

Name: Dr. Arunava Mookherjee

Department: Faculty of Management Studies

Contact Nos.: 9474112173



Qualifications: M.Sc (Physics), MBA, PhD.

Designation: Professor

Experience (Teaching / Research / Industry, in years):

Teaching : 16 years. / Research : 9 years/ Industry: 1.5 years

Date of Joining at the Present Institution: 2004

Examinations Cleared: NET-CSIR/GATE - NA

Qualifications Summary :

- **PhD in Management** from The University of Burdwan, West Bengal in the year 2011, (Research Area: **Relationship Marketing**)
- **M.B.A** with from The University of Burdwan with **1st Class**, West Bengal (**77%**) in August 2003. (Specialization: **Marketing Management**)
- **M.Sc** from Banaras Hindu University with **1st Class (69%)** in June 2000. in **Physics** with **Electronics & Communication** as specialization
- **B.Sc. (Honours)** from Banaras Hindu University with **1st Class (65%)** in June 1998 in **Physics**
- **C.B.S.E (+2)** from DAV Model School, Durgapur with **77%** marks in June 1995 in the **Science** stream.
- **I.C.S.E** from Carmel Convent School, Durgapur with **87%** marks in June 1993.

Experience Summary :

- ❖ **From September 2019 – till date –** serving as a **Professor in Management**, in the B.Tech Section of Dr. B.C. Roy Engineering College, Durgapur. & handling the softskills and Pre-placement grooming of final year students of all streams of the B.Tech & Management Sections as a **Co-ordinator (Soft Skills) Central Training & Placement Cell.**
- ❖ **From January 2016 – August 2019** as an **Associate Professor in Management**, in the B.Tech Section of Dr. B.C. Roy Engineering College, Durgapur. & handling the softskills and Pre-placement grooming of final year students of all streams of the

B.Tech & Management Sections as a **Co-ordinator (Soft Skills) Central Training & Placement Cell.**

- ❖ **From September 2012 – December 2015-** worked as the **Associate Professor in Management and additionally Professor-in-Charge & Head of Academy of Professional Courses, Dr. B.C Roy Engineering College**, which hosts the courses of BBA (H), BCA (H), BBM(H) Hospital Management & M.Sc(Info. Sciences) & M.Sc (Applied Mathematics), under West Bengal University of Technology. Apart from taking regular classes in Consumer Behaviour, Advertising & Sales Promotion & Strategic Management at the MBA level as the Associate Professor of Faculty of Management Studies (FMS) , Dr. B.C Roy Engineering College
Successfully started and run the stream of BBM (H) Hospital Management as the Head of APC BCREC in association with The Mission Hospital, Durgapur.
- ❖ **From July 2009 till August 2012** - worked as a Full-time **Assistant Professor** of Marketing Management in the MBA (2 year Full Time program) of Faculty of Management Studies (FMS) , Dr. B.C Roy Engineering College , Durgapur , under West Bengal University of Technology.
- ❖ **From July 2007- June 2009** - worked as a Full-time **Senior Lecturer** of Marketing Management in the MBA (2 year Full Time program) of Faculty of Management Studies (FMS) , Dr. B.C Roy Engineering College , Durgapur , under West Bengal University of Technology.
 - Successfully headed the Admissions Cell as the Co-ordinator (Admissions) for FMS in the year 2009 .
- ❖ **From August 2004 – June 2007** worked as a Full-time **Lecturer** of Marketing Management in the MBA (2 year Full Time program) of Faculty of Management Studies (FMS) , Dr. B.C Roy Engineering College , Durgapur , under West Bengal University of Technology.
 - Apart from taking classes in Marketing Management, Consumer Behaviour & Marketing Research have also specialized in other core areas like the Quantitative Techniques & Organizational Behavior.
 - Successfully headed the Training & Placement Cell as the Co-ordinator (Placements) for FMS since March 2005, where in played a key role as the Relationship Manager for the college.
 - Suggested new courses that substantially increased the earnings of the college.
- ❖ From **November 2003 to August 2004:** worked as an **Executive (Customer Relations & Receivables Management)**, Magma Leasing Limited, Durgapur.
 - Introduced the concept of Tele – recovery & Tele marketing in the Durgapur branch & Co-ordinated a team of 6 members, providing the necessary back office support, maintaining the database and preparing the MIS for the branch.

- ❖ **Aug 2003 - October 2003** : Research Project from ICICI Bank Ltd., Kolkata
“Satisfaction tracking & Indexing of Customers of Commercial Business in South Bengal”
- ❖ **From May 2003 – July 2003:** As a trainee in Research Project from ICICI Bank Ltd., Kolkata
“Securitization of Assets at ICICI Bank Ltd.”

Specialization/Research Interest:

Relationship Management, Consumer Behaviour, Digital & Social Media Promotions, ICT in teaching pedagogy, Personal Branding and Image Management.

Courses taught:

MBA :Quantitative Techniques, Marketing Management, Marketing Specialization papers : Advertising and IMC, Digital & Social Media Marketing, Consumer Behaviour.

B.Tech : Economics for Engineers, Principles of Management.

Online Mode of Teaching:

**Live Classes Conducted through Google Meet.
Assessment through Google Forms etc.**

Link :

(https://drive.google.com/drive/folders/0B_SC3uAlvj6Bfktyd3Z1SGs1T0ZNandsQm42RW9tS1FnMjRxQW9scnV0RmgtM1ZwaGVhRzQ?usp=sharing)

Publications:

Journal:

1. Dutta Dev Malya, **Mookherjee Arunava** “A Descriptive Study on the Consumer Demographic and Psychographic profile of Retail Commercial Automobile Loan in the Region of Boreya, Jharkhand” , published in Management Vistas, peer reviewed Journal of GGSITMS, (ISSN : 0974-682X) Vol II , issue 2, July,2009
2. Dutta Dev Malya, **Mookherjee Arunava** " Comparative Analysis of the CRM tools being deployed by the different Financial Institutions for the Retail Commercial Automobile Loan segment – A study on the Durgapur-Asansol region in West Bengal." published at SAARANSH RKG Journal of Management (ISSN : 0975-4601), Lucknow in July, 2010.

Conference:

1. Dutta D.M , **Mookherjee Arunava**, “Go Retail – The New Mantra of the Financing business”, presented in National Conference on Indian Business Environment: Issues & Challenges by Department of Business Administration, The University of Burdwan January 2006. and published in Anweshan , peer reviewed Journal of the Department of Business Administration , The University of Burdwan Vol II issue I.
2. Dutta D.M , **Mookherjee Arunava** , “Travel Insurance – An Inevitable part of Tourism Today” - A paper for the National Seminar on: The Changing Dimensions of Tourism Industry , IITTM, Gwalior, 9th & 10th February, 2006.
3. **Mookherjee Arunava**, Sengupta Indrani, “Consultancy in the SME manufacturing Sector- A Study on the Prospects and Challenges in and around Durgapur”, – A paper for the Conference organized by WEBCON, Durgapur, Sept-2007
4. Roy Krishna and **Mookherjee Arunava** ,“ A Study To Devise Strategies To Curb Student Absenteeism Rates To Ensure Sustainable Development Of Private Professional Colleges In West Bengal ”, International conference Sustainability Development - A value chain Perspective, SDVP-18” on 7-8 Sep, 2018.
5. Roy Krishna , **Mookherjee Arunava**, Roy Rahul, Gupta Sayan , “A Study to Determine The Factors Affecting The Brand Choice Of Adult Diapers Among Hospitals In South Bengal Region Of India., International Conference-Frontiers of Operations Research and Business Studies(FORBS) conducted by Calcutta Business School and Operational Research Society of India, Durgapur Chapter on 27th and 28th Dec, 2019

Book Chapter:

1. Dutta D.M, **Mookherjee Arunava**, “h - CRM & not e-CRM is the essential and effective tool for Relationship Marketing for Retail financing of Commercial Automobiles in Durgapur”- A Study – as a chapter in the Edited Volume on “Wealth Management”, authored by Dr. Nalini Prava Tripathy of IIM Shillong published by Mahamaya Publishing House, 2009
2. Dutta D.M, **Mookherjee Arunava** , “Emergence of Retail Financing: A Journey through Ages” A Study on West Bengal & Jharkhand”. With Prof. Dev Malya Dutta, Edited Volume named “Management, Past Present & Future” by Kumaun University, 2009.
3. Roy Krishna and **Mookherjee Arunava** , "A study to devise strategies to curb absenteeism rates to ensure sustainable development of private professional colleges of West Bengal" in Sustainable Development-A Value Chain Perspective(Edited Volume) ISBN 978-93-88874-23-6 published by MDI Murshidabad, Publisher name :Speaking Tiger Publishing Pvt Ltd, April,2019 1st edition, part 4 paper 15 pp 241-257

Supervision of MBA Summer Internships: Have supervised 5-6 SIPs per year.

Invited Lectures:

1. Imparts Regular MDP training on "Developing Behavioral Competencies for Service and Customer Orientation" at Power Grid , Durgapur since January 2014.
2. Is a listed trainer in Marketing Management, under GOI MSME Entrepreneurship Development Programs like KVIC,KVIP, PMEGP programs

Participation in seminar/conference/symposium/workshop/discussion meeting

- ✓ Organized a 2-day long International Conference, ICBAMI-2012, as the Organizing secretary at **FMS** Dr. B.C Roy Engineering College, Durgapur
- ✓ Organized and attended a one day **Faculty Development Programme at FMS** Dr. B.C Roy Engineering College, Durgapur in association with IIP C of The University of Burdwan in January, 2007
- ✓ Attended and undergone a special training on **Soft Skills Development** at Infosys, Bhubaneswar, as a part of **the Infosys Campus Connect Program**, Nov.,2006

Membership of professional bodies: ORSI & ISTD