

**Name:** DR. BISWAJIT BHADRA  
**Designation:** Associate Professor of Commerce  
**Specialisation:** Accounting & Finance and Management  
**Date of Birth:** 28.10.1958  
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**Academic qualifications:** M. Com., Ph. D., ACMA, AASM., MIIA., IARA

#### **Certification**

- ❖ Certified Black Belt Professional in Lean Six Sigma

#### **Professional Experiences (Since 1981 till date)**

##### ➤ **Positions held:**

- ❖ Associate Professor, Netaji Nagar College, Kolkata
- ❖ Teacher-in-Charge, Netaji Nagar College
- ❖ Reader in Commerce, Vidyasagar University
- ❖ Visiting Faculty, Army Institute of Management, Kolkata
- ❖ Resource Person, PGDBP, University of Calcutta
- ❖ Guest Faculty, PG Department, Netaji Nagar Day College and Shibpur Dinobundhoo Institution
- ❖ Guest Faculty, Power Engineering Department, Jadavpur University
- ❖ Guest Faculty, ICAI, Eastern Region
- ❖ Guest Faculty, Netaji Subhas Engineering College under Techno Group
- ❖ Secretary (CEO), Calcutta Institute of Engineering and Management, Kolkata
- ❖ Research Assistant of Chartered Institute of Management Accountant (Lond.), Calcutta Branch, from 1988 to 1990

#### **Projects :**

- Three Minor Research Projects completed funded by the UGC

#### **Publications:**

##### ➤ **Journals & Magazines:**

1. “Industrial Sickness in Indian Scenario”, The Cost & Management Accountant, CIMA (Lond), Calcutta Branch, Vol.V, No. 3 August, 1988.
2. “Corporate Investment-An Overview”, The Cost & Management Accountant, CIMA (Lond), Calcutta Branch, Vol. V, No. 11, May 1989.
3. “Man, Science & Industrial Relation- A Psychological Analysis”, The Cost & Management Accountant, CIMA (Lond), Calcutta Branch, Vol.VI, No.4, Sept-Oct. 1989.
4. “Analysis of the Budgetary Practices of the Municipalities in West Bengal- A Mechanism of The Utilisation of Economic Resources,” Research Bulletin, ICWAI, Vol. IX, No. 1&2, January & July 1990.

5. "The Role of Working Capital in Public and Private Enterprise" Edited Volume, Working Capital Management (Analysis and Cases), Dr. Sugan C. Jain and Dr. N.D. Mathur, Research Development Association, Jaipur, 1991
6. "The Changing Economic Scenario and the Necessity of Cost Audit in Public Sector Undertaking in India", ICWAI, EIRC, Oct.1994
7. "Accounting System- Reliability & Controversy" ICWAI, EIRC, Nov, 1994.
8. "Liberalization of Economy and the Role of Money Market: An Introspection", Edited Volume, Financial Management of Developing Countries, Strategic Issues, Batra, G.S & Kaur, N. Anmol Publications (Pvt) Ltd, New Delhi, 1<sup>st</sup> Edition, 1995
9. "The Role of Corporate Governance on the Stakeholders-Case Study on Leasing Business In India", Banking Finance, Vol XI, No. 10, October, 1998.
10. "Accounting for Lease in India: An Overview", Modern Trends in Accounting Research, Edited Volume. Batra, G.S. Deep & Deep Publications, New Delhi, 1997.
11. "A commentary on Software Tools for Internal Auditors in Global Perspective" Comsomath, NNDCCC, Calcutta Vol 1, August 1998
12. "Employee Fraud And The Role of Forensic Accountant", Edited Volume, Sujit Sikidar & Alok Pramanik, Deep & Deep Publication, New Delhi, 2000 .
13. "Improving Corporate Environmental Performance Through ISO 14001 – An Introspection", Comsomath, NNDCCC, Calcutta, March, 2002
14. "ISO and Environmental Cost Accounting an introspection" Edited volume, Alok Pramanik, Deep & Deep publications Pvt. Ltd., New Delhi, 2002
15. "Globalization in Mexico : A crisis of model economy, " (Bengali ), Probaho, College magazine, Netaji Nagar College, Kolkata, 2002.
16. "In Search of the Concept of Management Burnout", The Benchmark, Magazine of the Department of Commerce, Netaji Nagar College, 2006
17. "A Study on the Emerging Board Practices in the Governance of some Selected Companies in India" Edited volume, Accounting and Finance Trends and Practices 21C, Uttam Kr. Dutta and Biswajit Bhadra, Dishari Prakashani, Kolkata, 2008.
18. "Organisational Climate in the Banking Industry in India – Some Observations", Comsomath, NNDCCC, Kolkata, March 2008
19. "Emotional Marketing of Fast-Moving Consumer Goods in India", Artha Beekshan, Journal of Bengal Economic Association, September 2009
20. " The Triple Bottom Line – An Important Reporting Vehicle Toward Sustainability: ITC Ltd A Study", Comsomath, NNDCCC, September 2009

21. "In Search of Sustainability and the Role of Corporate Governance in ITC Ltd: A Study", The Benchmark, Magazine of the Department of Commerce, Netaji Nagar College, 2010.
22. "The socioeconomic status of older people in India –An assessment, Recent trends in Geriatrics and Gerontological Studies, February 2010.
23. The role of media in influencing customers' Brand choice: some observations, Global Media Journal – Indian Edition/ Summer Issue / June 2011, University of Calcutta.
24. A Study into the Influence of Cultural and Socio-Economic Aspects in Marketing Strategic Adaptation of FMCG Companies in India with a Special Focus on the Post-Economic Liberalisation Period, International Journal of Management Research and Business Strategy, October 2012.
25. Cost Saving Initiatives of FMCG Companies – An Introspection, Business Studies Recent Developments, Edited Volume, NSOU, March 2013.
26. Enterprise Risk Management in the Fast-Moving Consumer Goods (FMCG) Sector in India, The Management Accountant, The Institute of Cost and Works Accountants of India, October 2013.
27. An Insight into the Cost of Quality in Higher Education, The Management Accountant, The Institute of Cost and Works Accountants of India, April 2014.
28. Impact of Organisational Climate on Job Stress – A Comparative Study of the Perceptions of the Private and Public Sector Bank Employees in Kolkata, Indian Business Environment The Changing Scenario, Edited Volume, NSOU, March 2015.
29. Influence of Brand - Age on Consumer Perceptions and Preferences – A Study on Select FMCG Brands, Contemporary Issues in Global Economy, Commerce, and Management, Edited Volume, The Bhawanipur Education Society College, January 2015.
30. Relation Between Organisational Climate and Job Stress – A Study With Reference To Perception of Bank Employees in Kolkata, Edited Volume, Mizoram University. 2015.
31. Social Implications of Value Chain Activities: A Brief Study of Nestle India Ltd, Journal of Exclusive Management Science, October 2015.
32. Psychological Contract Between the Teachers and the Students – An Introspection, Proboho, 6<sup>th</sup> Issue, Netaji Nagar College. 2016.
33. Crowd Funding as a Tool of Financing: An Introspection, The Benchmark, Netaji Nagar College. 2016.
34. The Usefulness of Value-Added Statement in Book Publishing Organisation, Shifting Tints, Netaji Nagar College. 2016.
35. Relationship Marketing in Banks, The Management Accountant, Institute of Cost Accountants, April 2017.

36. Customer Relationship Management in Knowledge Economy – A Study on Selected Bank Branches in Kolkata, West Bengal, Journal of Management & Entrepreneurship, Xavier Institute of Management & Entrepreneurship, Bangaluru, June, 2017.

37. Impact of Brand Perception on Brand Loyalty – A Study on College Teachers with respect to Nestle India Limited., Journal of Interdisciplinary Cycle Research, UGC-CARE Approved Group – II Journal, July 2020.

38. Risk Management Analysis in the light of Rumsfeld Matrix – A Study on Some Selected Companies in India, KINDLER, The Journal of Army Institute of Management, Vol XXI, No 1 & 2, ISSN: 0973-0486, January – June 2021 & July – December 2021.

39. The Growth of Ecotourism – Ecopreneurship the Means – An Introspection, Sustainable Entrepreneurship, Lincoln University College, Malaysia, December 2022.

40. Infringement of Intellectual Property Rights in India – A Bird’s Eye View, Conference Volume, Intellectual Property Rights An Overview and Implications, Netaji Nagar College, July 2023.

41. Ethical Challenges in Corporate Branding – An Introspection, The Brain Teaser, Research Cell, Netaji Nagar College, August 2023.

➤ **Speaker in Different Seminars / Conferences:**

1. “Professional Ethics & Dilemmas and Accounting Education in India.” IAA. Calcutta Branch, Burdwan University. 1988.
2. “Lease Financing: An Overview”, CIMA, Calcutta Branch, Indian Chamber of Commerce, Calcutta, 1988.
3. “Management Accounting- Role in Banking”, CIMA, Calcutta Branch, Oberoi Grand, Calcutta, 1989.
4. “Companies (Amendment) Act 1988” CIMA, Calcutta Branch, Oberoi Grand. Calcutta, 1989.
5. “Factoring-A mechanism to check the growth of sickness of the small-scale sector in India”, International Conference, Research Development Association, Rajasthan, 1992.
6. “The Liberalisation of the Indian Economy and the Stock Market: An Introspection”, IAA Research Foundation, Calcutta, 1995.
7. “The Behavioural Problems of Accountants and the Failure to Attain Goal Congruence-Some Issues”, National Conference, IAA, Calcutta Branch, 1995.
8. “Marketing of Books in North East Region” Invited to speak on this topic at the National Seminar organized by Tripura Publishers’ Guild, Agartala, 14-15<sup>th</sup> September, 2009

9. “Micro Entrepreneurship Development and Public Action In India – An Assessment” Annual Conference, Bengal Economic Association, February 6 – 7, 2010
10. “The Socio-economic status of older people in India – An Assessment”, UGC Sponsored National Conference, Netaji Nagar Day College, 15<sup>th</sup> and 16<sup>th</sup> February 2010.
11. “One Globe – One Standard and IFRS –The Untold Truth”, a National Seminar organized by the Department of Management, University of Calcutta, held on 20<sup>th</sup> February 2010.
12. “The Enduring Mystery of Consumer Brand Choice And The Oft-Overlooked Clue Of Brand - Age A Brief Review”, International Seminar organized by IMI Kolkata, 15<sup>th</sup> & 16<sup>th</sup> December 2014 at IMI, Kolkata Campus.
13. “Influence of brand–age on consumer perceptions and preferences: A study on select FMCG Brands”, First International Conference organized by The Bhawanipur Education Society, 4<sup>th</sup> January 2015.
14. “Rural Consumers’ Acceptability of A Hul Brand – A Block Level Study in the State of West Bengal,” First International Conference on Evidence-Based Management 2015, Bits Pilani, 20 - 21 March 2015.
15. “Non-Financial Audits & Quality Analysis”, Michael Madhusudan Memorial College, Durgapur, West Bengal, 27<sup>th</sup> February 2017, as a Resource Person.
16. Chairperson of a session of ICSSR Sponsored Two Day National Level Seminar organised by Calcutta Girls’ College and Vidyasagar Evening College held on 29-30<sup>th</sup> January 2019.

➤ **Paper Accepted for Presentation in Abroad:**

- i) “Relevance of Asset Liability Management in Banks-The Indian Experience” was accepted for presentation at the **2nd Asian Academic Accounting Association Conference, Malaysia**, (17 to 19<sup>th</sup> September 2001).
- ii) “The role of SEBI in the governance of the corporate sector in India – An Introspection”, was accepted for presentation at the **10<sup>th</sup> World Congress of Accounting Educators at Istanbul in Turkey**, 9 – 11<sup>th</sup> November 2006.

➤ **Number of Books Published – 32 (One from Germany)**

➤ **Joint Editor** of Research Volumes – 1

➤ **Awards conferred:**

- Golden AIM Aware under the category of Top 10 Iconic Principal Award by Dynergic Business Solution, Mumbai, Co-powered by Federation of Quality Education Council & Associate Partner Ideal Education Movement on 8<sup>th</sup> April 2021
- Global Teaching Excellence Awards for Best Teaching Award, GTEA Conference, 2021

- Asian Education Awards for Best Professor of the Year, AEA Conference 2022
- **Membership of Learned Societies:**
  - Associate Member of the Institute of Cost Accountants of India
  - Associate member of Association of Secretaries and Managers
  - Member of the Institute of Internal Auditors, Florida
  - Life Member, Indian Accounting Association Research Foundation (IAARF)
  - Life Member, Indian Accounting Association (IAA)
  - Life Member, Research Development Association, Rajasthan
  - Life Member, Bengal Economic Association, Kolkata
  - Fellow Member of Indian Academic Research Association, Tiruchirapalli, Tamil Nadu
  - Fellow Member of Institute of Scholars (InSc), Bengaluru
- **Member of Editorial Board**
  - ❖ MUKTANCHAL, a peer-reviewed journal, ISSN 2350-1065
  - ❖ The Futuristic Trends in Management, Iterative International Publishers, Novi, Michigan, USA, Chikkamangaluru, Karnataka, India
  - ❖ The Futuristic Trends in Social Science, Iterative International Publishers, Novi, Michigan, USA, Chikkamangaluru, Karnataka, India
- **Other Activities:**
  - ❖ Participated in many International, and National Conferences, Seminars, and Workshops as Paper presenter and Chair of the session.
  - ❖ Nodal Officer of the College, All-India Survey of Higher Education [AISHE]
  - ❖ IQAC Coordinator
  - ❖ Chairperson, IQAC
  - ❖ Question setter and examiner of National Level Examination, Government of India.
  - ❖ Academic mapping done at NIMS University (Largest Private University in Rajasthan), Rajasthan
  - ❖ Act as Consultant of some colleges in Kolkata related to NAAC accreditation work

**Dr. Biswajit Bhadra**