Dr. Meghdoot Ghosh *MBA, UGC(NET), Ph.D*
Sr. Assistant Professor
IMS BUSINESS SCHOOL
(Affiliated to MAKAUT and Approved by AICTE)
AICTE FACULTY ID: 1-3365400928

CAREER OBJECTIVE

To work in a challenging atmosphere to obtain a good position in the organization, through hard work, sincerity & honesty with a good staff relationship and to make the best use of my acquired academic skills specially in the world of Management and prove myself.

ACADEMICS

Ph.D (Management) awarded by MAKAUT (Formerly WBUT), 2020

Fellow Research Program in Management (FRPM), 2017

Qualified UGC-NET(Management), 2012

MBA, Marketing & Systems, Institute of Business Management & Research, West Bengal University of Technology

PGDEM, Environmental Management, University of Calcutta.

B.Sc (H), Asutosh College, University of Calcutta

ACADEMIC DETAILS :

Degree / Certificate	Qualification	Institute	Board / University	Year	% / CGPA
Doctorate	PhD	MAKAUT **(Formerly WBUT)**	MAKAUT (Formerly WBUT)	2020	----
PG	MBA	INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH **(Affiliated to MAKAUT & Approved by AICTE)**	WBUT	2012	7.94
PG DIPLOMA	ENVIRONMENTAL MANAGEMENT	BALLYGUNJ SCIENCE COLLEGE	THE UNIVERSITY OF CALCUTTA	2003	B
B.Sc.	HONOURS IN CHEMISTRY	ASUTOSH COLLEGE	THE UNIVERSITY OF CALCUTTA	2001	II
12TH	HIGHER SECONDARY	KALIDHAN INSTITUTION	WBBHSE	1998	78.3%
10TH	MADHYAMIK	HARTLEYS HIGH SCHOOL	WBBSE	1996	71.67%

TITLE OF PHD THESIS:

SERVICE QUALITY PERCEPTIONS AND THE FACTORS AFFECTING CUSTOMER SATISFACTION IN THE INSURANCE SECTOR IN WEST BENGAL

TEACHING EXPERIENCE

1. Senior Assistant Professor, Department of Management, IMS Business School (affiliated to WBUT and approved by AICTE). March 2017 to Present. **(AICTE – Faculty ID:1-3365400928)**

Subjects: Operations Research, Management Information System, Quantitative Methods, Mathematics, Statistics, Production & Operations Management, Strategic Management, Marketing Management.

2. Assistant Professor (College Post), Department of Management, Bhawanipore Education Society College (affiliated to University of Calcutta) from July 2016 to March 2017

Subjects: Operations Research, Production & Material Management, MIS

Adjunct Faculty (in the level of Assistant Professor), Department of Management, Institute of Management Study (affiliated to WBUT). July 2016 onwards.

3. Assistant Professor, Department of Management, Institute of Management Study (affiliated to WBUT). January, 2015 to June 2016.

Subjects: Marketing Specialization (Consumer Behavior, Advertising & Sales Promotion, Marketing Research), Operations Research, Management Information System, Quantitative Methods.

4. Faculty Member, Department of Management, Mayfair Business School. June, 2012 –November2014.

Subjects: Marketing Specialization (Consumer Behavior, Advertising & Sales Promotion, Marketing Research), Operations Research, Management Information System, Quantitative Methods.

Faculty Member, Department of Multimedia & IT, Mayfair Business School. September, 2009 onwards.

Subjects: Web Design & Development, Web Marketing, Advertising, Media Planning and Media Scheduling.

GUEST FACULTY

1. Guest Faculty in **Netaji Subhas Open University (NSOU)** for their M.Com program. Subjects taught are **Statistics (Paper 7), Advanced Statistical Tools & Techniques (Paper 14) and Quantitative Methods (Paper 8)** from January 2018 to Present.

2. Guest Faculty in **Kazi Nazrul University (KNU)** for their MBA program. Subject taught is **Information Technology Management. (Code: MBAC108) from February 2021 to present.**

OTHER ACADEMIC ACTIVITIES

Empanelled PhD supervisor of MAKAUT WB in Management domain

INVITED LECTURES

1. Delivered lecture in MDP of Marie Stopes International on **"Quantitative Approach to Decision Making" &**

"Marketing Research in Health Care Industry" organized by Institute of Management Study (21st and 23rd November

2017).

2. Delivered lecture in MDP of Marie Stopes International on **"Bio Statistics and its Application"** organized by Institute of Management Study (7th February 2018).

3. Invited as Resource Person for delivering lecture on **"Market Basket Analysis using R"** in a Workshop on "Big Data Analytics" organized by Institute of Management Study on July 2018.

4. Invited as resource person to deliver lecture on **"Technology – assistance from R&D labs and other institutions"** on 28th August 2019 in EAC program sponsored by EDI, India at IMS, Mukundapur Campus.

5. Invited as Resource person for **Entrepreneurship & Skill Development Training Programme under CSR of IOCL, Haldia**, organized by MSME Development Institute, Government of India, Ministry of MSME, on 4th September 2019.

6. Attended as resource person in one-day webinar on "**The Role of AI – Changing strategies of organizations in post Covid 19 Era**" on 30th May 2020 organized by Institute of Management Study in association with MSME DI, Kolkata.

7. Delivered lecture as Keynote speaker to the first online **Faculty Development Program on Data-Driven Approach in Management Science** organized by **IMS Group in association with Sumy National Agrarian University, Ukraine & International Social Science Research** on 25th August 2020**.**

8. Delivered lecture as honorable resource person at the National Level Workshop on **Research Methodology in Management and Social Sciences –Tools and Techniques** by **Institute for Policy Research in Economics, Management and Social Development (IPREMS)** on October 12th, 2020.

9. Delivered lecture as honorable resource person at the Webinar on **Quality Management in Health Care** by **Guru Nanak Institute of Technology (JIS Group)** on November 17th, 2020.

10. Invited as a **Resource person** of **Sales and Marketing** certificate course under the NSQF scheme of UGC at **Vidyasagar University.**

11. Invited as resource person to deliver lecture on **"Marketing, Sales Management, Digital and Online Marketing formalities"** on 18th February 2021 in EAC program sponsored by MSMEDI, Govt. of India.

12. Invited as Resource person for **Management Development Training Programme on Marketing Management under** MSME Development Institute, Government of India, Ministry of MSME, from 22/02/21 to 26/02/21. Delivered lecture on **"Market Research and Demand & Sales Forecasting."**

EXTERNAL BOARD MEMBER

1. Appointed as Member of the Board of Examiners in MBA, Research Methodology Paper Code – 206 for EIILM (affiliated to Vidyasagar University) in 2018.

2. Appointed as External Examiner for conducting Viva Voce for MBA second semester by EIILM (affiliated to Vidyasagar University) in 2018.

3. Appointed as External Examiner for conducting Viva Voce for MBA second semester by EIILM (affiliated to Vidyasagar University) in 2019.

4. Appointed as External Examiner for conducting Viva Voce for BBA final semester by EIILM (affiliated MAKAUT) in 2019.

5. Appointed as USS (**University Station Supervisor**) by MAKAUT for their December 2019 odd semester examination, stationed at Bengal Institute of Technology.

6. Invited to act as **Reviewer of submitted papers in the Management areas** in the interdisciplinary international conference ICESD-2021, being organized by Depts. of ASHU & BHM, GNIT on 27th & 28th February 2021

7. Invited as **Distinguished Session Chair** – Global Web Conference on Impact of Engineering, Science & Management on Digital Transformation (IESMDT) – 29 & 30 January 2021 – Created & Powered by – Centre for Research & Training (CRT), National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu, India – Reg.

AWARDS

1. Recognized as **Best Faculty** of IMS Business School in 2017

2. Recognized as **Best Faculty** of IMS Business School in 2018

3. Recognized as **Best Faculty** of IMS Business School in 2019

4. Awarded "**Best Presenter**" in 3rd International Conference on Healthcare and Allied Sciences organized by Lincoln University College, Malaysia in collaboration with University of Muhammadiyah Semarang (UNIMUS), Indonesia and Osmania University, India on 25th & 26th September 2019. **http://ichas2019.lincoln.edu.my/Best_Presenter.aspx**

5. Recognized as **Best Faculty** of IMS Business School in 2020

Non-Academic Responsibilities include coordination with the marketing team, making promotional strategies, handling student's grievances, maintaining student relationship, attending fairs and also involved in student counseling. Part of the job responsibility also includes academic marketing, handling company website, making promotional materials for targeting suitable market segment.

R&D Activities include updating of course materials, follow up with industries about their requirements and share the same with the placement team to train the students accordingly, interview existing students and prospective students to understand any GAP in the service quality and try to minimize the same by consulting with the concerned department. Assisting the management with the PEST Analysis and also drawing ETOP & SWOT table for effective and proactive

decision making. Keeping a complete update on different notifications and orders of regulatory bodies like UGC, AICTE, AIMA, PTU, WBUT etc and analyze their impact on the current academic scenario.

AREAS OF INTEREST

Operations Research, Marketing Management, Statistical Concepts, Strategic Management, Consumer Behavior, Marketing Research, Service Marketing, Business Research Methods / Research Methodology, Inferential Statistics

CERTIFICATION / WORKSHOP

1) Certificate on "*Base Statistics, SPSS"* from a Research Consultancy (CREATIVEDU LEARNING CENTRE) in 5th March 2013.

2) Participated *State Level workshop on "Statistical Methods for Data Analysis"* organized by IQAC, Barrackpore Rastraguru Surendranath College. (2013)

3) Completed seven day course in "*Research Methodology"* conducted by the Department of Humanities and Social Sciences under Bengal Engineering and Science University, Shibpur held between 18th – 23rd November, 2013.

4) Successfully attended Two day Workshop on *"Multivariate Data Analysis"* by the Department of Business Management, University of Calcutta & Indian Association for Productivity, Quality and Reliability held at the Department of Business Management, CU during April 25-26, 2014.

5) Participated and presented paper in Doctoral Colloquium and Research Scholar Day in VGSOM, IIT Kharagpur (2015).

6) Successfully attended Faculty Development Programme on "The *Art of Paper Writing & Publishing*" at IMI, Kolkata, on 10th March, 2015.

7) Successfully attended "*14 days AICTE sponsored Faculty Development Program on Management Research Methodology*" from 21st April - 4th May, 2015 at JIS College campus.

8) Participated in the seminar of *Niryat Bandhu & Export Awareness Programme* organized by Office of the Additional Director General of Foreign trade in association with EDI, Kolkata on 22nd July 2015, at EDI

9) Completed AICTE sponsored Short Term Course on *Research Methods and Data Analysis for Social Sciences and Management* under the scheme of Quality Improvement Programme during 16-30th September 2015 offered by the Department of Humanities and Social Sciences, IIT Kharagpur.
.
10) Successfully completed a 2-day workshop on *Data Analysis using R - Studio*, IISWBM during August 13 – 14, 2015.

11) Participated in Doctoral Colloquium and Research Scholar Day in VGSOM, IIT Kharagpur (2016).

12) Participated in "*One Day Awareness Programme on Intellectual Property Rights (IPR)*" organized jointly by Patent Information Centre, West Bengal State Council of Science & Technology, DST-GoWB & EKTA Incubation Centre – TBI, MAKAUT, WB & IPR Cell of MAKAUT, West Bengal on 14th March, 2016, at MAKAUT Auditorium.

13) Successfully completed a 1-day workshop on **"*Sampling Technique and Data Validation through SPSS*"** organized by BIMS Kolkata in January 2016**.**

14) Completed MHRD sponsored QIP Short Term Course on *Planning and Managing Human Resources: Tools and*

Techniques during 13-27th March 2017 organized by the Department of Humanities and Social Sciences, IIT Kharagpur.

15) Participated in the one day Workshop on *"Data Envelopment Analysis (DEA)"* held on 27th May, 2017 at Bharatiya Vidya Bhavan Institute of management Science.

16) Participated in the All India Workshop on *"Six Sigma Fundamentals and Applications"* held during 16th to 17th March, 2018 at Department of Production Engineering, Jadavpur University organized by The Institution of Engineers and Jadavpur University.

17) Participated in the 2 - Day Workshop on *"Big Data Analytics using R Programming"* held during 20th to 21st April, 2018 at Department of Management, IBM organized by The Institute of Business Management in collaboration with Hands-On System.

18) Participated in the one day workshop on *"Data Analytics through Machine Learning on R"* organized by BIMS, Kolkata in Technical collaboration with Predictive Analytics Solutions Pvt. Ltd, Bangalore on 2nd February 2019 at BIMS, Salt Lake City Kolkata.

19) Participated in the *"Workshop on Digital Health"* conducted jointly by MAKAUT, West Bengal and Trinnect Ltd., Finland

20) Successfully completed a one week course on *Human Resources Management: Emerging Issues and Future Challenges* sponsored by *AICTE – QIP program organized by HSS department of IIT KGP* from 30th October 2019 to 5th November 2019.

21) Participated in the pre-seminar workshop on "*Data Science using Python*" under the aegis of 4th International Vision Seminar "*Technology in Management in the Age of Industry 4.0*" conducted by Globsyn Business School in 2020.

22) Participated in the 4th International Vision Seminar "*Technology in Management in the Age of Industry 4.0*" conducted by Globsyn Business School in 2020.

23) Participated in 3-days *Faculty Development Program for Student Induction (FDP-SI)* during 20 – 22nd January 2020 at Central University of Ranchi organized by *All India Council of Technical Education (AICTE).*

24) Participated in one-week online *Faculty Development Program on "R Programming"* organized by the department of IT at Fr. C. Rodrigues Institute of Technology, Vashi in association with Spoken Tutorial IITB, Mumbai during 18th – 23rd May, 2020.

25) Attended *Faculty Development Program on Data Science & AI* held on 25th – 29th May 2020 organized by Mangalmay Institute of Engineering & Technology, Greater Noida (U.P.)

26) Has successfully participated and secured *96% in the Online Quiz Competition on Brainpower conducted by Department of Bachelor of management & IQAC committee* on 31st May 2020.

27) Has successfully participated in a 5-Day National Level Online *Faculty Development Program on Artificial Intelligence* from 22nd to 26th May 2020 organized by the department of *Computer Science & Engineering in collaboration with National Youth Council of India and Brainovision Solutions India Pvt. Ltd.*

28) Attended and Participated in the Online Workshop on *"Introduction to Big Data and Artificial Intelligence on Sunday, 31st May 2020 by the Institute of Leadership and Governance (ILG) and The Maharaja Sayajirao University of Baroda, Vadodara, India*

29) Has participated in One Day webinar on *"The How? And Why? Of Transitioning to Data Science, for Non It professionals"* held on 30th May 2020 at Cambridge Institute of Technology, Bengaluru.

30) Has successfully participated and secured *64% in the e-Quiz on Commerce and Management organized by Department of Commerce and Management, Shibpur Dinobundhoo Institution (College)* during the period of 20/6/2020 to 30/6/2020.

31) Participated in an **International Level Online Panel Discussion** on **COVID – 19 CRISIS: THE GLOBAL ECONOMY RESHAPING** on 4th June 2020 organized by CMS, Jain (Deemed-to-be University), Bengaluru.

32) Participated in the webinar entitled *"Data Mining and Applications"* held on 20th June 2020, organized by **Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT, WB)**

33) Successfully Participated in the National Webinar entitled **"*Tech Fiesta on Project Methodology*"** held on 22nd June 2020, organized by **Institute of Management Study, WB**

34) Participated in the webinar entitled **"*Research Paper Questionnaire Development*"** held on 27th June 2020, organized by **Department of Management Studies, RKGIT, Ghaziabad.**

35) Participated in the One Day Online Workshop entitled **"*Data Science and Applications: Present and Future*"** held on 30th June 2020, organized by **Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT, WB)**

36) Participated in the webinar entitled **"*Application of Machine Learning and Security Techniques in Smart Health Care*"** held on 6th December 2020, organized by **Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT, WB) in association with Islamic University of Science and Technology, Jammu and Kashmir, India.**

RESEARCH PUBLICATIONS

1) Nandi, S., & Ghosh, M. (2013). Customer Service Preferences of Life Insurance Company in West Bengal. *Perspectives on Management: Bi-Annual Journal of Heritage Business School*, 5(3), 115-124. ISSN 0974-7095

2) Ghosh, M., & Ghosal, I. (2014). To Analyze Service Quality Gaps in Private Sector Life Insurance Companies in West Bengal - An Empirical Study on HDFC Life Insurance. *Perspectives on Management, 6(1), 85-104. ISSN 0974-7095*

3) Ghosal, I., Chatterjee, D., & Ghosh, M. (2015, July). Acceptance of Online Shopping in West Bengal: Customer's Perception. *Pacific Business Review*, 8(1), 1-10. Retrieved from http://pbr.co.in/July2015/1.pdf *(A Refereed Monthly International Journal of Management Indexed with THOMSON REUTERS (ESCI)). Pacific Business Review International is Included in UGC's - CARE List of Journals (Category II).*

4) Ghosh, M. (2016, June). Estimating the impact of Service Quality on Customer Perception in Private Sector Life Insurance Companies in West Bengal - A SERVQUAL based approach. *Pacific Business Review*, 1(1), 17-26. Retrieved from http://www.pbr.co.in/june2016/2.pdf. *(A Refereed Monthly International Journal of Management Indexed with THOMSON REUTERS (ESCI)). Pacific Business Review International is Included*

in UGC's - CARE List of Journals (Category II).

5) Ghosh, R. K., & Ghosh, M. (2016, June). A Conceptual Framework for Adoption of Education Card in India - Student's Perception. *Pacific Business Review International*, 1(1), 35-43. Retrieved from http://www.pbr.co.in/june2016/4.pdf. *(A Refereed Monthly International Journal of Management Indexed with THOMSON REUTERS (ESCI)). Pacific Business Review International is Included in UGC's - CARE List of Journals (Category II).*

6) Ghosh, M., & Ghosh, R. (2017). Study on the effect of Service Quality on Customer Perception in Private Sector Banks in West Bengal. *Pacific Business Review International, 9*(10), 112-119. *(A Refereed Monthly International Journal of Management Indexed with THOMSON REUTERS (ESCI)). Pacific Business Review International is Included in UGC's - CARE List of Journals (Category II).*

7) Ghosh, M., & Simlai, D. (2017). Factors Affecting Customer Satisfaction and its Impact on Customer Loyalty: A Study on Life Insurance Companies in West Bengal. *The Indian Management Researcher*, 4(2), 19-38. *(UGC Approval No: 43009)*

8) Simlai, D., & Ghosh, M. (2017). Management Perception of Customer Expectation on Service Preferences: A Study on Life Insurance Companies in West Bengal. *Globsyn Management Journal*, XI (1&2), 26-40. *(UGC Approval No: 47458)*

9) Guha, A., & Ghosh, M. (2018). Factors Affecting Customer Satisfaction in Hospital Sector: A Study of Private Hospitals in West Bengal. *International Journal of Research in Management & Social Science*, 6(1(X)). *e-ISSN: 2322-0899*

10) Ghosh, M., & Simlai, D. (2018). Service Quality Measures across the Customer Demographics of Life Insurance Industry: Study in the selected districts of West Bengal. *Time's Journey*, 7(1), 56-72. *(UGC Approval No: 47251). A Refereed Journal of Institute of Management Study. ISSN: 2278-6546*

11) Ghosh, M., & Nandi, S. (2020). Customer Preferences of Health Service: Study of Select Private Hospitals in West Bengal. *Sambodhi*, 43(4), 197-205. *UGC CARE Approved, Peer Reviewed and Referred Journal. ISSN: 2249-6661 (Print)*

12) Ghosh, M., Dr., Ghosh, R. K., Dr., & Das, S., Dr. (2021). Customer Preferences of E-Commerce Application: A study Based in West Bengal. *Kala: The Journal of Indian Art History Congress*, 27(1), 80-84. *UGC CARE Approved, Peer Reviewed and Referred Journal. ISSN: 0975-7945*

RESEARCH PRESENTATIONS IN CONFERENCE / SEMINAR

1) Participated & presented paper titled "**Factors Affecting Customer Adoption of Online Shopping in West Bengal.**" in the *UGC sponsored International Seminar on "Advancement of Management Thoughts & Practices" held at Vidyasagar University, Midnapore, West Bengal. 2013.*

2) Participated & presented paper titled *"Measuring Life Insurance Service Quality: A Critical Study of SERVQUAL Instrument"* in the *Two-day International Seminar on Relooking at Nations: Reenergizing and Reframing Strategies for Sustainable Development* which is a collaborative effort of Gaeddu College of Business Studies, Royal University of Bhutan, Bhutan, Institute of Management Study, India and The Institute of Cost Accountant of India on July 18-19, 2015*.*

3) Participated & Presented paper titled "*Evaluating Knowledge Gap in Banking Sector: A Study on Private Banks in West Bengal*" in the 4th Management Doctoral Colloquium and VGSOM Research Scholars Day on 14th & 15th March 2018 at IIT KGP.

4) Participated & Presented paper titled "*Management Perception of Customer Expectation on Service Preferences: A Study on Life Insurance Companies in West Bengal*" in the International Conference on Economics and Tax

Reforms in India in the Global Perspective, organized by Indian Accounting Association, South Bengal Branch on 9th February 2019.

5) Participated & presented paper titled "*Measuring Customer Service Quality Gap: Study on the Customers of selected Life Insurance Companies in West Bengal*" in the 3rd International Conference on Healthcare and Allied Sciences organized by Lincoln University College, Malaysia in collaboration with University of Muhammadiyah Semarang (UNIMUS), Indonesia and Osmania University, India on 25th & 26th September 2019.

6) Participated and presented paper titled "*Measures of Service Quality attributes across Customer Demographics of selected Life Insurance companies in West Bengal*" in International Conference on Sustainable Environment & Healthcare (ICSEH 2019) organized by Dr. Tarak Nath Podder Memorial Foundation in collaboration with Jadavpur University, Chittaranjan National Cancer Institute, India and Lincoln University College, Malaysia on 21st and 22nd December 2019.

7) Participated and presented paper titled "*Knowledge Gap Analysis: A Study on Life Insurance Companies in West Bengal*" in International Conference on Strategic Management, Decision Theory and Data Sciences (SMDTDS-2020) on 6th January 2020.

BOOKS AUTHORED

1. Das, S., & Ghosh, M. (2016). *Business Regulatory Framework*. New Delhi: Ocean Publisher.

2. Ghosh, M., & Ghosal, I. (2016). *Service Quality Perceptions of the Customers in the Insurance Sector in West Bengal*. In *Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector* (pp. 298-308). IGI Global. doi:10.4018/978-1-5225-0143-5.ch017

PROFESSIONAL MEMBERSHIP

1. Indian Academic Researchers Association – Tiruchirappalli, Tamil Nadu – 620 021. *Membership No: 160/2018*

TECHNICAL SKILL SETS

SPSS, R, MS Excel, Supervised and Unsupervised Machine Learning Models, Data Mining (Market Basket Analysis).

PERSONAL DETAILS :

Address	: 5/18B, Sebak Baidya Street, Kolkata – 700029
Date of Birth	: 4th January 1979
Gender	: Male
Nationality	: Indian
E-Mail	: meghdoot.ghosh@gmail.com
Languages Known	: English, Bengali, Hindi
Mobile	: 9830839124

DECLARATION

I hereby declare that all the information furnished above is true to the best of my knowledge and belief.

DATE:

PLACE:

MEGHDOOT GHOSH