



Name: Prof. Sudip Bhattacharjee
Designation: Dean Placements/Assistant Professor
Branch: Marketing & Strategy
Educational Qualification(s):

Qualification(s)	University
BCA	Chaudhary Charan Singh University
MBA (Marketing & Banking)	ICFAI Business School
UGC NET	UGC

Experience in years:

Academic: 14 years

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1.	NIS Academy	Faculty	2009	2010
2.	ICFAI University Tripura	Dean Placements / Asst. Professor	2010	Till now

Industrial: 03 years

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1.	HDFC Bank Ltd.	Asst. Manager	2007	2009
2.	Induslind Bank Ltd.	Deputy Manager	2009	2009

Other Information:

a) Publication details.

- I. Sarkar S., Bhattacharjee S., Mukherjee S., (September, 2016), Half-Widows in Jammu and Kashmir: A Major Violation of Human Rights, IUT Journal of Advance Research & Development, Volume 01, Number 02, Pg. 115 -124. ISSN 2455-7846.

- II. Bhattacharjee S., Kumar M. S., Purkayastha D., (2016), Creativity Vs. Offence: Ogilvy & Mather's Sleepless Nights Over Kurl – On, IBS Center for Management Research (2016), Listed in The Case Center, UK, Case Reference no. 516-0062-1, Case Code: MKTG343.
- III. 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, Global Impact Factor – 0.564.
- IV. 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
- V. 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." Pg No. – 162 -169, ISBN: 978 – 81 – 907159-9-7 by Global Publishing House (August 4, 2012).
- VI. g) 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. Presented paper on the topic "The Role of Cultural Tourism in Promoting Women Empowerment in Tripura." at the International Seminar on Women Empowerment through Self Help Group (SHG) in India, sponsored by **ONGC** and **Tripura Rural and Livelihood Mission (TRLM)**, **Govt of Tripura**, 9th – 10th February, 2017 at the ICFAI University Tripura.
- II. Presented paper on the topic "Women in Professional Courses: A Comparative Study of Gender Barriers between Management & Engineering Students in Silchar.", at the International Seminar on Women Empowerment through Self Help Group (SHG) in India, sponsored by **ONGC** and **Tripura Rural and Livelihood Mission (TRLM)**, **Govt of Tripura**, 9th – 10th February, 2017 at the ICFAI University Tripura.
- III. Presented paper on the topic "Bandhan Bank: A Success Story of Micro – finance Institution to scheduled bank of India." at the International Seminar on Women Empowerment through Self Help Group (SHG) in India, sponsored by **ONGC** and **Tripura Rural and Livelihood Mission (TRLM)**, **Govt of Tripura**, 9th – 10th February, 2017 at the ICFAI University Tripura.
- IV. Presented a paper on the topic "*Half Widows in Jammu & Kashmir: A Major Violation of Human Rights*" at the International Seminar on Empowering Woman to Lead Change organized by the ICFAI University Tripura and sponsored by **Indian Council of Social Science Research (ICSR)** between 23rd -24th June 2016.

- V. Paper titled *“Enhancement in Quality of Judgment and Delivery in Indian Judiciary by application of Information Technology.”* presented at Regional Seminar organized by ICFAI University Tripura, 7th - 8th April, 2011.

- VI. 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 ICFAI University Tripura. The team went on to win the 1st Runner up prize.

- VII. 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, 12th – 13th February, 2011.

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

1. Certified Securities & Exchange Board of India (SEBI)’s Financial Education Trainer from 2017.