address:** 2/241, Sri Colony, Kolkata – 700 092

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Academic Qualifications: B.E. (E.T.C.) [1st Class, Honours, Jadavpur University], M.E. Tel. E. (Comp. Sc & Engg.) [1st Class, Jadavpur University], M.B.A. (Marketing Mgt.) [1st Class, Jadavpur University], Ph. D. Under Self Guidance [Burdwan University]

Teaching Experience: *Since 1988;* **Area of Specialization:** *Systems and Marketing*

Membership in Administrative & Higher Education Policy making Bodies:

- **Formerly Dean** (Dec'2009- Dec'2011), Faculty Council for P.G. Studies in Commerce, Social Welfare and Business Management, Calcutta University
- **Member of the Senate** Calcutta University (2004-2011), (2016-2020), Calcutta University
- **Former Head**, Department of Business Management (two terms -1997-99, 2006-08), Calcutta University
- **Coordinator** DSA-I (2011-16) of UGC on Environmental Management, Dept. of Business Management, Calcutta University
- **Convener** Ph. D. Committee, Department of Business Management, Calcutta University (*two terms*)(2009-2017)
- **Chair-person** of the BBA(H) Board of Studies, Calcutta University (2008-2016)
- **External Expert** of the **Research Advisory Committee** in Department of Business Administration, Burdwan University
- **External Member** in the P.G. Board of Studies (11 Nos.)in Business Administration in different State and Central Universities
- **External Member** of Faculty Council for P.G. Studies in Technology and Management, Kalyani University, W.B.
- **Chancellor's Nominee** in selection committees of several Universities

National & International Publications: More than **Thirty Eight** publications in various reputed Journals
National (18 Nos.) and **International** (20 Nos.)

Research Guidance: **12 (Eleven)** *Ph.D. Scholars* are already awarded and several others are in the pipeline. **Research Interests** are in the areas of Soft Computing, Critical Marketing, Behavioural Finance, and HR Management.

Ph. D. thesis Adjudication: More than 30 Nos. including the thesis of Faculty of Engg and Technology of Jadavpur University

Participation in Seminars: Participated in several numbers of International and National Seminars at different capacities like Chair-person, Keynote speaker, Valedictory speaker etc. and contributed positively.

Industry Experience: *Four and Half years in different positions in reputed Organizations*

Community Service: President (Jan'2008- Dec'2009), Calcutta University Teachers' Association.

Awards & Distinctions:

- Selected as a member of distinction among “Top 100 educators – 2011” award by International Biographical Centre, Cambridge, England
- Recommended as candidate for inclusion within “2000 outstanding Intellectuals for the 21st Century - 2011” – released by International Biographical Centre, Cambridge, England
- Included in the list of successful achiever to receive “Best Educationist Award”, 2013 for outstanding achievements and Remarkable role in the field of Education by International Institute of Education and Management, B-17/4-3, Dilshad Garden, New Delhi – 110 095
- Selected for “Dr. A.P.J. Abdul Kalam Award -2018” by Academic Research Foundations (India), New Delhi-110002

Research Projects

1. Drinking water crisis and its mitigation approaches in the districts of West Bengal – A case study – Prof. R. Chakraborty & Prof. S. Mazumdar, UGC project under SAP
2. Framing Environmental Management Policy for Backward areas of Sundarban Using Geo-information Technology – Prof. S. Mazumdar & Dr. Purnabasu Chowdhury, UGC project under SAP
3. Change & Trends in Livelihood Patterns of Extremely Backward Tribes in West Bengal and Jharkand- Prof. S. Mazumdar & Dr. Arnab Das, ICSSR project, New Delhi

Ph. D. Awarded

Sl. No	Title of the thesis	Year
1	Marketing of Fast Moving Consumer Goods (FMCG): An Empirical Analysis	2008
2	Understanding conspicuous consumption: An analytical study on purchase of selected shopping products by urban middle class consumers of the State of West Bengal	2009
3	Marketing problems of Financial Instruments: A Case Study of Mutual Funds in the State of West Bengal	2009
4	Changing Scenario of Work – Place democracy in the field of Industrial Management including I.T. Sector (with particular reference to West Bengal)	2010
5	Managerial Perspectives of Computer Services Industry: A Case Study of Computer Training Institutes in the State of West Bengal	2010
6	Culture, Climate – A Comparative Study among organizations in the perspective of Regional Culture	2011
7	Modeling for optimal and Efficient Machine Cell Formation using Artificial Intelligence in Cellular Manufacturing System Management	2013
8	Role of Management Information System (MIS) in the Higher Educational Institutions (HEIs): A Case Study of the University of Calcutta	2014 (Jt. Supervisor)
9	Effectiveness of Performance Management Practices in the Indian IT Industry: Perspectives from the knowledge workforce	2014
10	A Study of the underwriting cycle and growth pattern in Non-life Insurance Sector in India	2015
11	Consumer Buying Behavior in Telecom Industry: An Investigation to Establish Brand Loyalty	2016
12	A Study on Privacy and Security for Collaborative Computing: Application to Information Services	2019

Publications (International, National Journals and Books)

International:

Sl.	Title of the Paper	Published
1.	Of Diamonds and Desires: Understanding Conspicuous Consumption from a Contemporary Marketing Perspective	Academy of Marketing Science Review, Vol-2006, No-11, Washington State University, USA (Mazumdar S & Roychowdhury H)
2.	Identifying the dimensions of Organizational Culture and Their Perceived Relative Importance in the Mind of the Members of the Organizations – A Case of Four Indian Organizations.	Journal: IJRCM: International Journal of Research in Commerce & Management (Mazumdar S. & Kundu K) Vol-No2, 2011, Issue No- 5, May (ISSN No- 0976 – 2183)

3.	Conspicuous Consumption orientation: Conceptualization, scale development and validation	Journal of Consumer Behaviour (2011) (Mazumdar S & Roychowdhury H & Ghoshal A) Published Online in Wiley online library (wileyonlinelibrary.com) DOI:10.1002/cb.364
4.	Principle component analysis and self organizing Map for visual clustering of Machine/part cell formation in cellular manufacturing system	Systems Research Forum, Copyright© World Scientific Publishing Company, August 10, 2011 (Mazumdar S & Chattopadhyay Monojit, Dan Pranab) Manuscript ID-SMCC-10-08-0307
5.	Applications of Visual Clustering properties of self organizing map in machine – part cell formation	Applied Soft Computing – Vol. 12, Issue-2, February 2012, pp 600-610, (Authors: Mazumdar S & Chattopadhyay Monojit, Dan Pranab)
6.	Growing Hierarchical Self-Organizing Map Computation Approach for Clustering in Cellular Manufacturing	Journal of the Chinese Institute of Industrial Engineers - Decision on Manuscript ID TJCI-2011-0090.R1-2012
7.	Application of Neural Network in market segmentation: A review on recent trends	Management Science letters Vol-2 (2012) pp 425-438 also see website: www.GrowingScience.com/msl (Authors: Mazumdar S & Chattopadhyay Monojit, Dan Pranab, Chakraorty P S)
8.	CONTEXTUAL FACTORS FOR EFFECTIVE IMPLEMENTATION OF PERFORMANCE APPRAISAL IN THE INDIAN IT SECTOR: AN EMPIRICAL STUDY	Journal: IJRCM: International Journal of Research in Commerce & Management SUJOYA RAY MOULIK & DR. SITANATH MAZUMDAR, VOLUME NO. 2 (2012), ISSUE NO. 6 (JUNE) ISSN 2231-5756
9.	Expatriate Satisfaction in International Assignments: Perspectives from Indian IT Professionals working in the U.S.	Journal: International Journal of Human Resource Studies, Vol-2, No-3, 2012 (USA), ISSN: 2162-3058 , SUJOYA RAY MOULIK & DR. SITANATH MAZUMDAR
10.	Understanding Perspectives of Knowledge Work and Knowledge worker perceptions for effective performance management in Indian organizations: Review and Insights	Journal: Asian Journal of Research in Business Economics and Management, Vol-, No- , 2012 ISSN: 2249-7307 (Online), 2250-1673 (Print) Paper ID: 1317 SUJOYA RAY MOULIK & DR. SITANATH MAZUMDAR
11.	Nuro-Genetic Impact on Cell Formation methods of Cellular Manufacturing System Design: A Quantitative Review and Analysis	Computers and Industrial Engineering – Elsevier.Com, Vol-64 (2013) pp 256-272 (Authors: Mazumdar S & Chattopadhyay Monojit, Dan Pranab)
12.	Application of Principal Component Analysis in Machine - Part Cell formation	Management Science letters Vol-2, 2012 pp 1175-1188 (Authors: Mazumdar S & Chattopadhyay Monojit, Dan Pranab, Chakraorty P S)
13.	Modelling and Forecasting of the Parameters influencing the	Indian Journal of Management Science Vol.3,

	underwriting cycle in Indian non-life insurance – A statistical approach to GIC experience	Issue -2, April 2013 (Authors: Mazumdar S & Subhabaha Pal) ISSN -2249-0280, EISSN-2231-279X
14.	Metaphors of Gourmet: Contemplation on Culinary Experience to Rethink Consumption Desire Assemblage	British Food Journal Published online at www.emeraldinsight.com/007-070x.htm Manuscript ID- Bfj-08-2013-0213 (Authors: Mazumdar S & Sinha Nilanjana)
15.	From Local Taste to Luxury Experience: Insights into Culinary Distinction	Luxury Brands in Emerging Markets – Edited Volume, Published by: Palgrave MacMillan - 2014 (Authors: Mazumdar S & Sinha Nilanjana, Himadri Roychowdhry) edited by Glyn Atwal and Douglas Bryson ISBN- 978-1-137-33052-9 United States, United Kingdom.
16.	Study on the Underwriting Cycle Pattern and Statistical Analysis of the Performances of the Indian Public Non-life Insurance Companies in the Last Decade	International Journal of Management & Business Studies 17 IJMBS Vol. 4, Issue 2, April - June 2014 www.ijmbs.com , ISSN : 2230-9519 (Online) ISSN : 2231-2463 (Print) Subhabaha Pal, Dr. Sitanath Mazumdar
17.	Comparison of visualization of optimal clustering using self-organizing map and growing hierarchical self-organizing map in cellular manufacturing system	Applied Soft Computing journal homepage: www.elsevier.com/locate/asoc Contents lists available at Science Direct G Model ASOC-2298; No. of Pages16 Applied Soft Computing xxx (2014) xxx–xxx Manojit Chattopadhyaya, Pranab K. Danb, Sitanath Mazumdar
18.	GENDER INFLUENCE IN BUILDING OF BRAND LOYALTY AND RELATED ASPECTS IN INDIAN CELLULAR PHONE INDUSTRY	Volume 4, Number 1, January – March’ 2015 ISSN (Print):2319-9059, (Online):2319-9067 PEZZOTTAITE JOURNALS SJIF (2013): 5.017, SJIF (2014): _____ International Journal of Trade & Global Business Perspectives© Pezzottaite Journals. 1540 Page Oindrila Chakraborty 17 Dr. Sitanath

		Mazumdar
19.	IMPACT OF THE CONSUMERS' SERVICE SATISFACTION ON BRAND LOYALTY WITH REFERENCE TO INDIAN TELECOM INDUSTRY	Volume 3, Number 4, October – December' 2014 ISSN (Print):2279-0977, (Online):2279-0985 PEZZOTTAITE JOURNALS SJIF (2012): 3.23, SJIF (2013): 5.057 International Journal of Applied Services Marketing Perspectives © Pezzottaite Journals. 1368 - Page, Oindrila Chakraborty 32 Dr. Sitanath Mazumdar
20.	Market Mediated Authenticity in Culturally Themed Culinary Space	Qualitative Market Research – An International Journal December, 2018; ISSN 1352-2752, Sinha Nilanjana, Chandhuri Himadri R, Fowler Jie and Mazumdar Sitanath

National:

Sl.	Title of the Paper	Published
1	Risk Taking – Important Personality and Psycho-dynamics Factor Towards Success: A Case Study on the Electronic Industry	Synthesis – July – December, 2003, Vol. 1, No. 1 (Mazumdar S)
2	Changing Role of Computer System in Decision Making – A Review	Published in 'Disha', June 2003, Vol.2, Issue 1. (Mazumdar S)
3	Jobs involvement – the latent solution of “The Survival of the Fittest”: A case study on the Electronic Industry”	Survey, Journal of IISWBM Vol- 44, Numbers 1-2, 2004, Kolkata (Mazumdar S)
4	Human Factors – An essential ingredient of MIS for division making in any functional area	Survey, Journal of IISWBM Vol- 44, Numbers 3-4, 2004, Kolkata (Mazumdar S)
5	Relevance of Operation Research Techniques in the regime of globalization – A case study	Silver Jubilee Vol-2002-04 of Business Studies, Dept. of Commerce, C.U. (Mazumdar S & Saha K L)
6	Some factors Beyond 4 p's responsible for changing consumer Behaviour - A case study on FMCG Products	Survey, Journal of IISWBM Vol- 45, Numbers 1-2, 2005, Kolkata (Mazumdar S & Bhattacharya P. R)
7	The Stock market Crashes in India – A Review	Indian Journal of Accounting, Vol- XXXVI (i) Journal of the Indian Accounting Association, December,

		2005 (Mazumdar S & Chakraborty S)
8	So-journ of Indian Sensex: A Review	Survey, Journal of IISWBM Vol- 46, Numbers 1-4, 2006, Kolkata (Mazumdar S and Chakraborty S)
9	Prospects and Problems of Information Technology Industry in West Bengal: A Review	Survey, Journal of IISWBM Vol- 47, Numbers 1-2, 2007, Kolkata (Mazumdar S & Sen S)
10	An introspection into the Advertising theories of FMCG products – A Case Study of Pen Industry	Journal of Marketing Management, ICFAI, University Press, Hyderabad, August 2007 (Mazumdar S & Bhattacharya P R)
11	Drinking Water Crisis and its mitigation approaches in the districts of West Bengal – A Case Study	UGC-DRS, Phase-III Programme, Dept. of Business Management, Calcutta University, 2008, (Chakraborty R & Mazumdar S)
12	Problems of Mutual Fund Industry of India: A Review	Published by: Netaji Subhas Open University, Kolkata, June-2009, Studies in Accountancy, Finance and Management – Contemporary Issues. Book Edited by Dr. Udaybhanu Bhattacharyya (Mazumdar S & Chakraborty S)
13	Factors Responsible for choice of FMCG Products: A Case Study of the Consumers of Dental Care Products	Indian Journal of Marketing, Vol. 39, No. 8, Aug-2009 (Mazumdar S & Bhattacharyya P R)
14	“If You have it, Flaunt it”: Theoretical Priorities and Practical Issues of Conspicuous Consumption in the Indian Context	Rising Consumption and its impact edited by: Amitabha Ghose, published by The ICFAI University Press, 2009
15	Conspicuous Consumption – Is That All Bad? Investigating the Alternative Paradigm	VIKALPA, Vol-35, No-4, Oct-Dec-2010 (Notes and Commentaries section) (Mazumdar S & Roychowdhury H)
16	Measuring Service Quality Standards in Indian Cellular Phone Service Retail	Contemporary Issues in Business and Information Management, ICBIN – 2012, Vol. 2; [ISBN-978-81-8424-744-2] Allied Publishers Pvt. Ltd.) – (Authors: Mazumdar S & Chakraborty Oindrila)
17	Modeling and Forecasting of the Parameters influencing the underwriting cycle in Indian non-life insurance – A statistical	Indian Journal Management Science Vol 3, Issue 2, April 2013; Mazumdar

	approach to GIC experience	S & Pal Subhabaha, ISSN 2249-0280, EISSN 2231-279X
18	Understanding Gastronomic Taste of Cosmopolitan Consumers: Study on Bengali Themed Restaurants in Kolkata	Vilakshan, March 2016, Vol-13 Mazumdar S, Sinha N and Roy Chowdhury H

Books Publications:

Sl.	Title of the Book	Published
1.	Integrated Environmental Control Framework and Strategies: A Collection of Essays and Cases	Department of Business Management, University of Calcutta & DSA Phase-I (2011-16) Programme on Environmental Management, UGC, New Delhi; Edited by Prof. Sitanath Mazumdar & Prof. Sharmistha Banerjee
2.	Behavioural Science in Management Practice	Department of Business Management, University of Calcutta & Academic Staff College, University of Calcutta, Edited by Prof. Sitanath Mazumdar & Prof. Sharmistha Banerjee

Lectures Delivered

Sl. No	Theme	Date	Organized by	Role
1.	Traditional Indian philosophy and Business Ethics	February 27, 2015	Sree Chaitanya Mahavidyalaya and West Bengal State University (National)	Chairperson in one Technical Session
2.	Social, Technological and Economic Paradigm of Management and its impact on Global Business Scenario	February 2, 2014	Halidia Institute of Technology (International)	Chairperson in the Inaugural Session
3.	Making History Visible: Technology in History and Archaeology Musums	February 15, 2014	Dept. of Museology, C.U. (International)	Chairperson in one Technical Session
4.	Changing Paradigm of Management Education	February 18, 2014	Dept. of Business Administration, Bengal Engg. & Science University, W.B., (National)	Invited speaker on "Management Then and Now: Implications for Mgt. Education"
5.	Empowering Universities for the Challenges in Management Education	April 25, 2014	Dept. of Buss. Mgt., C.U. (National)	Chairperson in one Technical Session
6.	Shunya: The Circle of Reason	February 9, 2011	Bhawanipur Education Society College, W.B. (National)	Key Note Speaker
7.	Contemporary Technological, Social and Management Issues – Theoretical and Conceptual Perspectives	February, 2012	Halidia Institute of Technology	Chairperson in the Inaugural Session
8.	Transforming Business thoughts into practice	December 15, 2012	Carreograph Institute and Management Studies	Chairperson in the Technical Session
9.	Strategic Management of Financial Service	March , 2010	Dept. of Commerce, C.U. (ASIHS Prog., UGC)	Chairperson in the Technical Session

10.	Competitive Advantage through Marketing Education	January 28, 2011	ST. Xavier's College	Chairperson in the Technical Session
11.	The New Accounting and Reporting regime under IFRS	February 20, 2009	Dept. of Buss. Mgt., C.U.	Chairperson in Inaugural Session
12.	Higher Education Policy in India	April 2010	Surendranath College, Kolkata (UGC Sponsored)	Special Guest
13.	Global Financial Crisis and its employment Impact in India	March 2010	Netajinagar Day College (UGC Sponsored)	Guest Speaker
14.	Global Financial Meltdown and Recovery: Changing paradigm of Accounting and Finance	January 8, 2011	International Association for Accounting Education and Research, Deloitte and Indian Accounting Association Research Foundation	Special Guest
15.	Changing paradigm of Industrials Engg. and Management	February 17, 2011	West Bengal University of Technology, Kolkata (National)	Chairing Session
16.	Trends in Contemporary Management Functions	March 23, 2011	Vidya Sagar University, W.B. (National)	Chairing two Technical Sessions
17.	Innovation, Entrepreneurship, Marketspace	November 24, 2017	UEM University, Kolkata	Inaugural Address