

Name: Prof. Prabal Chakraborty

Designation: ASSISTANT PROFESSOR



Educational Qualification(s):

Qualification(s)	University
PGDBA (Equivalent to MBA)	INSTITUTE OF ENGINEERING & MANAGEMENT
PhD IN MANAGEMENT (THESIS SUBMITTED)	JIS UNIVERSITY

Experience in years:

Academic: 5 YEARS

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1	NSHM KNOWLEDGE CAMPUS	ASSISTANT PROFESSOR	MAY 2018	NOVEMBER 2019
2	ICFAI UNIVERSITY TRIPURA	ASSISTANT PROFESSOR	NOVEMBER 2019	Till Date

Industrial: 16 YEARS

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1	Mission of Mercy Hospital and Research Centre	Sr. Manager (G &D)	January 2013	July, 2015
2	Institute of Neurosciences Kolkata	Marketing Manager	July, 2012	January 2013
3	Gland Pharma Limited	Regional Business Manager	March 2011	July 2012
4	Getwell Lifesciences India Pvt. Ltd	Area Business Manager	June 2010	March 2011
5	Novartis India Limited	PSR	November 2001	June 2010
6	Specialty Ranbaxy Ltd	Sales Officer	April 1999	November 2001

Other Information:

(a)Publication details.

Journal Publication

- 1) Chakraborty, P., & Poddar, M. (2019). Impact of value Co-creation on Medical Tourism: A Study on Multispecialty Hospitals in India. *International Journal of Health Sciences & Research*. 9(2), 173- 179. **UGC approved journal.**
- 2) Chakraborty,P., & Poddar, M.(2018).Medical Tourism opportunities in India: A study on the Multispecialty Hospitals of Kolkata. *Journal of Health Management*, 20(4), 465-474. **Scopus indexed journal.**
- 3) Chakraborty,P., & Poddar, M.(2018).Co-creation and its Impact on the Healthcare Industry-A Review. *IUT Journal*.4(1),64-71.
- 4)Chakraborty,P., & Poddar, M.(2018).World of Medical Tourism-A Literature Review. *Journal of Business & Management Research*.6(1), 58-62. **UGC approved journal.**
- 5) Chakraborty,P., & Satsangi,A.(2018)On line Pharmacy in India: A study on Digital Marketing Perspective. *International Journal of Research in Engineering, IT and Management*, 8(2).232-242. **UGC approved journal.**
- 6) Chakraborty,P., & Poddar, M. Role of Multiple Stakeholders in value co-creation ,effects on Medical Tourism. *Jindal Journal of Business Research*. **UGC approved Journal. (Paper Accepted in November,2019)**
- 7) Chakraborty, P. (2020). Indian Pharmaceuticals Industry in Global Scenario: An Appraisal. *Journal of Health Management*. **Scopus indexed journal. 22(3)**

Book Chapters in Edited Volume

1. Chakraborty, P., Laha, S.S., & Sinha, M. (2019). In Ramesh Das (Ed) *Economic and Political Implications of Green Trading and Energy Use*. **IGI Global**. Perception of Indian Consumers towards Green Products.
2. Mazumder,R., & Chakraborty,P.(2019). In Ramesh Das (Ed). *The Impacts of Monetary Policy in the 21st Century. Perspective from Emerging Economies*. **Emerald Publishing Limited**. Effects of Demonetization, Clinical Establishment Act and Media News on Medical Tourism? An Exploratory Study in West Bengal.
- 3.Chakraborty, P., & Poddar, M. (2017). International Conference on Global Health & Medical Tourism (GloHMT). **Indian Institute of Management Kozhikode**. Service Factors Contributing to Medical Tourism: A Study On Multi-speciality Hospitals in Kolkata
4. Chakraborty, P., & Poddar, M. (2017). In Santanu Ray (Ed). *Managing Change, Creativity and Innovation in a Dynamic Environment*. **Future Institute of Engineering and Management, Kolkata**. An Empirical study on Medical Tourism in West Bengal.

(b)Details of Seminar/Workshop/Conference.

1. Chakraborty, P., & Poddar, M. (2019). Service Factors Contributing to Medical Tourism: A study on Multispecialty Hospitals in Kolkata. **International Conference** on Global Health & Medical Tourism, organized by **IIM(Kozhikode) and IIHMR University**. March, 7-10,2019
2. Chakraborty, P., & Satsangi, A. (2019). Psychological Impact of Newly Diagnosed Cancer Patients-A Qualitative Study. **International Business Research Conference**, organized by DSMS Group of Institutions. March 8th,2019.
3. Chakraborty, P., Banerjee,A., & Satsangi, A. (2019).A study on customers' willingness to buy Mediclaim Policies in Kolkata. **International Conference on Management and Business Practices, organized by Aliah University**.January,16& 17,2019.
4. Chakraborty, P., & Satsangi, A. (2018). Future Education and Sustainability of Business Schools: A Qualitative Study in West Bengal. International Conference on Sustainability, organized by **IIM Shillong**.November,29-1st Dec 2018.
5. Chakraborty, P., & Satsangi, A. (2018). Present Scenario of Medical Insurance Penetration in India. **National Conference organized by Department of Commerce, Kazi Nazrul University in collaboration with The Institute of Cost Accountants of India**. November 20,2018.
6. Chakraborty, P., & Satsangi, A. (2018). Online Pharmacy in India. A study on Digital Marketing Perspective. **International Conference on Sustainability Development –A value Chain Perspective, SDVP-18. Organized by MDI, Murshidabad**. September,7th & 8th 2018.
7. Chakraborty, P., & Mazumder,R. (2018).Does Political Decisions and Media News affect Medical Tourism? An Exploratory Study in West Bengal. **International Conference on Sustainable Management, Organized by IIM,**

Kashipur. May 25-27,2018.

8. Chakraborty, P., & Mazumder,R. (2018).Impact of GST on small and medium enterprises in India: An Appraisal. National Conference organized by The Bhawanipur Education Society College in collaboration with The Institute of Cost Accountants of India.December,22-23,2017.

9. Chakraborty, P., & Poddar, M. (2018). Positioning Strategy of Super-Specialty Hospitals in respect of Medical Tourism: A Value Co-creation Approach on Orthopaedic Segment.**4th Management Doctoral Colloquium & VGSOM Research Scholars' Day Organised by Vinod Gupta School of Management & IIT(Kharagpur), India.** March 14-15,2018

10. Chakraborty, P., & Das, R. K. (2017). Strategy Formulation for admission of students: A value Co-creation approach on middle level Private B. Schools in West Bengal. **IIM (Indore) Nasmei Summer Marketing Conference. July 27-29,2017.**

11. Chakraborty, P., & Poddar, M. (2017). An Empirical study on Medical Tourism in West Bengal. *Bhavishya -2017*, International conference on Management, Healthcare and Media (April2017) Organised by Future Institute of Engineering and Management, Kolkata.April,7-8,2017

12. Chakraborty, P., & Das, R. K. (2017). Beyond Qualitative and quantitative methods in healthcare. UGC sponsored National Seminar, organized by Department of Sociology, Mahatma Gandhi Kashi Vidyapith VARANASI, on 11th February2017.

13. Chakraborty, P., & Mazumdar, R. (2017). Teleradiology is the Option of Future Hospital Marketing. National Conference on ELT for Management and Technology: Recent Trends (NCEMT 2017), sponsored by TEQIP and hosted by Basic Science & Humanities (English), NIT, Agartala. February 27-28,2017.

14. Chakraborty, P., & Das, S. (2016). Prospects of Medical Tourism in India for foreign traveller patients: A study on strategies adopted by the Super Specialty Hospitals of Kolkata. **International Conference in Bangalore, a joint initiative by IIHMR (Bangalore) and IIM (Ahmedabad)** on 18th and 19th November2016.

15. Chakraborty, P., & Sanyal, S.N. (2016). Positioning Strategy of Super-Specialty Hospitals in respect of Medical Tourism: A Value Co-creation Approach on Neurology Segment. 2-days UGC sponsored International Seminar, organised by Department of Business Administration, Vidyasagar University, West Bengal on 26th and 27th February 2016.

Workshops/ Faculty Development Program Attended

1. Seven day-TEQIP III Sponsored Winter School on Advanced Research Methods in Econometrics and Statistics, organized by **Department of Humanities and Social Sciences, National Institute of Technology, Durgapur.**December3-9, 2018.

2. Faculty Development and Executive Education Workshop on Case Writing and Case Teaching, Organized by **Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.** November, 11-12, 2017.

3. Two-week Faculty Development Programme, organized by **Enterprise Development Institute, Kolkata in collaboration with Entrepreneurship Development Institute of India and sponsored by the National Science & Technology Entrepreneurship Development Board, Department of Science & Technology, Government of India.**April,27th to 7thApril,2017.

4. Short-term Course On Research Techniques in Social Science Using SPSS. Organized by **Bharatiya Vidya Bhavan Institute of Management Science, Kolkata jointly with SPSSSouth Asia.** June to August, 2016.

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

Calcutta Management Association, Membership No: CMA/IM/2019-20/0058

