

Name: Dr. Dhananjoy Datta

Designation: Coordinator & Associate Professor

Branch: Economics and Marketing Management



Educational Qualification(s):

Qualification(s)	University
M.A (Economics)	Jiwaji University, Gwalior, M.P
PGDBM (Marketing & System) and SIMAP	IISW&BM, Kolkata, W.B
Ph D (Agriculture Economics & Marketing)	National Institute of Technology, Agartala, Tripura
D. Litt. (Pursuing)	Berhampur University, Odisha

Experience in years: 19 Years +

Academic : 12 Years +

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
01	ICFAI University, Tripura	Associate Professor	September 2018	Continuing
02	ICFAI University, Tripura	Assistant Professor	February 2007	August 2018

Industrial: 07 Years +

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
01	Share khan Ltd.	Assistant Manager- Sales	February 2006	February 2007
02	DCB Ltd.	Sales Officer	April 2005	February 2006
03	HBL Ltd.	Marketing Executive	April 2002	April 2005
04	Calcutta-Pakur Roadlines	Manager	June 1999	March 2002

Other Information:

A) Details of Publications:

Books:

1. Consumer Behavior Research - Cases Methods and Practices, (2016), Lap Lambert Academic Publishing, Saarbrucken, Germany. [ISBN: 978-3-659-93564-0].
2. Marketing Research - Cases Methods, Processes and Practices, (2016), Lap Lambert Academic Publishing, Saarbrucken, Germany. [ISBN: 978-3-659-88672-0].
3. Production and Marketing of Fodder in Tripura, India, (2015), Lap Lambert Academic Publishing, Saarbrucken, Germany. [ISBN: 978-3-659-77367-9].
4. Demographics of Fodder Growers and Fodder Production in Tripura, India, (2015), Lap Lambert Academic Publishing, Saarbrucken, Germany. [ISBN: 978-3-659-78981-6].
5. Applied Marketing of Fodder in Tripura, India, (2015), Lap Lambert Academic Publishing, Saarbrucken, Germany. [ISBN: 978-3-659-79839-9].
6. A Multidimensional Manuscript on Research, (2015), Lap Lambert Academic Publishing, Saarbrucken, Germany. [ISBN: 978-3-659-80222-5].
7. Fodder as Indian Grassland, (2015), Lap Lambert Academic Publishing, Saarbrucken, Germany. [ISBN: 978-3-659-59961-3].

Journals:

1. Indian Retail Sector: Opportunities & Challenges in ICFAI Reader on February 2008, PP. 42-46.
2. Strategies for Branding of Retail Outlet in JM International Journal of Marketing Management, ISSN: 2230-701X (Print) 2229-4570 (Online), Volume – 1 Issue – IV, May'2011.
3. ASEAN and Northeast India: Fodder Industry is a novel Paradigm Shift in International Journal of Research in Commerce, Economics & Management, Volume No. 2 (2012), Issue No. 10 (October), ISSN:2231-4245, PP.
4. Marketing Channel, Efficiency and Price Spread for Fodder in Two Selected Peri-Urban Areas of India in International Journal of Retailing and Marketing (0976-318X, Reg. No. DELENG/2010/32112) Vol. 5 No. 1(January -2013), PP.
5. Indian Fodder Management towards 2030: A Case of Vision or Myopia in i-Xplore International Journals of Management and Social Science Research (IJMSSR), ISSN: 2319-4421 Vol.02, Issue No.02 (February'2013): pp. 33–41.
6. Fodder Distribution Operations as Sustainable Economic Progress in Semi-Urban areas in Indian Journal of Marketing, Volume 43, Number 3, March' 2013, pp. 48 - 56.
7. Indian Sustenance fodder topography with special reference to Tripura in AVANI Journal of Geography, ISSN-2250-3447, Volume - III, No - 1, January' 2014, PP.88-99.
8. Identifying the Different Strategies of Network Service Providers, Customer Perception and the Satisfaction Level towards Mobile Number Portability in IUT Journal of Advance Research and Development, ISSN:24557846, Volume 01,Number: 01,October, 2015 – March 2016,PP.22-31.
9. Impulse Purchase Behavior among the Millennials at Agartala, Tripura, India in International Journal of Marketing & Financial Management, Volume 5, Issue 6, Jun-2017, pp 01-15 ISSN: 2348 –3954 (Online) ISSN: 2349 –2546 (Print) UGC Approved Journal No:44990.
10. The economics of public service advertising of health care service sector – A Literature Review in International Journal of Research in Commerce, Economics &

Management , Volume no. 7 (2017), Issue no. 10 (October) pp. 15-18. ISSN: 2231-4245 UGC Approved Journal No: 7515.

11. Effectiveness of Health Care Service Sector related Public Service Print Media Advertising in Tripura, India in IUJ Journal of Management, Volume no. 7 (2019), Issue no. 01 (June) pp. 01-10. ISSN: 2347- 5080.
12. Public Service Advertising of Health Care Service Sector: An Indian Conceptual Framework in IUP Magazine of Marketing Mastermind, Volume no. XVI (2019), Issue no. 03 (June) pp. 48-58. ISSN: 0972-5156.

Conference or Seminar Proceedings:

13. The Agro fuels Production for Sustainable Development in North-East India with special reference to Tripura in the Proceedings of the National Seminar on management of Environment-North-east India perspective, Gnan Bitchira Publisher, Tripura. ISBN: 81- 86792-36-6, March 2011, pp. 76 – 89.
14. Higher education and Tribal Students in Tripura: Issues, Challenges and Opportunities in the Proceedings of the National Seminar on Capacity building of students in Higher Education with special reference to tribal students in Tripura Published by Folklore and Folkloristics; Vol. 4 No. <https://www.indianfolklore.org/journals/index.php/fofolk/article/view/1046>, June 2011, pp38-42.
15. Fodder marketing operations in the Perspective of Globalization with special reference to India: Trends, Issues and Challenges in the Proceedings of the XV Annual International Conference of the Society of Operation Management (SOM) on Sustainable Operations Management. Hosted and published by Indian Institute of Management Calcutta (IIMC), Kolkata, India, December 2011, pp. 228 – 235.

Chapter in edited Books:

16. Strategies of Fodder Marketing and Female Labor use Pattern in Peri-urban Areas of Agartala and Kolkata in edited book entitled Emerging issues in marketing: Challenges and Perspectives, Galgotia Publishing Company, New Delhi. ISBN: 8182180287, February 2011, pp. 133-140.
17. Study on the Hierarchy of Judiciary System at Agartala, Tripura in edited book entitled Indian Judiciary in Transition Published by Global Publishing House(India),Door No.13-1-1,Vigneshwara Enclave, Anthony Nagar, Maharanipeta, Vishakapatnam-2,AP(India)ISBN:978-81-907159-9-7, December 2011, pp. 170-179.
18. Perspective of the Hill Areas Potentials and Problems in Tripura: Priorities for Conversation in edited book entitled Problems of Hill Areas in North East India, Published by MAXFORD BOOKS, Delhi-91.ISBN: 978-81-8116-159-8, January'2012, pp. 255-269.
19. Ethnic Identities of the Bodos in Assam: A Challenge to Indian Politics in edited book entitled Problems of Hill Areas in North East India, Published by MAXFORD BOOKS, Delhi-91.ISBN: 978-81-8116-159-8, January'2012, pp.285-291.
20. Innovations in Higher Education and Tribal Students in Tripura: Problems, Challenges and Prospects in edited book entitled Innovation and Challenges in Management Practices, Published by Swastik Publishing House (SPH), New Delhi. ISBN: 978-81-904635-5-3, February '2012, pp. 249-254.
21. Mapping Peace Process, Law and Order Problems in North-East India in edited book entitled Human Rights and Social Security Problems in North East India, Published by Mittal Publication, New Delhi. ISBN: 81-8324-402-5, June'2012, pp. 220-226.

22. Dimension of recent ethical issues and challenges in Indian Politics in edited book entitled Indian Politics: Problems, Issues and Challenges Published by MAXFORD BOOKS, Delhi-91. ISBN: 978-81-8116-151-2, June'2012, pp. 150-158.
23. Agriculture Sub-sector Research concerns and Priorities with reference to Tripura, India in edited book entitled Women Empowerment and Sustainable Development published by AVON Publications, New Delhi-02, India. ISBN: 978-93-8183-967-6, September'2015, pp.133-141.
24. The political, social and economic globalization index 2014: Illustration Psychotherapy for India in edited book entitled Good Governance and Government – Policies and Development published by AVON Publications, New Delhi-02, India. ISBN: 978-93-8183-959-1, November'2015. pp.62-71.
25. Marketing Practices for Micro, Small and Medium Ventures in India in edited book entitled Indian Economic Development published by Best Publishing House, New Delhi-02, India. ISBN:978-81-9311-583-1.

Local News Paper:

26. Marketing Perspective of Small & Medium Enterprises in India in Tripura Times news paper on 02nd, 03rd, 04th & 5th August'2009. pp. 2,2,2,2.
27. Swine Flu H1N1: Few Questions and Answers in Tripura Times news paper on 01st and 2nd September'2009. pp. 2, 2.
28. Careers in Retail Management in Tripura Times news paper on 22nd September'2009. pp. 2.
29. Marketing Management as a Career in Tripura Times news paper on 20th October'2009. pp.2.

B) Details of Seminars/Conferences/Workshops:

1. Papers Presented entitled “A comparative study of livestock Research areas, Priorities and constraints in Bangladesh and India” in UGC SAP International Seminar on “Mapping Changes in South and South-East Asia: Geopolitics, Economy and Demography” in Meghalaya organized by Department of Geography, **North-Eastern Hill University**, Shillong-793022 India on 24-26 March, 2011.
2. Papers Presented entitled “ Fodder as Sustainable Material and Methods in peri-urban areas” in 2nd International Conference on “Sustainability: People, Planet and Prosperity” in Meghalaya organized by **Indian Institute of Management –Shillong**, Mayurbhanj Complex, Nongthymmai; Shillong -793014 on Nov 9-11, 2011.
3. Papers Presented entitled “Fodder marketing operations in the Perspective of Globalization with special reference to India: Trends, Issues and Challenges” in XV Annual International Conference on “Sustainable Operations Management” in Kolkata organized by Indian **Institute of Management Calcutta (IIMC)**, Diamond Harbour Road, Joka, Kolkata- 700104, West Bengal India on December 16-18, 2011.
4. Papers Presented entitled “Geography of Healthy and Nutrition Fodder in India” in 33rd annual Conference of the Institute of Indian Geographers (IIG) & International Seminar on Population, Development & Disaster management in Tripura organized by Department of Geography and Disaster Management, Tripura University (A Central University) Suryamaninagar -799022, Tripura, India on 8-11 February, 2012
5. Papers Presented entitled “Biodiversity and Conservation of Fodder Plants in North-East India – With special reference to Tripura” in 12th International Seminar on “Biodiversity, Conservation and Environmental Health” in Assam organized by

Department of Life Science & Bioinformatics **Assam University**, Silchar-788011, Assam, India on 5-6 March, 2012.

6. Papers Presented entitled "Identity and Ethnicity in Tripura: A Hypothetical Framework" in National Seminar on "Identities in North-East India with special reference to Tripura" in Tripura organized by Kabi Nazrul Mahavidyalaya, Sonamura, West Tripura, Tripura on 17-18 July 2010.
7. Papers Presented entitled "The Agro fuels Production for Sustainable Development in North-East India with special reference to Tripura" in National Seminar on "Management of Environment-North-east India perspective" in Tripura organized by Ishwar Chandra Vidyasagar Mahavidyalaya, Belonia, South Tripura, Tripura on 11-12th September 2010.
8. Papers Presented entitled "Production, Marketing and Constraints of Cultivated and Non-Cultivated Green Fodder in Tripura" in National Seminar on "Scope & Recent Development of Natural Products" in Tripura organized by Ishwar Chandra Vidyasagar Mahavidyalaya, Belonia, South Tripura, Tripura on 12-13th November 2010.
9. Papers Presented entitled "Higher education and Tribal Students in Tripura: Issues, Challenges and Opportunities" in National Seminar on "Capacity Building of Students in Higher Education with Special Reference to Tribal Students in Tripura" organized by M.B.B. College, Agartala, West Tripura, Tripura on 16-17 November 2010.
10. Papers Presented entitled "Corporate Governance: Chastising the Dominant Shareholder, the Indian way..." in National Seminar on Corporate Governance in Fund Houses: A Road Map organized by Department of Business Administration, Assam University, Silchar, Assam on 7th & 8th January 2011.
11. Papers Presented entitled "Study on the Hierarchy of Judiciary System at Agartala, Tripura" in National Seminar on "The Changing Role of Indian Judiciary" organized by Political Science Department, Holy Cross College, Durjoy Nagar, Agartala, Tripura on 22-23 January 2011.
12. Papers Presented entitled "Social Exclusion and Inclusion due to Cross-Cultural Influences among domicile and Non-domicile – An empirical Study" in National Seminar on Religio-Cultural Dynamics and Social Exclusion and Inclusion in India" organized by Centre for the Study of Social Exclusion and Inclusive Policy, Tripura University, Tripura on 25th April 2011.
13. Papers Presented entitled "Trendy and effectual instructional techniques in the diverse discipline of Education" in National Seminar on "Pedagogy – Trends in Teaching and Learning" organized by Faculty of Education ICFAI University Tripura on 3rd & 4th June 2011.
14. Papers Presented entitled "Strategies of Fodder Marketing and Female Labour use Pattern in Peri-urban Areas of Agartala and Kolkata" in National Conference on "Emerging issues in marketing: Challenges and Perspectives" organized by Banarsidas Chandiwala Institute of Professional Studies, Sector-11, Dwarka, New Delhi-110075 on 05 February 2011.
15. Papers Presented entitled "Socio-Politico-Economic and Cultural Transformation of Tribal Population in Tripura" in National seminar on "Issues of the Marginalized Tribal in Tripura" organized by Govt. Degree College, Kamalpur, Tripura on 20-22 January, 2012.
16. Papers Presented entitled "Surrogate Motherhood and Ethical Issues: A Paradigm Shift" in ICPR sponsored National Seminar on "Medical Ethics in India: Challenges and Prospects" organized by Ambedkar College, Fatikroy, North Tripura, Tripura, India on 9th and 10th February 2012.
17. Papers Presented entitled "Innovations in Higher Education and Tribal Students in Tripura: Problems, Challenges and Prospects" in National Conference on "Innovation and Challenges in Management Practices" organized by Banarsidas Chandiwala Institute of Professional Studies, Sector-11, Dwarka, New Delhi-110075 on 17 & 18 February, 2012.

18. Papers presented entitled "Strategies of Fodder marketing and female labour uses in peri-urban areas of Agartala, Tripura and Guwahati, Assam" in National Seminar on "Post-Harvest Management for Agricultural Development in North East India (Under DRS – II, SAP of the UGC)" organized by Department of Economics Dibrugarh University, Dibrugarh – 786 004 Assam on February 23, 2012.
19. Papers presented entitled "Exploring Fodder as Opportunities of Trade and Development in North East India in National Seminar on Opportunities of Trade and Development in North East India (Under UGC-SAP –DRS-I) organized by Department of Economics, Tripura University, Tripura on 20th March, 2012.
20. Papers presented entitled Equal Opportunity in the context of Social and Human Development for women in fodder farming activities in UGC sponsored National Seminar on Equal Opportunity in the context of Social and Human Development (with special reference to North-East India) organized by Equal Opportunity Centre Dasaratha Deb Memorial College, Khowai, Tripura – 799201 on 13-14 July 2012.
21. Paper presented on Marketing Perspective of Small and Medium enterprises in India in Regional Workshop "Entrepreneurship Development Program" organized by Biotech Consortium India Limited. (Govt. of India) at State Institute of Public Administration and Rural Development, Agartala, Tripura on 26 -27th December 2007.
22. Papers presented entitled "Agriculture Sector of Tripura -A Critical Analysis" in Seminar on "Identifying research priorities in Tripura" organized by IGNOU Regional Centre, Agartala, Tripura on 12th & 13th February 2011.
23. Organized Students Group Seminar on "Marketing Perspective of IPL Season –III" at ICFAI University Tripura on April 30th, 2010.
24. Organized State Level Students Seminar on "Marketing Perspective of IPL Season – IV" at ICFAI University Tripura on April 22nd 2011.
25. Attended Workshop on High Performance Sales Organized by Share Khan Ltd. Kolkata, W.B for 03 days between 30th April – 2nd May 2006.
26. Attended Faculty Development Program Organized by ICFAI University Tripura for 06 days between May 11th -16th 2009.
27. Attended Faculty Development Program Organized by ICFAI University Tripura for 06 days between June 7th – 12th 2010.
28. Attended Faculty Development Program Organized by ICFAI University Tripura for 06 days between May 23rd – 28th 2011.
29. Attended Workshop on Research Methodology Organized by Department of Economics, Tripura University (In collaboration with OKDISCD, Guwahati) for 07 days between January 29th– February 4th 2012.
30. Attended ISTE Workshop on Introduction to Research Methodologies under the National Mission on Education through ICT (MHRD, Govt. of India) Conducted by IIT Bombay in National Institute of Technology, Agartala, Tripura for 07 days between June 25th, 2012 to July 4th, 2012.
31. Attended Workshop on Entrepreneurship and Business Planning conducted by Nurture Talent Academy in association with IIM Ahmadabad at ICFAI University Tripura on 28th October, 2014 for 01 day.
32. Attended Faculty Development Program on the Art of Case Teaching and Case Writing Organized by ICFAI University Tripura for 03 day between 22nd to 24th December 2014.
33. Attended Investor & Career Awareness Program Organized by ICFAI University Tripura and Institute of Company Secretaries of India under the aegis of Ministry of Corporate Affairs, Government of India at ICFAI University Tripura on 5th February 2016.
34. Organized Intra-Departmental Product Concept Advertising Making Competition on April 11, 2016 at Faculty of Management Studies, ICFAI University Tripura.

35. Worked as a organizing committee member in international Seminar on 'Empowering Women to Lead Change' on the 23rd and 24th June 2016 at ICFAI University Tripura.
36. Papers Presented entitled "Public Service related to Health Care Service sector through ASHA or Accredited Social Health Activist: A Paradigm shift for Rural Women Empowerment in Tripura, India" in international Seminar on 'Empowering Women to Lead Change' on the 23rd and 24th June 2016 organized by ICFAI University Tripura.
37. Worked as a organizing committee member as Joint Secretary in the International Seminar on " Women Empowerment through SHG in India" on 9th to 10th February'2017 Organized by ICFAI University Tripura.
38. Papers Presented entitled "Women Empowerment through health care service related public service advertising information seeking in Tripura, India" in the International Seminar on " Women Empowerment through SHG in India" on 9th to 10th February'2017 Organized by ICFAI University Tripura.
39. Papers Presented entitled "Public Service advertising related to health care Service sector and Women's empowerment through Self help groups in Tripura,India:A Conceptual framework" in the International Seminar on " Women Empowerment through SHG in India" on 9th to 10th February'2017 Organized by ICFAI University Tripura.
40. Attended International Case Study Conference at IBS, Hyderabad on 05th to 07th October'2017.
41. Organized a "Paryatan Parv" seminar on Athiti Devo Bhava Sponsored by Tripura Tourism Development Corporation Ltd at ICFAI University Tripura on 20th October'2017.
42. Attended workshop on "Advanced Data Analysis with R-Software" organized by Indian Statistical Institute, Bangalore and ICFAI University Tripura, 28th Nov.2017 to 30th Nov.2017 at ICFAI University Tripura.
43. Worked as an organizing committee member as Advisor for the International Seminar on "Entrepreneurship and Sustainable Development - Growth, Prospects and Challenges in Globalized Era" on 7th and 8th June, 2018 organized by ICFAI University Tripura.
44. Organized Faculty Development Program as program Convener on Research Methodology and Green Economy for 03 days during 4th-6th July 2018 in ICFAI University Tripura.
45. Attended Faculty Development Program Organized by ICFAI University Tripura on Research Methodology and Green Economy for 03 days between 4th-6th July 2018.
46. Attended national level workshop jointly Organized by ICFAI University Tripura in collaboration with The Research Division, Association of Indian Universities (AIU) on the theme "Emerging Trends in Information Technology in University Management" from 1st December, 2018 to 3rd December, 2018.
47. Papers Presented entitled "Effectiveness of the Economics of the selected Public service advertising of health care service sector in Tripura, India" in 101st Annual Conference of Indian Economic Association during 14th to 16th December'2018 Organized at Institute for Studies in Industrial Development (ISID), New Delhi.
48. Organized State Level Advertising Making Competition as Program President on February 25, 2019 at Faculty of Management Studies, ICFAI University Tripura.
49. Papers Presented entitled "Economics of Health Care Service Sector related Public Service Outdoor Media Advertising in Tripura, India" in International Conference on 'Society and Business in the New Millennium' held on 12th & 13th April, 2019, at The ICFAI Business School, Kolkata in collaboration with Lincoln University College, Malaysia.

C) Professional membership of reputed bodies:

1. Member of the Editorial Board of International Journal of Marketing & Financial Management [ISSN (Online): 2348-3954,ISSN (Print): 2349-2546]
2. Chief Editor of ICFAI University Tripura Journal of Advance Research and Development (ISSN 2455–7846)
3. Associated as reviewer for peer review of IRA-International Journal of Management & Social Sciences (ISSN 2455-2267)
4. Founder Member & Executive Committee Member of the MARK-ON (The Marketing Club) of Faculty of Management Studies of ICFAI University, Tripura.