Name: Mr. Niloy Kumar Bhattacherjee.

Department: Faculty of Management Studies (FMS).

Contact No.: 9609640415.

Qualifications:
PGDFM (Marketing, EIA). IIFM, Bhopal.
MA (Economics). BHU, Varanasi.

Designation: Assistant Professor. Marketing Management.

VIDWAN ID: 193470

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

Teaching experience of about 15 years in teaching in MBA programmes.
Industry experience of more than 5 years in Marketing Research and allied areas.

Date of Joining at the Present Institution: 21st August, 2012.

Examinations Cleared: (NET-CSIR/GATE) N/A.

Qualifications Summary (Reverse chronological order)**:**

Degree	Institute	Course Duration	Subjects
PGDGIS.	CDAC. Noida.	2003.	Core GIS and Application GIS.
LAC. QMS.	QMI International. New Delhi.	2003.	NABAT Accredited Lead Auditor Certification (LAC) in QMS (ISO 9001: 2000 system).
PGDFM.	IIFM. Bhopal.	1999-2001	Rural Marketing & Environmental Impact Assessment Specializations.
MA. Economics.	BHU. Varanasi.	1997 – 1999	Econometrics & International Trade Specializations.

Experience Summary (In chronological order):

Designation	Organization	Service Duration
Research Executive	DRS Pvt. Ltd.. N. Delhi.	April 2001 – September 2001.
Consultant	Udyogini. N. Delhi.	October, 2001. (1 month project).
Sr. Research Executive	RDI Pvt. Ltd.. N. Delhi.	December, 2001 – March, 2003.
Sr. Trade Research Officer	KOTRA, Embassy of the Republic of Korea. N. Delhi.	July 2004 – September 2005.
Research Associate	ATREE. N. Delhi.	October 2005 – June 2006.
Manager, Business Development	H. C. Associates. Barddhaman.	July 2004 – September 2005.
Faculty Member	Icfai National College. Durgapur.	April 2007 – August 2009.
Asstt. Professor	BCET. Durgapur.	August 2009 – August 2012.
Asstt. Professor	BCREC. Durgapur.	August 2012 – ...

Specialization/Research Interest:

Core econometric/ stochastic modeling and general data science applications for marketing research and allied areas.

Awards & Recognitions
Best paper/ scholarship/Position in university exam / awards while at industry/ other organizations etc.

Awarded Director's Prize for best Organizational Training (OT) Report at IIFM, Bhopal, for OT internship at JLR Ltd., a Government of Karnataka undertaking, Bangalore in the year 2000.

Courses taught:

Marketing Research; International Marketing; Retail Management; B2B Marketing; HR Metrics and Analytics; Corporate Strategy.

Online Mode of Teaching:

A mix of teaching and class notes, Google Quiz forms, Google meet sessions, e-mail work groups and Whatsapp work groups for specific papers, home assignments and tests are used.

Link instances:
  https://forms.gle/SheiU3nFZobxTGcF6
  https://forms.gle/BWEHbw4uXWygLrw6A

Publications:

Journal:

Bhattacherjee, Niloy Kumar "An invocation of Quality Planning in the design of advanced management training programmes: A multivariate analytic study based on surrogate variables", JMREE, 2012, Vol. 1 No. 1. , ISSN: 2229 – 4252.

Bhattacherjee, Niloy Kumar "Brand Management : Innovations in Frameworks for Judging Brand Position in Isolation and in Competetive Retail Ecologies" RJ SIBAR, 2011, Issue II, ISSN : 0975 – 9964

Conference:

Adhikary, Maniklal and Bhattacherjee, Niloy Kumar "India's GDP Growth and the Green GDP Paradigm – Comparative Analysis", National conference "Econference 2012" organised by the Department of Economics, University of Burdwan at Burdwan, April, 2012

Bhattacherjee, Niloy Kumar "Growth and Inequality in India – an Analysis", abstract presentation at oral session, National Seminar on "Demographic Transition and Inclusive Development" organised by the International Institute for Population Sciences, Mumbai and the Indian Statistical Institute, Kolkata at Kolkata, March 2012

Bhattacherjee, Niloy Kumar "HR Issues – Managing Workplace Stress", PrCON – 2010, the 3

National Conference on "Managing Corporate Responsibility and risk for Synergizing Business Practices to Achieve Organizational Excellence" at the Prestige Institute of Management, Dewas, February 26 and 27, 2010

Bhattacherjee, Niloy Kumar "Global Benchmarking and Quality Function Deployment for Managing the Reskilling of the Knowledge Worker" presented at "Convergence 2008", INC – Cygnus national (internal) research publication competition at ICFAI HQ, Hyderabad in April 2008.

Supervision of MBA Projects:

Biswas, Soutrik (12000919038),supervised by Prof. Niloy Kumar Bhattacherjee, "Film vs. Digital. The Preference of Photographers Which Lead to the Fall of Kodak and Rise of Fujifilm. A Report" 2020.

Mishra, Tripti (12000919039),supervised by Prof. Niloy Kumar Bhattacherjee, "Sales Promotion Tehcniques Used by Retail Stores with Respect to Big Bazaar, Asansol" 2020.

Mishra, Nisha (12000919040),supervised by Prof. Niloy Kumar Bhattacherjee, "Customer Relationship Management Practices in Reliance Market" 2020.

Agarwal, Anjali (12000918055), supervised by Prof. Niloy Kumar Bhattacherjee, "Systematic Investment Plans", 2019.

Ghosh, Subhendu Kumar (12000917002), supervised by Prof. Niloy Kumar Bhattacherjee, "Discovering the regional specialty products of Odisha and creating awareness to meet the requirement of migrant population", 2018.

Alam, Md. Ahsan (12000917032), supervised by Prof. Niloy Kumar Bhattacherjee, "A study on consumer preferences for colas", 2018.

Kumar, Deepak (12000915007), supervised by Prof. Niloy Kumar Bhattacherjee, "Digital Marketing in E-commerce in Askme.com", 2016.

Dey, Saurav, (12000914012), supervised by Prof. Niloy Kumar Bhattacherjee, "A Study of Pricing and Sales Strategy of Secondary Products and also to Compare the Different Prices of CCT Products in Various SAIL Plants", 2015.

Invited Lectures: N/A

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

Workshop on "Modern International and Digital Markting: Practices and Tools – A Global Vision" jointly conducted by Maulana Abul Kalam Azad University of Technology (formerly WBUT), West Bengal and Cambridge Marketing College, UK at Dr. B. C. Roy Engineering College, Durgapur. 19 March 2019.

National Level 6 day workshop on "Econometrics and Its Applications" organised by the

Department of Economics, University of Burdwan at Burdwan in May 2015.

National Level 6 day workshop on "Time Series Econometrics and Its Applications" organised by the Department of Economics, University of Burdwan in association with the Indian Statistical Institute, Kolkata and the Indian Econometric Society (TIES) at Burdwan in April 2011.

National Level seminar on "Management and Information Technology – A Perspective" organised by the Department of Business Administration and Computer Applications, Bengal College of Engineering and Technology (BCET), Durgapur in association with Durgapur Institute of Management and Science (DIMS), Durgapur at Durgapur in January, 2011.

Participation in faculty development programmes

FDP on "Moodle Learning Management System" conducted by the Spoken Tutorial Project, IIT Bombay by online method at Dr. B. C. Roy Engineering College, Durgapur. March, 2020.

FDP on "Business Models and Business Plans: Getting It Right" conducted by National Entrepreneurship Network, Bangalore at Bengal Engineering and Science University (BESU), Shibpur. August 2010.

FDP on "Kick-starting the Entrepreneurial Campus" conducted by National Entrepreneurship Network, Bangalore at the Management Institute of Durgapur (MID), Durgapur. August 2010.

Organization of events (Dr. B. C. Roy Engineering College)

FMS BCREC IIPP Webinar on 12th December 2020 starting 03:30 pm on "Covid19: A Financial Accounting and Audit Perspective" by Shri Parthajit De, DGM, Finance. NHPC Ltd, N. Delhi and Smt. Sriparna De, A.Dir., Assurance. S. R. Batliboi, N. Delhi. Hosted on Google Meet by FMS. BCREC. Durgapur.

Participation in administrative committees (selected)

Co-ordinator (Joint), Admissions Committee, FMS, BCREC. 2015-2020.
Co-ordinator, Departmental NAAC Committee, FMS, BCREC. 2020.

Project Ideas Submitted to Govt. Agencies/ On-going Projects / Research Ideas under preparation & execution: N/A.

Membership of professional bodies: IEEE, IETE, IEI, CSI, MGMI etc. N/A.