



**Name:** Prof. Jayanta Chakraborti

**Designation:** Associate Professor

**Branch:** Marketing

**E-mail:** jayantachakraborty@iutripura.edu.in

**Social Media Links (Facebook, LinkedIn, Twitter etc) :**

<https://www.facebook.com/jayanta.chakraborti>,

<https://www.linkedin.com/in/jayanta-chakraborti-117699>

**Educational Qualification(s):**

Qualification(s)	University
MBA in Marketing & Finance	IMI Europe
MA in Economics	Devi Ahilyabai University
B.E. in Mechanical Engineering	Tripura Engineering College
PhD (Pursuing)	Graphic Era University, Dehradun

**Experience in years:**

Academic :

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1	IIPM	Dean	2002	2013
2	Graphic Era University	HOD	2013	2015
3	MIMT, Greater Noida	Associate Professor	2015	2016

Industrial:

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1	Usha Ispat Ltd	Maintenance Engineer	1995	1996
2	Electrosteel Castings Limited	Senior Engineer	1996	1999
3	SISPL New Delhi	Business	2001	2002

		Development Manager		
--	--	------------------------	--	--

**Other Information:**

a) Publication details

1. Chakraborti, Jayanta; Maurya, Sushil, "Will Automation and Artificial Intelligence Disrupt the Future Workplace?" , Technological and Managerial Strategies for Next Generation Transformation, ISBN No: 978-93-86432-66-7
2. Chakraborti, Jayanta; Misbah-UI-Islam, "FUTURES AND FORWARD CONTRACT AS A ROUTE OF HEDGING THE RISK" , RISK GOVERNANCE & CONTROL: FINANCIAL MARKETS & INSTITUTIONS, ISSN 2077-429X (printed version) 2077-4303 (online version)
3. **"A Study to Analyze the Application of Big Data Analytics for On-Demand Marketing"** research paper presented at the International GCMRM Conference at **MDI Gurgaon**. ISBN No: 978-81-929149-2-3
4. Attended three day training on **Data Mining in Psychological Research at ISI Kolkata.**
5. **"Role of Media in creating Brand Equity"** research paper presented at the Seminar on "Trends and Issues in Product and Brand Management" at BFCMT Bathinda on 21<sup>st</sup> March, 2013
6. **"The Search for Consumer Insights"** presented at the Marketing Seminar on 1<sup>st</sup> October 2005 at Le Meridien, Pune
7. **"Wealth Management in the New Era"** presented at the Finance Seminar on 24<sup>th</sup> June, 2006 at Aurora Towers
8. **"War for Talent"** presented at the HR Seminar on 26<sup>th</sup> August, 2006 at Le Meridien Pune
9. **"Role of Banking in Inclusive Growth"** presented at the Banking Seminar on 15<sup>th</sup> December, 2011 at IIPM Towers, Mohali.

(b) Details of Seminar/Workshop/Conference

1. Workshop on Sales Analytics for **Colgate Palmolive** at Mumbai.
2. Workshop on HR Analytics, Simulation & Emotional Intelligence for **Coca Cola** at Gurgaon.
3. Workshop on HR Analytics for students and young executives for **Amrita Business School** at Coimbatore

4. Workshop on Business Analytics and Succession Planning for top level managers of **Baramati Agro** at Baramati
5. Thirty Hours session on Digital Marketing for students of **School of Inspired Learning (SOIL)**, Gurgaon
6. Thirty Hours session on Digital Marketing for students of **Mangalmay Institute of Management & Technology**, Greater Noida.
7. Workshop on **Relationship Building** conducted for **Marubeni Japan** at New Delhi
8. Workshop on **Leadership Skills** for **Punjab National Bank**, Indore.
9. Workshop on **Time Management & Conflict Management** for **DRDO Scientists** at Pune.
10. Workshop on **Leadership--- Creating followers to deliver** for Nepal Education Society at Kathmandu.
11. Workshop on **Decision Making** at Hotel Yak & Yeti, Kathmandu.
12. Workshop on **Organizational Development** for **Hissan, Kathmandu**.
13. Workshop on **Chinese Business Etiquettes** for **Autodesk China**.
14. Workshop on **Entrepreneurship** for International Students of AISEC.
15. Workshop on **Non Market Strategy** with Prof Michael Yaziji of **IMD Lausanne**
16. Workshop on **Corporate Entrepreneurship** with Prof Ari Ginsberg of **NYU Stern**.
17. Workshop on **Corporate Social Responsibility** with Prof Jane Collier of **Cambridge**
18. Workshop on **IT Implementation** with Prof Donald Marchand of **IMD Lausanne**.
19. Workshop on **Managing Across Cultures** with Prof Andreas Laurent of **INSEAD Paris**.
20. Workshop on **CRM** with Prof Amitava Chatterjee of **INSEAD Paris**.
21. Workshop on **Deliberate Performance** with Prof Frank Schultz of **Haas School of Business, Berkley**.

(c) Professional membership of reputed bodies if any.

1. Google Certified AdWord Professional
2. Google Certified Analytics Professional
3. JENTEK Certified ISO Internal Auditor