

Name: Prof. Sudip Bhattacharjee

Designation: Assistant Professor

Branch: Marketing / Banking

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Educational Qualification(s):

Qualification(s)	University
PhD (Pursuing)	Assam University Silchar
UGC – NET (Management)	University Grants Commission
MBA (Marketing / Banking)	ICFAI University Dehradun
AMFI- Mutual Fund (Advisors) module	Security Exchange Board of India (SEBI)

Experience in years:

Academic : 6.7 Years

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1.	The ICFAI University Tripura	Assistant Professor	01.11.2013	Till Date
2.	The ICFAI University Tripura	Lecturer	14.05.2010	31.10.2013
3.	NIS Academy	Faculty	01.10.2009	13.05.2010

Industrial: 3.3 Years

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1.	Indusind Bank Ltd.	Deputy Manager	27.06.2009	01.05.2010
2.	HDFC Bank Ltd.	Assistant Manager	17.02.2007	26.06.2009

Other Information:

a) Publication details.

- I. Bhattacharjee S. (2016), Creativity Vs. Offence: Ogilvy & Mather's Sleepless Nights Over Kurl – On, IBS Center for Management Research (2016), Listed in The Case Center, UK.
- II. Bhattacharjee S. (2012, January) Role of Information Technology in Quality of Judgment & Delivery. The International Journal's Research Journal of Science & IT Management, Volume 01, Number 03, Pg. 11 – 16. ISSN: 2251-1563
- III. Bhattacharjee S. (2012, January) e-Business _Connecting Handicrafts of Tripura to Globalization – an Entrepreneurial Opportunity. Zenith International Journal of Business Economics & Management Research, Volume 02 – Issue 01, Pg 28 – 34. ISSN: 2249-8826 , **Global Impact Factor – 0.503**
- IV. Paper titled, “Potential Role of Information Technology in developing the Indian Judiciary System – a Service Marketing View.” presented at National Seminar organized at Holy Cross College Agartala on Changing Role of Indian Judiciary between 22nd and 23rd January 2011. The paper was later shortlisted and published in the book, “Indian Judiciary – in Transition.”
- V. Bhattacharjee S. (2012, May) Multidisciplinary research can make the Medicinal Plant Industry in Tripura viable – a conceptual study based on TOWS matrix. Zenith International Journal of Multidisciplinary Research, Volume 02- Issue 05, Pg 146- 154. ISSN: 2231 -5780, **Global Impact Factor – 0.675.**

(b) Details of Seminar/Workshop/Conference.

- I. Organizer of National Level Investor Awareness Programme and Career Awareness Programme on 5th February 2016 at ICAI University Tripura in association with The Institute of Company Secretaries of India & National Stock Exchange.
- II. Paper presented **“A Study on Marketing Communication in Promotion of Cultural Tourism in North East India with special reference to Tripura”** for Provisional Registration of PhD at Assam University, Silchar on 25.08.2015.
- III. Paper titled **“*Identification of Research Priorities in developing an economically viable Medicinal Plant Industry in Tripura.*”** presented at Regional Seminar organized by IGNOU on Identification of Research Priorities in Tripura.
- IV. Paper titled **“*Enhancement in Quality of Judgment and Delivery in Indian Judiciary by application of Information Technology.*”** presented at Regional Seminar organized by ICAI University Tripura.
- V. Mentored a group of students and presented a paper **“*Making of a Brand – the IPL way.*”** in the State Level Student Seminar on “Marketing perspective of IPL Season – IV.” on 22nd April, 2011 organized by ICAI University Tripura. The team went on to win the 1st Runner up prize.
- VI. Participated in the **“District Level Training Cum Seminar on Rules, Regulations & Technicality for Post Matric Scholarships.”** at Mohanpur Block Office and successfully pursued with the officials in smooth delivery of scholarship amount to the ICAI University Tripura students on 10th August 2015.
- VII. Participated in the seminar **“ICT Based Language Translation”** at the ICAI University Tripura on 1st October 2015.
- VIII. Program Coordinator of the National Level **“Investor Awareness & Education Program held at ICAI University, Tripura on 06.07.2015** by National Stock Exchange of India Limited.

- IX. Participated in the Seminar on “**Intellectual Property Rights**” at the ICFAI University Tripura on March 2015.
- X. Program Coordinator of the “National Level Workshop on Digital Marketing at the ICFAI University Tripura” organized by the ICFAI University Tripura in association with Entrepreneurship Development Cell, Indian Institute of Technology, Delhi and Times World Group between 24th and 25th March, 2015.
- XI. Organizer of Faculty Development Program “The Art of Case Teaching and Case Writing” at The ICFAI University, Tripura on 21.12.2014 to 23.12.2014.
- XII. Program Coordinator of the “Entrepreneurship and Business Plan Workshop.”, organized by Nurture Talent Academy and IIM Ahmedabad at the ICFAI University Tripura on 28th October 2014.
- XIII. Participated in the Faculty Development Program conducted by the ICFAI University Tripura during 7th – 12th June 2010.
- XIV. Participated in the Faculty Development Program conducted by the ICFAI University Tripura during 24th – 28th May 2011.
- XV. Successfully completed training on Induction, Basic Banking & Liability products from 9th July 2007 to 13th July 2007 at Regional Head Office of HDFC Bank Ltd in Kolkata.
- XVI. Participated in the National Seminar on Making the New Age HR organized by ICFAI Business School, Bhubaneswar & NIPM, Utkal Chapter.

(c). Professional membership of reputed bodies if any.

Member of The IBS Alumni Federation since 2007