

WEST BENGAL STATE UNIVERSITY  
FACULTY ACADEMIC PROFILE/ CV

**Prof. (Dr.) Anirban Sarkar**

Professor & Head, Department of Management and Marketing, WBSU



<b>Name and Qualification</b>	Prof. (Dr.) Anirban Sarkar, M.Com., MBA, M.Phil., Ph.D.
<b>Phone Number Details</b>	(0) 9433247077, (0) 9831570722
<b>Email Id</b>	anirban_sarkar77@yahoo.co.in /anirban_sarkar77@wbsu.ac.in
<b>Designation</b>	Professor and Head, Department of Management and Marketing, West Bengal State University
<b>Official Address</b>	Department of Management and Marketing, West Bengal State University, Berunanpukuria, Malikapur, Barasat, Kolkata-700126
<b>Permanent Address</b>	30/8, Rajdanga Main Road, Narkelbagan Sree Neer Apartment, Flat No. 4, 2 <sup>nd</sup> Floor, Kolkata-700107.
<b>Area of Specialization</b>	Courses Taught: Principles and Practice of Management, Marketing Management, Strategic Management, Sales Management, Consumer Behaviour & Marketing Research, International Marketing, Distribution Management & Customer Relationship Management, Marketing Decision Models, Social Marketing & Digital Marketing.
<b>Areas of Research Interest</b>	Micro Finance, Women Empowerment, Self-help Groups, Financial literacy, Financial Inclusion, Foreign Direct Investment, Social Marketing, Digital Marketing, Green Marketing, Consumer Behaviour, Marketing Research, Statistics in Social Sciences, Data Visualization and Analytics.

<b>Date of Appointment in the Institution</b>	Joined as Assistant Professor of Marketing in the Department of Commerce & Management, West Bengal State University on 01.04.2009.
<b>Date of Appointment in the Present Post</b>	Promoted to the Post of Professor of Marketing in the Department of Commerce & Management, West Bengal State University on 12.05.2021.
<b>Other Appointments in the Present Institution (Details)</b>	<ol style="list-style-type: none"> <li>1. Served West Bengal State University as State Public Information Officer (SPIO) from 2012 to 2016.</li> <li>2. Serving West Bengal State University as Convener, Sports Board (Sports Officer) from 2016 till date.</li> </ol>
<b>Experience</b>	<ol style="list-style-type: none"> <li>1. 17 Years in Teaching (Substantive Post).</li> <li>2. 10 Years in Administrative Post (Independent Additional Charge).</li> </ol>
<b>Professional Memberships</b>	<ol style="list-style-type: none"> <li>1. Indian Economic Association</li> <li>2. Bengal Economic Association</li> <li>3. Indian Accounting Association</li> <li>4. Indian Commerce Association</li> <li>5. Executive Council member of Indian Economic Association and also Programme Coordinator of Eastern Region in IEA.</li> </ol>

▪ **EDUCATIONAL QUALIFICATION (GRADUATION ONWARDS):**

<b>EXAMINATION</b>	<b>NAME OF THE UNIVERSITY</b>	<b>YEAR OF PASSING</b>	<b>OBTAINED PERCENTAGE (%)</b>	<b>CLASS/ GRADE</b>
B.A./B.Sc./B.Com.	University of Calcutta	1998	70.50	I
M.A./M.Sc./M.Com.	University of Calcutta	2000	70	I
MBA (Finance & Marketing)	Viswa-Bharati University	2001	68.60	I
M. Phil.	University of Calcutta	2001	79	1 <sup>st</sup> Rank Holder

Ph.D.	University of Calcutta	2016	-	
Others Examination	WBCSC SLET	2002	-	

▪ **RESEARCH CONTRIBUTIONS:**

**1. M. Phil. (Calcutta University, 2001)**

Topic: “Emergence of Euro and its implications for India-A Study”. [Secured the First Rank in the First Class]

**2. Ph.D. (Calcutta University, 2016)**

Topic: “Globalization and the Behaviour of Foreign Direct Investment in India”.

▪ **SPECIAL DISTINCTIONS / OTHER NOTABLE ACTIVITIES:**

1. Was placed on the Merit list of B.Com. (H) Examination of the University of Calcutta in 1998 and also received **National Scholarship** from Govt. of India in 2000.
2. Ranked **Fourth** in M.Com. Examination of the University of Calcutta in 2000.
3. Ranked **First** in M.Phil. (Commerce) Examination of the University of Calcutta in 2001.
4. Represented School, College, Club, and Bengal in Cricket.

▪ **EMPLOYMENT DETAILS:**

DESIGNATION	INSTITUTIONS	PERIODS OF SERVICES
Lecturer in Commerce	Sri Krishna College	12.05.2005- 31.01.2007
Lecturer in Commerce	Serampore College	01.02.2007- 31.03.2009
Assistant Professor	West Bengal State University	01.04.2009- 11.05.2010

Assistant Professor	West Bengal State University	12.05.2010- 11.05.2015
Assistant Professor	West Bengal State University	12.05.2015- 11.05.2018
Associate Professor	West Bengal State University	12.05.2018- 11.05.2021
Professor	West Bengal State University	12.05.2021-Till Date

▪ **DETAILS OF TEACHING/ ACADEMIC EXPERIENCE:**

LEVEL	DEGREE	COLLEGE/ UNIVERSITY/ INSTITUTE	DURATION	TOTAL
PG	M.Com.	Goenka College Of Commerce And Business Administration	2003 To 2006	4 YEARS
PG	M.Com.	Naba Ballygunge Mahavidyalaya	2010 To 2019	9 YEARS
PG	M.Com.	Bhawanipore Education Society College	2012 To 2016	5 YEARS
PG	M.Com.	West Bengal State University	2009 To Till Date	13 YEARS
UG Hons	B.Com. Honours	Charuchandra College	2002 To 2005	4 YEARS
UG Hons	B.Com. Honours	Syamaprasad College	2002 To 2005	4 YEARS
UG Hons	B.Com. Honours	Sri Krishna College	2005 To 2007	2 YEARS
UG Hons	B.Com. Honours	Serampore College	2007 To 2009	2 YEARS
Total Experience: 20 YEARS				

▪ **ADMINISTRATIVE / PROFESSIONAL EXPERIENCE:**

UNIVERSITY / INSTITUTE / ORGANIZATION	POST HELD	DURATION	NATURE OF WORK
West Bengal State University	State Public Information Officer (SPIO)	2012 To 2016 (4 Years)	RTI Related
West Bengal State University	Convener, Sports Board (Sports Officer)	2016 Till Date	Sports Related
Total Experience: 10 YEARS			

▪ **PH.D. RESEARCH GUIDANCE AS SUPERVISOR:**

**AWARDED RESEARCHERS:**

1. Sudipta Halder (Awarded, 2022): The topic of his research is “**A Socio-Economic Study of Auto-Rickshaw Drivers in Kolkata**”.

**ONGOING RESEARCHERS:**

1. Sanjay Das (Registered, 2018): The topic of his research is “**Impact of e-commerce on brick & mortar retail business: A study with special reference to Kolkata's consumer electronics market**”.
2. Sumana Bandyopadhyay (Registered, 2018): The topic of her research is “**Impact of ICT on Agriculture Sector: An Empirical Study of Farmer Households in Select Districts of West Bengal**”.
3. Gargi Das (Registered, 2018): The topic of her research is “**Financial Literacy and Economic Empowerment: A Study of Women Educators in Select Higher Education Institutions of West Bengal**”.

4. Nancy Jaiswal (Registered, 2020): The topic of her research is “**A study investigating the impact of consumption behaviour on organic food products in select cities of West Bengal**”.

▪ **RESEARCH PROJECTS/FELLOWSHIPS COMPLETED:**

**MINOR RESEARCH PROJECT -**

Anirban Sarkar has submitted a Minor Research Project (MRP) as a Principal Investigator entitled “*Emergence of Euro as an International Currency and its implication for India-A Study*” sponsored by UGC.

**MAJOR RESEARCH PROJECT –**

Anirban Sarkar submitted a report under Major Research Project (MRP) in the capacity of Co-Investigator sponsored by the Indian Council of Social Science Research in the Department of Commerce & Management of West Bengal State University entitled “*Women Empowerment and Women Entrepreneurship in West Bengal-Link Relative Analysis with Reference to the District of South 24 Parganas*”.

**COVID SPECIAL RESEARCH PROJECT -**

Anirban Sarkar has undergone a Covid Special Research Project in the capacity of Project Director sponsored by the Indian Council of Social Science Research in the Department of Commerce & Management of West Bengal State University entitled “*A Study on the stress level of frontline health workers during Covid-19 in Indian perspective*”.

▪ **RESEARCH PAPERS & CHAPTERS IN EDITED BOOKS PUBLISHED:**

**RESEARCH PAPERS:**

1. Sarkar, A. (2009). Emergence of Euro as an International Currency and Its Implication for India-A Study. *Business Studies*, XXX, Pp. 87-99. **(UGC-Care Group-1 Journal)**.
2. Dhar, P. & Sarkar, A. (2010). Forensic Accounting: An Accountant’s Vision. *Vidyasagar University Journal of Commerce*, 15(3), Pp. 93-104. <http://inet.vidyasagar.ac.in:8080/jspui/bitstream/123456789/996/2/p8.pdf>. **[UGC Approved Journal]**.

3. Sarkar, A. (2012). Green Marketing and Sustainable Development. *Vidyasagar University Journal of Commerce*, 17, Pp.185-203. ISSN: 0973-5917(**UGC-Care Listed Journal**).
4. Maiti, S.K., Banerjea, S., Majumder, A. & Sarkar, A. (2012). Financial Inclusion: a Study on the Self Help Groups (SHGs) in West Bengal. *The Management Accountant Journal*, 47(1). DOI: <http://dx.doi.org/10.33516/maj.v47i1.15-21p>. (**UGC-Care Listed Journal**).
5. Sarkar, A. (2012). Public - Private Partnership and Development: An Overview. *Business Spectrum*, II (2), Pp. 20-33. <http://admin.iaasouthbengalbranch.org/journal/4.pdf#page=25>. [**Bilingual Journal of Indian Accounting Association**].
6. Sarkar, A. (2012). Green Marketing and Sustainable Development- Challenges and Opportunities. *International Journal of Marketing, Financial Services & Management Research*, 9(1), Pp. 120-134. ISSN 2277 3622. (**Peer Reviewed Journal**).
7. Sarkar, A. (2012). Green Marketing: The Competitive Advantage of Sustainability. *ACADEMICIA: An International Multidisciplinary Research Journal*, 2(10), Pp. 289-301. E-ISSN: 2249-7137.
8. Sarkar, A. (2012). Green Marketing and Sustainable Development- Brief Reference to Indian Scenario. *Zenith International Journal of Business Economics & Management Research*, 2(11), Pp. 1-6. ISSN: 2249-8826. (**Peer Reviewed Journal**).
9. Sarkar, A. (2014). Impact of FDI on Indian Economy and Industry during Pre and Post-Reform Period. *Time's Journey*, 3(1), Pp. 93-108. ISSN: 2278-6546. (**Peer Reviewed Journal**).
10. Sarkar, A. (2014). Profile of FDI in India: A Conceptual Construct. *Journal of Banking, Information Technology and Management*, Pp. 45-56. ISSN: 0972-902X. (**Peer Reviewed Journal**).
11. Gupta, P. D. & Sarkar, A. (2015). Gender Equity in Sports- An Interpersonal Relationship. *Research Indian Journal of Management*, 4(2), Pp. 47-53. ISSN: 2277-3304.
12. Gangopadhyay, S. & Sarkar, A. (2015). Biodiesel, A fuel of Future: A Perceptual Study of Selective Industries in Kolkata. *Uttaranchal Business Review*, 5(2), Pp. 61-68. ISSN: 2277-1816. [**UGC Approved Journal**].
13. Sarkar, A. (2015). Relation between GDP Growth and PPP Investment: A Time Series Analysis. *Journal of Accounting and Finance*, 30(1), Pp. 109-116. ISSN: 0970-9029.

14. Sarkar, A. (2017). Opinion of Customers Regarding the use of Sugar & Spice Products with Reference to Kolkata: A Survey Based Study. *Indian Journal of Research*, 7(1), Pp. 37-45. ISSN: 2231-6655. [**UGC Approved Journal**].
15. Sarkar, A. & Mukherjee, S. (2017). The Role of FDI in the Automobile Sector in India: A Var Approach. *Journal of Accounting & Finance*, 31(2), Pp. 92-100. ISSN: 0970-9029. [**Peer Reviewed Journal**].
16. Sarkar, A. & Mukherjee, S. (2017). Demonetization: Perception of Common People. *Journal of Management Outlook*, 7(1), Pp. 75-81. ISSN: 2231 – 1769. [**UGC Approved Journal**].
17. Sarkar, A. (2017). Relation between GDP Growth and Infrastructure Investment with Special Emphasis on PPP Investment: A VAR Approach. *International Journal of Social Science and Development Policy*, 3(1), Pp. 7-14, (Joint paper, First Author). ISSN: 2454- 5732. (**UGC Peer Reviewed Journal**).
18. Sarkar, A. & Mukherjee, S. (2017). Determination of Women Proprietary Entrepreneurship Status: A Probabilistic Approach. *UPUEA Economic Journal*, 10(1), Pp. 51-62. ISSN: 0975-2382. (**UGC Peer Reviewed Journal**).
19. Kundu, S. & Sarkar, A. (2017). Reliance Jio: The Game Changer in Indian Telecommunication Sector. *Journal of Management Outlook*, 7(2), Pp. 39-50. ISSN: 2231-1769. [**UGC Approved Journal**].
20. Sarkar, A. & Mukherjee, S. (2018). Impact of Capital Flight on Domestic Investment: An Indian Introspection. *Journal of Banking, Information Technology and Management*, 15(2), Pp. 49-56. ISSN: 0972-902X. (**UGC Approved Journal**).
21. Sarkar, A. & Kundu, S. (2018). Food Safety at Home: Knowledge and Practices of House Wives. *Journal of Banking, Information Technology and Management*, 15(1), Pp. 103-108. ISSN: 0972-902X. (**UGC Approved Journal**).
22. Jaiswal, N. & Sarkar, A. (2019). Green Marketing - A Real Practice or Eyewash?: An Ethical Perspective. *International Journal of Research and Analytical Reviews (Special Issue)*, Pp. 270-277. ISSN: 2349-5138. (**UGC Peer Reviewed Journal**).
23. Mukherjee, S. & Sarkar, A. (2019). Relationship between non-organic fertiliser and cereal production in agriculture: A study with special emphasis on environment in India. *International Journal of Research and Analytical Reviews (Special Issue)*, Pp. 361-365. ISSN: 2349-5138. (**UGC Peer Reviewed Journal**).



24. Kundu, S. & Sarkar, A. (2019). Measurement of Travelers' Satisfaction with special reference to Three Star Hotels in Kolkata. *International Journal of Research and Analytical Reviews (Special Issue)*, Pp. 393-399. ISSN: 2349-5138. **(UGC Peer Reviewed Journal)**.
25. Sarkar, A. (2019). Forecasting of ICT Spending on Agricultural Sector in India using ARIMA Model. *Think India Journal*, 22(26), Pp. 141-150. ISSN: 0971-1260. **(UGC Approved Journal)**.
26. Jana, S., Maji, B. & Sarkar, A. (2019). Linear Programming Approach for Portfolio Review. *Parishodh Journal*, VIII (XI), Pp. 692-702. ISSN: 2347-6648. **(UGC Peer Reviewed Journal)**.
27. Sarkar, A., Ghosh, A., Karmakar, B., Shaikh, A., & Mondal, S. P. (2020). Application of Fuzzy TOPSIS Algorithm for Selecting Best Family Car. In *2020 International Conference on Decision Aid Sciences and Application (DASA)*, Pp. 59-63. IEEE. **(Scopus Indexed)**.
28. Sarkar, A. & Chakraborty, P. (2020). Role of Medical Tourism Facilitators: A Study on Kolkata. *Studies in Indian Place Names*, 40(40), Pp. 189-201. ISSN: 2394-3114. **(UGC-Care Listed Journal)**.
29. Sarkar, A. & Mukherjee, S. (2020). Estimation of Energy Consumption for Agricultural Sector in India Using Arima Model. *Studies in Indian Place Names*, 40(1), Pp. 1363-1369. ISSN: 2394-3114. **(UGC-Care Listed Journal)**.
30. Jana, S. & Sarkar, A. (2020). Role of Captain's Nationality in Team's Success: A Case of Indian Premier League. *Shodhsamhita*, VII (10), Pp. 168-180. ISSN: 2277-7067. **(UGC-Care Group-1 Journal)**.
31. Sarkar, A., Chakraborty, P., & Valeri, M. (2021). People's perception on dark tourism: a quantitative exploration. *Current Issues in Tourism*, Pp.1-6. DOI: 10.1080/13683500.2021.1889483. **(ABDC list journal A, Scopus Indexed)**.
32. Sarkar, A., Ghosh, A., Deb, S. K., Kumari, S. & Das, A. (2021). Impact of COVID-19 on Individual Wellbeing: Insights from Selected Developing Countries. *Empirical Economics Letters*, 20 (Special Issue 1), Pp. 69-81. ISSN: 1681 8997. **(ABDC List Journal C)**.
33. Ghosh, A., Dey, M., Mondal, S. P., Shaikh, A., Sarkar, A., & Chatterjee, B. (2021). Selection of Best E-Rickshaw-A Green Energy Game Changer: An Application of AHP and TOPSIS Method. *Journal of Intelligent & Fuzzy Systems*, Pp.1-14. ISSN 1064-1246. Doi: 10.3233/JIFS-202406. **(Scopus Indexed)**.

34. Mukherjee, S., Bhattacharya, S. & Sarkar, A. (2021). Effect of Increasing Number of Workers with Informal Job on Productivity in Indian Manufacturing Industry. *Empirical Economics Letters*, 20 (Special Issue 3), Pp. 107-114. ISSN: 1681 8997. **(ABDC List Journal C)**.
35. Sarkar, A., Chakraborty, P. & Jaiswal, N. (2021). Relevance of Marketing in Indian Politics: A Study on Kolkata. *Wesleyan Journal of Research*, 14(01-VI), Pp. 61-66. **(UGC-Care Listed Journal)**.
36. Halder, S. & Sarkar, A. (2021). Assessing the Social Security Status of Auto-rickshaw Drivers in Kolkata. *Empirical Economics Letters*, 20 (Special Issue 4), Pp. 205-214. ISSN: 1681 8997. **(ABDC List Journal C)**.
37. Sarkar, A., Chakraborty, P. & Roy, P. (2021). Assessing Stress Level of Frontline Health Workers during Covid-19: A Qualitative Exploration. *Empirical Economics Letters*, 20 (Special Issue 4), Pp. 215-229. ISSN: 1681 8997. **(ABDC List Journal C)**.
38. Ghosh, A., Sarkar, A., Dey, M., Guha, B., Jana, S. & Ghorui, N. (2021). Analyzing Efficiency of Indian Life Insurance Companies using DEA and SEM. *Turkish Journal of Computer and Mathematics Education*, 12(12), Pp. 3897-3919. ISSN: 3897-3919. **(Peer Reviewed Journal)**.
39. Halder, S. & Sarkar, A. (2021). A Socio-Economic Study of Auto Rickshaw Drivers in Kolkata, Analysis of Expenditure Pattern of Auto-rickshaw Drivers in Kolkata. *ANVESAK*, 51(2-XI), Pp. 120-133. ISSN: 0378 – 4568. **(UGC-Care Group-1 Journal)**.
40. Halder, S. & Sarkar, A. (2021). Assessing Social Security Status of Auto-rickshaw Drivers in Kolkata. *Empirical Economics Letters*, 20 (Special Issue 4). ISSN: 1681 8997. **(ABDC List Journal C)**.
41. Ghosh, A., Ghorui, N., Shaikh, A., Kumari, S. & Sarkar, A. (2021). A Parametric Gray AHP coupled TOPSIS method for Optimal Mobile Selection: An Empirical Study for Different Market Segments. *Empirical Economics Letters*, 20 (Special Issue 3), Pp. 37-54. ISSN: 1681 8997. **(ABDC List Journal C)**.
42. Ghosh, A., Dey, M., Guha, B., Jana, S. & Sarkar, A. (2021). Performance evaluation & rankings of players in IPL 2019 by DEA & SEM. *Malaya Journal of Matematik*, S(1), Pp. 46-56. ISSN (P):2319 - 3786. <https://doi.org/10.26637/MJMS2101/0009>. **(UGC-Care Listed Journal)**.

43. Sarkar, A. & Mukherjee, S. (2021). Determining status of health infrastructure across states in India using TOPSIS algorithm. *Malaya Journal of Matematik*, S (1), Pp. 37-40. ISSN (P):2319 - 3786. <https://doi.org/10.26637/MJMS2101/0007>. **(UGC-Care Listed Journal)**.
44. Ghosh, A., Sarkar, A. & Guha, B. (2021). Comprehensive efficiency measurement of five major Indian steel companies using data envelopment analysis and factor analysis. *Malaya Journal of Matematik*, S (1), Pp. 31-36. ISSN (P):2319 - 3786. <https://doi.org/10.26637/MJMS2101/0006>. **(UGC-Care Listed Journal)**.
45. Sarkar, A., Chakraborty, P. & Roy, P. (2021). Assessing Stress Level of Frontline Health Workers during Covid-19: An Empirical Study. *ANVESAK*, 51(2-XXX), Pp. 181-193. ISSN: 0378 – 4568. **(UGC-Care Group-1 Journal)**.
46. Das, S. & Sarkar, A. (2021). Effective Digital Marketing for E-Commerce in India: An Insightful Approach. *Sambodhi*, 44(1-XXIII), Pp. 15-19. ISSN: 2249-6661. **(UGC-Care Listed Journal)**.
47. Rathi, M., Ghosh, A., Kumari, S., Sarkar, A. & Das, A. (2021). Influence of social media on the Political Choice Making: An Exploratory Study. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*, 12(6), Pp. 8326-8339. **(Peer Reviewed Journal)**.
48. Gangopadhyay, S., Chakrabarti, S. & Sarkar, A. (2021). Deriving Sales Promotion Strategy for Mediators based on Perceived Benefit: A Study of Kolkata. *Black Aviat Publisher*, Pp. 22-35.
49. Deb, S.K., Sarkar, A. & Ghosh, A. (2022). Socio-economic impact of COVID-19 pandemic: evidence from India and Bangladesh. *Journal of Foodservice Business Research*, Pp. 1-22. DOI: 10.1080/15378020.2022.2063619 **(ABDC List Journal B, Scopus Indexed)**.

#### **CHAPTERS IN EDITED BOOKS:**

1. Sarkar, A. (2015). Globalization and Cross-border Operation in India. Managing Development in Developing Countries for Good Governance, **Regal Publication**, Pp. 40-53. ISBN: 978-81-8484-414-6. [Peer Reviewed]
2. Sarkar, A. (2015). Green Marketing and Sustainable Development: An Indian Introspective. Managing Development in Developing Countries, **Regal Publication**, Pp. 195-205. ISBN: 978-81-8484-414-6. [Peer Reviewed]

3. Sarkar, A., (2019). Consumer Buying Intentions towards Private Label Brands: A Study on Retail Pharmacy Chains in Kolkata, *Industry 4.0 and Future of Work*, Pp. 152-161.
4. Mukherjee, S., Sarkar, A., Verma, N. M. P. (2020). Degree of Financial Inclusion: A Comparative Study among the Asian Countries, *The Routledge Handbook of Exclusion, Inequality, and Stigma in India*, Pp. 34-39.
5. Sarkar, A., Chakraborty, P. & Kumari, S. (2021). Key Aspects Related to Manufacturing Industries: A Study in Eastern India, Pal, M. K. (Ed.) *Productivity Growth in the Manufacturing Sector: Mitigating Global Recession*, Emerald Publishing Limited, Pp. 205-217. <https://doi.org/10.1108/978-1-80071-094-820211015>.
6. Sarkar, A., (2021). Study Material as Book titled Marketing Management, *Netaji Subhas Open University*. [In Press]

▪ **ORIENTATION AND REFRESHER COURSES:**

COURSE	DURATION	PLACE
1. UGC Sponsored <b>Orientation Program</b>	26 <sup>th</sup> Nov to 24 Dec, 2008	ASC, Calcutta University
2. UGC Sponsored <b>Orientation Program and Refresher Course</b> on Business Studies	03 <sup>rd</sup> to 25 <sup>th</sup> Aug, 2009	ASC, Calcutta University
3. <b>Training Programme</b> on the Right to Information Act, 2005	12 <sup>th</sup> to 14 <sup>th</sup> July, 2012	IPA, Jaipur
4. UGC Sponsored <b>Orientation Program and Refresher Course</b> on Business Studies	10 <sup>th</sup> to 29 <sup>th</sup> Sep, 2012	ASC, Calcutta University
5. <b>Training Programme</b> on the Right to Information Act, 2005	02 <sup>nd</sup> to 04 <sup>th</sup> Sep, 2014	ATI, W.B.
6. Seven Day <b>Workshop</b> on Research Methodology Course in Social Sciences	1 <sup>st</sup> to 7 <sup>th</sup> September, 2015	The Bhawanipur Education Society College in Collaboration with Department of Commerce, CU.

<b>7. Seven Day Summer School</b> on Research Methodology: Applications of Econometrics and Statistics	23 <sup>rd</sup> to 29 <sup>th</sup> May, 2016	Department of Humanities and Social Sciences, National Institute of Technology, Durgapur.
<b>8. Seven Day Workshop</b> on Advanced Research Methods and Data analysis	4 <sup>th</sup> to 10 <sup>th</sup> June, 2017	Department of Management Studies, National Institute of Technology, Durgapur.
<b>9. Seven Day National Level Workshop</b> on Research Methodology: Quantitative and Qualitative Analysis-2018	15 <sup>th</sup> to 21 <sup>st</sup> May, 2018	Department of Commerce, Department of Economics & IQAC, Bhairab Ganguly College.
<b>10. Data Analysis for Social Science Teachers (Online)</b>	16 Weeks 01.10.2019 to 20.01.2020	HRDC, University of Hyderabad [ARPIT by NPTEL]

▪ **MODULE PREPARED FOR ODL INSTITUTIONS:**

<b>TITLE OF THE MODULE</b>	<b>MODULE PREPARED FOR COURSE/ PAPER</b>	<b>YEAR</b>	<b>INSTITUTION(s)</b>
<b>Module: 1</b> Marketing Concept, Scanning the Marketing Environment, Rural Marketing and Digital Marketing.	<b>Paper: 12</b> Marketing Management (M.Com.)	May, 2021	NSOU
<b>Module: 2</b> Brand Management, Marketing Strategies, Promotion and Service Marketing.	<b>Paper: 12</b> Marketing Management (M.Com.)	May, 2021	NSOU

▪ **SEMINARS & SYMPOSIUMS:**

**INTERNATIONAL LEVEL:**

<b>TITLE OF THE PAPER PRESENTED</b>	<b>TITLE OF SEMINARS &amp; SYMPOSIUMS</b>	<b>ORGANIZED BY</b>
1. Women Empowerment through Women Entrepreneurship: A Study with Reference to the District of South 24 Parganas in West Bengal	Advancement of Management Thoughts & Practices, 10-11st Feb, 2014.	Vidyasagar University, EIILM (Kolkata), BCC&I.
2. Public-Private Partnership and Infrastructure Development in India: An Introspection	Advancement of Management Thoughts & Practices, 10-11st Feb, 2014.	Vidyasagar University, EIILM (Kolkata), BCC&I.
3. Traditional Sports & Games in South 24 Parganas: Revisit to Cultural Heritage	Advancement of Management Thoughts & Practices, 10-11st Feb, 2014.	Vidyasagar University, EIILM (Kolkata), BCC&I.
4. Make in India: The Global Context	World Finance & Banking <b>Symposium</b> - Hanoi, Vietnam, 17-18 <sup>th</sup> Dec, 2015.	World Finance Conference.
5. Employment Scenario of a Good Person in India: A Snapshot	Dynamic Evolution of Management Paradigm, 26-27 <sup>th</sup> Feb, 2016.	Vidyasagar University.

**NATIONAL & STATE LEVEL:**

<b>TITLE OF THE PAPER PRESENTED</b>	<b>TITLE OF SEMINARS &amp; SYMPOSIUMS</b>	<b>ORGANIZED BY</b>
1. Women's Empowerment through Micro Finance: A Boon for Development	UGC sponsored <b>National Seminar</b> on Micro Finance and Women's Empowerment in India, 10th Jan, 2012. [ISBN: 978-81-923645-0-6, Pp.49-62].	Naba Ballygunge Mahavidyalaya.

2. Green Marketing and Sustainable Development	UGC sponsored <b>National Seminar</b> on Green Marketing and Global Environment: Indian Scenario, Feb, 2012.	Naba Ballygunge Mahavidyalaya.
3. Global Financial Crisis and FDI: Lessons for India	<b>State Level Seminar</b> , 2 <sup>nd</sup> Mar, 2013. [ISBN: 978-93-83360-01-7, Pp.1-15]	T.H.K. Jain College & UGBOSC, CU.
4. FDI in Multi-brand Relating in India: A Survey Based Study	UGC sponsored <b>National Seminar</b> on FDI in Multi-brand Relating in India: Curse & Boon? 18 Nov, 2013.	Naba Ballygunge Mahavidyalaya.
5. Impact of Social Banking on Financial Inclusion: An Empirical Approach	UGC sponsored <b>National Seminar</b> on Application of Statistical Tools in Research and Data Analysis, 6 <sup>th</sup> Oct, 2015.	Deshbandhu College for Girls and Indian Accounting Association.
6. Opinion of Customers Regarding the use of Sugar & Spice Products with Reference to Kolkata: A Survey Based Study	UGC sponsored <b>National Seminar</b> on Application of Statistical Tools in Research and Data Analysis, 6 <sup>th</sup> Oct, 2015.	Deshbandhu College for Girls and Indian Accounting Association.
7. FDI and Its Correlates: An Empirical Study	<b>National Seminar</b> on Emerging Issues in Accounting and Finance, 20 <sup>th</sup> Nov, 2015.	University of Kalyani and Board of Studies, Institute of Chartered Accountants of India, New Delhi.
8. Indians' Start up Ecosystem: A Snapshot	UGC sponsored <b>National Seminar</b> on Startup India and Its Prospect, 28 <sup>th</sup> Aug, 2016.	Naba Ballygunge Mahavidyalaya.
9. Determination of Women Proprietary Entrepreneurship Status: A Probabilistic Approach	<b>National Seminar</b> on Skill Development and Employment Generation: The Emerging Scenario, 27-29 <sup>th</sup> Dec, 2016.	The Indian Economic Association
10. Goods and Service Tax in India: A Study on Selected Sectors	<b>National Seminar</b> on GST and IFRS, 10-11 <sup>th</sup> Feb, 2017.	Netaji Subhas Open University

<b>11.</b> Demonetization: Perception of Common People	<b>National Seminar</b> on Demonetization in India: The Road Ahead, 21 <sup>st</sup> & 22 <sup>th</sup> Mar, 2017.	Schools of Social Sciences, Punjabi University, Patiala.
<b>12.</b> Demonetization in India: The Road Ahead	<b>National Seminar</b> on Way Forward to Post Demonetization, 21 <sup>st</sup> & 22 <sup>th</sup> Mar, 2017.	Schools of Social Sciences, Punjabi University, Patiala.
<b>13.</b> Sports as a Way of Life	<b>National Seminar</b> on Sports as a Way of Life, 28 <sup>th</sup> Feb, 2019.	P.R. Thakur Govt. College & West Bengal State University

▪ **PARTICIPATED IN WORKSHOPS:**

1. Sarkar, A. (2017). One Day Workshop on “**Draft Course Structure for B.Com. (Honours and General), Preparation under CBCS (Choice Based Credit System)**” Organised by Department of Commerce & Management, West Bengal State University, Barasat, Kolkata.
2. Sarkar, A. (2018). One Day Workshop on “**Implementation of CBCS in the Syllabi of B.Com., B.B.A., ASPV & TTMV Courses**” Organised by Department of Commerce & Management, West Bengal State University, Barasat, Kolkata.

▪ **PARTICIPATED IN CERTIFICATE COURSES:**

<b>COURSE</b>	<b>DURATION</b>	<b>PLACE</b>
<b>1.</b> Two Weeks FDP on R Language & RStudio	22 <sup>nd</sup> June to 5 <sup>th</sup> July, 2020	Cambridge Institute of Technology, Bangalore
<b>2.</b> FDP on Data Analysis using Advanced Excel and R Programming	14 <sup>th</sup> July to 18 <sup>th</sup> July, 2020	Amity University, Kolkata
<b>3.</b> Online Course on Getting Started with Data Analysis on Microsoft Excel	04 <sup>th</sup> Aug to 17 <sup>th</sup> Aug, 2020	Ramanujan College & MSF, New Delhi
<b>4.</b> One Week Workshop cum FDP on Introduction to Cross-Sectional Data Analysis using SPSS and JAMOVI	17 <sup>th</sup> Aug to 23 <sup>rd</sup> Aug, 2020	Kidderpore College, University of Calcutta & TICA, Kolkata



<b>5. National Level Quiz Contest on R Programming</b>	19 <sup>th</sup> July, 2020	Anurag University & ISTE
<b>6. Two Weeks FDP on Managing Online Classes And Co-Creating MOOCS 3.0</b>	25 <sup>th</sup> July to 10 <sup>th</sup> Aug, 2020	Ramanujan College & MSF, New Delhi
<b>7. SWAYAM ARPIT Online Course Certification Course for Career Advancement Scheme(CAS) promotion Data Analysis For Social Science Teachers</b>	16 <sup>th</sup> Feb, 2020	University of Hyderabad
<b>8. Three Days National Level FDP on Digital Tools for e-Teaching</b>	03 <sup>rd</sup> Nov to 05 <sup>th</sup> Nov, 2020	Kongu Engineering College (Autonomous)
<b>9. One-Week Online FDP on Digital Skills For Smart Teaching</b>	12 <sup>th</sup> June to 18 <sup>th</sup> June, 2020	Annamalai University, Annamalai Nagar
<b>10. One Day National Level Webinar on Delivery of Teacher Education in The Time of Pandemic Covid-19</b>	9 <sup>th</sup> June, 2020	WBUTTEPA
<b>11. One Week National Level Online FDP on Online Class Management</b>	06 <sup>th</sup> July to 11 <sup>th</sup> July, 2020	Dibru College, Dibrugarh
<b>12. Five day FDP on Advanced Research Techniques</b>	8 <sup>th</sup> , 9 <sup>th</sup> , 16 <sup>th</sup> , 22 <sup>nd</sup> and 23 <sup>rd</sup> Aug, 2020	MAKAUT, WB
<b>13. Two Week FDP on Research Methodology</b>	01 <sup>st</sup> Oct to 15 <sup>th</sup> Oct, 2020	Ramanujan College, New Delhi
<b>14. One Week FDP on Development And Implementation of MOOCS</b>	21 <sup>st</sup> Oct to 27 <sup>th</sup> Oct, 2020	Ramanujan College, New Delhi
<b>15. Two Weeks FDP on Quantitative Methods For Data Analysis</b>	12 <sup>th</sup> Aug to 25 <sup>th</sup> Aug, 2020	Ramanujan College, New Delhi
<b>16. One Week FDP On Advanced Pedagogical Techniques</b>	29 <sup>th</sup> Oct to 05 <sup>th</sup> Nov, 2020	Ramanujan College, New Delhi
<b>17. Seven Day's e-National Workshop on Contemporary Methodologies and Tools in Research</b>	03 <sup>rd</sup> Oct to 09 <sup>th</sup> Oct, 2020	Visva-Bharati, Santiniketan

18. One Week FDP on Systematic Literature Review and Meta - Analysis	10 <sup>th</sup> Aug to 16 <sup>th</sup> Aug, 2021	Ramanujan College, New Delhi
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▪ **CONFERENCE PROCEEDINGS :**

**INTERNATIONAL LEVEL:**

1. Rahman, M.U., Sarkar, D., Sarkar, A., Paul, S., Chakrabarti, J. & Singh, B. (2011). Indian Jute Industry: Its Crises-Need for Entrepreneurial Interventions, *19<sup>th</sup> Biennial Conference on Entrepreneurship*, Conference Proceedings, Entrepreneurship Development Institute of India, Pp.10.
2. Rahman, M.U., Sarkar, A., Singh, B., Bhattacharyya, J. & Chakraborty, J. (2012). Self-help Groups (SHGs): A Co-operative form of self-employment in Rural Bengal, (Edited) A.K.Agarwal, Bharatendu Singh and Vanlalchhawna, [ISBN: 978-8186307-65-6, Pp.69-92].
3. Sarkar, A. (2012). Forensic Accounting: The Beginning of a New Profession. *11<sup>st</sup> International Conference on Frontier Global Issues & Challenges in the new Millennium on Emerging Economy, Accounting, Finance, Information and Communication Technology, Business & Management*, 5-6<sup>th</sup> Jan, 2012, Research Development Association & Research Development Research Foundation and Rajasthan Chamber of Commerce & Industry, Rajasthan. (ISBN: 978-81-920965-0-6).
4. Sarkar, A. (2012). Public-Private Partnership & Development: An Overview. *International Conference on Urbanisation & Economic Transformation: Issues & Challenges*, 12-13<sup>st</sup> Oct, 2012, Tumkur University.
5. Sarkar, A. (2012). Socio Culture and Infrastructure. *International Conference on Urbanisation & Economic Transformation: Issues & Challenges*, 12-13<sup>st</sup> Oct, 2012, Tumkur University, Tumkur, Bangalore.
6. Sarkar, A. (2012). Green Marketing and Sustainable Development: An Indian Introspection. *3<sup>rd</sup> IIMS International Conference on Contemporary Issues in Managing Development*, 18-21<sup>st</sup> Nov, 2012, IIMS, Kolkata. [ISBN: 978-0-473-22998-6]
7. Sarkar, A. (2012). Globalisation and Cross-Border Mergers & Acquisition in India. *3<sup>rd</sup> IIMS International Conference on Contemporary Issues in Managing Development*, 18-21<sup>st</sup> Nov, 2012, IIMS, Kolkata. [ISBN: 978-0-473-22998-6]

8. Sarkar, A. (2012). Women Empowerment: A Study on the Self Help Groups (SHGs), *Vidyasagar University International Conference Volume*, SPS Education India Pvt. Ltd., Pp.408-418. [ISBN 978-81-9230348-2]
9. Sarkar, A. (2013). FDI and Its Impact on Indian Economy- A Study. *12<sup>th</sup> International Conference on Global Contemporary Issues, Innovations & Future Challenges in Business, IT & Management*, 5-6<sup>th</sup> Jan, 2013, Research Development Association & Research Development Research Foundation and Rajasthan Chamber of Commerce & Industry, Rajasthan. [ISBN : 978-81-920965-1-3]
10. Sarkar, A. (2013). Globalisation and Cross-Border Mergers & Acquisition by MNEs- An Indian Introspection. *12<sup>th</sup> International Conference on Global Contemporary Issues, Innovations & Future Challenges in Business, IT & Management*, 5-6<sup>th</sup> Jan, 2013, Research Development Association & Research Development Research Foundation and Rajasthan Chamber of Commerce & Industry, Rajasthan. [ISSN: 0972-1185] [ISBN: 978-81-920965-1-3].
11. Sarkar, A. (2013). Foreign Direct Investment in India during the Pre-Reform and Post-Reform Period: A Comparative Study. *13<sup>th</sup> International Conference on Emerging Trends, Challenges & Opportunity in Global Business, Management, Economics, Tourism and Information Technology*, 28-29<sup>th</sup> Sep, 2013, Research Development Association & Research Development Research Foundation and Rajasthan Chamber of Commerce & Industry, Rajasthan.
12. Sarkar, A. (2013). Impact of Foreign Direct Investment on Different Sectors in India: An Introspection. *13<sup>th</sup> International Conference on Emerging Trends, Challenges & Opportunity in Global Business, Management, Economics, Tourism and Information Technology*, 28-29<sup>th</sup> Sep, 2013, Research Development Association & Research Development Research Foundation and Rajasthan Chamber of Commerce & Industry, Rajasthan.
13. Sarkar, A. (2013). FDI during Pre-reform and Post-reform Period: A Comparative Study. *International Conference on Contemporary Issues in Financial Institutions & Markets*, 19-20th Dec, 2013, Department of Commerce with Farm Management, Vidyasagar University.
14. Sarkar, A. (2013). Globalisation and Cross-Border Mergers & Acquisitions- An Indian Introspection. *International Conference on Contemporary Issues in Financial Institutions & Markets*, 19-20th Dec, 2013, Department of Commerce with Farm Management, Vidyasagar University.

15. Sarkar, A. (2014). Impact of FDI on Indian Economy – An Introspection. *International Finance Conference on Current Issues in Finance in Developing Nations*, 17-18th Jan, 2014, Department of Business Management, CU. & IAA, Kolkata Branch.
16. Sarkar, A. (2014). Infrastructure Financing Through Public Private Partnership: The Next Continuum. *International Conference on Advances & Challenges in Global Business, Management, Economics, Tourism and Information Technology*, 22-22nd Nov, 2014, Research Development Association & Research Development Research Foundation and Rajasthan Chamber of Commerce & Industry, Rajasthan.
17. Sarkar, A. (2015). Gender Equity in Sports- An Interpersonal Relationship. *International Conference on Contemporary Issues & Innovation in Global Business, Management, Economics, Tourism and Information and Communication Technology*, 30-31<sup>st</sup> May, 2015, Research Development Association & Research Development Research Foundation and Rajasthan Chamber of Commerce & Industry, Rajasthan.
18. Sarkar, A. (2017). GST and Its Impact on Indian Economy: An Overview. *International Conference on Emerging Issues in Accounting, Finance and Taxation*, 4<sup>th</sup> Jan, 2017, The Bhawanipur Education Society College and The Institutes of Cost Accountants of India.
19. Sarkar, A. (2017). Degree of Financial Inclusion: A Comparative Study among the Asian Countries. *International Conference on Emerging Issues in Accounting, Finance and Taxation*, 4<sup>th</sup> Jan, 2017, The Bhawanipur Education Society College and The Institutes of Cost Accountants of India.
20. Gangopadhyay, S. & Sarkar, A. (2017). The Utility Paradox of Biodiesel: A Selective Study on Kolkata. *7th International Conference on Emerging Economies*, IIM-Ahmedabad, (ISBN-9788192080062). Pp. 478-484. [2<sup>nd</sup> Author]
21. Sarkar, A. (2017). Discriminant Analysis of Bank Profitability: A Study in Indian Context. *21st International Conference on Advancements and Challenges in Social Sciences & Business Management-Interdisciplinary Research and Practice*, 11-12<sup>th</sup> Nov, 2017, Research Development Association, Jaipur.
22. Sarkar, A. (2018). An Empirical Study on Hotel Industry in Kolkata: Prospects & Challenges. *International Conference on Financial Sector: Issues, Challenges and Strategies*, 13<sup>th</sup> Mar, 2018, The Bhawanipur Education Society College & The Institutes of Cost Accountants of India.

23. Sarkar, A. (2018). M-Wallet: A Step towards Cash less Economy. *International Conference on Financial Sector: Issues, Challenges and Strategies*, 13<sup>th</sup> Mar, 2018, The Bhawanipur Education Society College & The Institutes of Cost Accountants of India.
24. Sarkar, A. (2018). Food Safety at Home: Knowledge and Practices of House Wives in Kolkata. *Management Practices in Bangladesh and Challenges of Twenty First Century*, 18<sup>th</sup> Apr, 2018, Department of Management, Islamic University, Kushtia, Bangladesh.
25. Jaiswal, N. & Sarkar, A. (2019). Green Marketing - A Real Practice or Eyewash? An Ethical Perspective. *ICSSR Sponsored International Conference on Emerging Socio Economic Trends & Business Strategy*, Organised by International School of Business & Media, Kolkata (ISB&M) In association with Indian Economic Association (IEA).
26. Mukherjee, S. & Sarkar, A. (2019). Relationship between non-organic fertiliser and cereal production in agriculture: A study with special emphasis on environment in India. *ICSSR Sponsored International Conference on Emerging Socio Economic Trends & Business Strategy*, Organised by International School of Business & Media, Kolkata (ISB&M) In association with Indian Economic Association (IEA).
27. Kundu, S. & Sarkar, A. (2019). Measurement of Travelers' Satisfaction with special reference to Three Star Hotels in Kolkata. *ICSSR Sponsored International Conference on Emerging Socio Economic Trends & Business Strategy*, Organised by International School of Business & Media, Kolkata (ISB&M) In association with Indian Economic Association (IEA).
28. Sarkar, A. & Chakraborty, P. (2020). Role of Medical Tourism Facilitators: A Study on Kolkata. *International Conference on Road Map to Sustainability: Environment & Health*, Sri Guru Gobind Singh College, New Delhi.
29. Sarkar, A., Ghosh, A., Karmakar, B., Shaikh, A., & Mondal, S. P. (2020). Application of Fuzzy TOPSIS Algorithm for Selecting Best Family Car. In *2020 International Conference on Decision Aid Sciences and Application (DASA)*, Pp. 59-63. IEEE Xplore.
30. Sarkar, A. Forensic Accounting: The Beginning of a New Profession. *11th International Conference on it, Business Management*, Organised by Research Development Association, Jaipur.

#### **NATIONAL LEVEL:**

1. Sarkar, A. (2012). SHGs: A Significant Tool for Empowerment, Seminar Volume, Hooghly Mohsin College, Pp.33-42. (ISBN: 978-93-82472-06-3).

2. Sarkar, A. (2012). Women Entrepreneurship and Empowerment: A Study on the SHGs in West Bengal, Edited. Rampada Bera, Sonarpur Mahavidyalaya, Pp.14-22. (ISBN: 978-81-924140-4-1).
3. Sarkar, A. (2012). Green Marketing towards Sustainable Development, Edited. Sukamal Datta, Naba Ballygunge Mahavidyalaya, Pp.143-165. (ISBN: 978-81-923645-1-3).
4. Sarkar, A. (2013). Merger and Acquisitions in Globalization as a channel of Foreign Direct Investment in India, Edited. Anirban Ghosh, Netaji Subhas Open University, Pp.28-37. (ISBN: 978-93-82112-07-5).
5. Sarkar, A., Rahman, U.M. & Bera, R. (2013). Social Entrepreneurship: An Exploratory Study towards Conceptualization, *10th Biennial Conference on Entrepreneurship, Conference Papers*, Entrepreneurship Development Institute of India, I, Pp. 649-659. (ISBN: 978-93-80574-46-2).
6. Sarkar, A. & Ghosh, M. (2015). Social Banking and Financial Inclusion: A Reciprocal Approach. *Supragaya*, Department of Commerce, Hooghly Mohsin College, Pp. 105-116. (ISBN-978-81-924236-4-7).
7. Sarkar, A. & Paul, B. (2015). Role of Social Media in Social Banking: A Conceptual Banking. *Supragaya*, Department of Commerce, Hooghly Mohsin College, Pp. 175-181. (ISBN-978-81-924236-4-7).
8. Sarkar, A. & Paul, B. (2016). Make in India and Economic Development: Sectoral Perspectives. *Dynamic Evolution of Management Paradigm*, Department of Business Administration, Vidyasagar University, Pp. 350-355. (ISBN-978-93-5265-325-6).
9. Mukherjee, S. & Sarkar, A. (2016). Reemployment after Retirement: Indian Experience. *Application of Research Methodology in Social Sciences*, Department of Commerce, The Bhawanipur Education Society College, Pp. 7-16. (ISBN-978-81-930092-1-5).
10. Sarkar, A. & Paul, B. (2016). Changing Landscape of Corporate Social Responsibility in India: A Snapshot. *Contemporary Issues in Business Environment*, School of Professional Studies, NSOU, Pp. 29-41. (ISBN-978-93-82112-30-3).
11. Sarkar, A. & Paul, B. (2016). GST and Pharmaceutical Industry in India- A Close Look. *Emerging Issues in Accounting and Finance*, Department of Commerce, Azad Hind Fouz

Smriti Mahavidyalaya & Sovarani Memorial College, Pp. 377-389. (ISBN-978-93-526718-7-8).

12. Sarkar, A. (2016). Social Banking and Financial Inclusion: Extent of Inter-locking. *Financial Inclusion and Inclusive Growth*, Department of Commerce with Farm Management Vidyasagar University, Pp. 264-275. (ISBN-978-93-5258-522-9).
13. Sarkar, A. (2016). Relation between GDP Growth and Infrastructure Investment with Special Emphasis on PPP Investment: A VAR Approach. *Two Day National Conference on Emerging Trends in Business & Management: Issues & Challenges* on 17-18<sup>th</sup> Mar, 2016, Department of Commerce and Management, West Bengal State University.
14. Sarkar, A. (2016). Negotiating Empowerment of Painter and Retailers to Design Best Promotional Strategy: A Case Study of Kolkata. *Two Day National Conference on Emerging Trends in Business & Management: Issues & Challenges* on 17-18<sup>th</sup> Mar, 2016, Department of Commerce and Management, West Bengal State University.
15. Sarkar, A. & Paul, B. (2016). Self Financed versus Regular Post Graduate Courses- A Comparative Study Based on Some Selected College and Universities in West Bengal. *Self Financed Courses- Economic Sustainability & Inclusive Growth*, Naba Ballygunge Mahavidyalaya, Pp. 46-60. (ISBN-978-81-923645-8-2).
16. Mukherjee, S. & Sarkar, A. (2017). Impact of Skill Development Related Education on Women in India: Employment & Entrepreneurship Perspective. *UPUEA Economic Journal*, Department of Banking, Economic and Finance, Bundelkhand University, Jhansi, Pp. 513-516. (ISSN: 0975-2382).
17. Sarkar, A. (2017). Impact of Demonetisation of Different Sectors of Indian Economy: An Exploratory Study. *Centenary Annual Conference of Indian Economic Association (IEA)*, 27-29<sup>th</sup> Dec, 2017, Jai Narain Vyas University (Jodhpur) and Indian Economic Association.
18. Sarkar, A. (2017). Measurement of Gender Gap in Economic Participation and Opportunity: A Cross State Study in Indian Context. *Centenary Annual Conference of Indian Economic Association (IEA)*, 27-29<sup>th</sup> Dec, 2017, Jai Narain Vyas University (Jodhpur) and Indian Economic Association.
19. Sarkar, A. (2018). Impact of GST on Selected Sectors of Indian Economy- A Bird's Eye View. *Integrated Financial Sectors Reforms in India*, 24<sup>th</sup> Feb, 2018, Indian Accounting Association and The Institute of Cost Accountants in India.

20. Sarkar, A. (2018). Impact of Capital Flight on Domestic Investment: An Indian Introspection. *101<sup>st</sup> Annual Conference Theme 3: Strategies for External Economic Sector*, Organised by Indian Economic Association at ISID Campus, New Delhi.
21. Sarkar, A. (2018). Agriculture and Rural Economy: Issues & Challenges. *101<sup>st</sup> Annual Conference Theme 2: Strategies for External Economic Sector*, Organised by Indian Economic Association at ISID Campus, New Delhi.

▪ **INVITED TALKS:**

**INTERNATIONAL LEVEL:**

1. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**Consumer Perception towards Biker’s Engine Oil: A Study Selected Districts**” from 27th July to 28th July, 2019 organized by Research Development Association (Rajasthan Chamber of Commerce & Industry & Jaipur Management Association).
2. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**Analyzing Efficiency of Indian Life Insurance Companies using DEA and SEM**” from 27th Dec to 28th Dec, 2019 organized by Calcutta Business School.
3. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**Relevance of Marketing in Indian Politics: A Study on Kolkata**” from 24th Jan to 25th Jan, 2020 organized by ISB&M, Kolkata.

**NATIONAL LEVEL:**

4. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**RTI and Empowerment of Youth**” on 22th Dec, 2015 organized by NSS, Dum Dum Motijheel Rabindra Mahavidyalaya.
5. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**Way Forward to Post Demonetisation**” from 21st to 22nd March, 2017 organized by Punjabi University, Patiala.
6. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**Professional Management of University**” from 26<sup>th</sup> April, 2017 organized by KIIT University, Bhubaneswar.



7. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**The Emerging Contours of Centre-State Fiscal Relation in India**” from 14<sup>th</sup> to 15<sup>th</sup> Oct, 2017 organized by Uttar Pradesh-Uttarakhand Economic Association.
8. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**Future of Multilateral Trade Agreements**” from 27<sup>th</sup> to 29<sup>th</sup> Dec, 2017 organized by Indian Economic Association (IEA) & Jai Narain Vyas University.
9. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**Sub-Regional Connectivity, Trade and Growth: The Case for N.E. India**” from 20<sup>th</sup> to 21<sup>th</sup> Apr, 2018 organized by Department of Economics, Dakshin Kamrup College, Assam In Collaboration with IEA & RGVN.
10. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**Youth Motivation and Sports**” 7<sup>th</sup> Sep, 2018 organized by Sarojini Naidu College for Women.
11. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on “**Youth Motivation and Sports**” 14<sup>th</sup> Aug, 2018 organized by Nahata JNMS Mahavidyalaya.
12. Prof. (Dr.) Anirban Sarkar, has delivered a lecture / in 7th day’s Workshop on “**Advanced Research Analytics**” from 17 June to 23 June, 2019 organized by International School of Business & Media, Kolkata.
13. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/ in 10 Day’s e-National Workshop on “**Research Methodology Workshop in Social Sciences**” from 21st June to 30th June, 2019 organized by A.K. Dasgupta Centre for Planning and Development, Visva-Bharati University.
14. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/s in 7 Day’s e-National Workshop on “**Understanding SPSS & understanding its Application in Research**” from 17th July to 23th July, 2019 organized by A.K. Dasgupta Centre for Planning and Development, Visva-Bharati University.
15. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/s in 10 Day’s e-National Workshop on “**Advanced Application of “R” in Planning, Research and Development**” from 2nd December to 11th December, 2019 organized by A.K. Dasgupta Centre for Planning and Development, Visva-Bharati University.
16. Prof. (Dr.) Anirban Sarkar, has delivered a lecture in 2 day’s national webinar on “**Self-reliant India-Myth or Reality**” from 4 July to 5th July, 2020 organized by S.S. (PG) College, Shahjahanpur (UP).

17. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on Week Long Online FDP on “**Online Class Management**” from 06/07/2020 to 11/07/2020 organized by Dibru College.
18. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on Seven day’s FDP on “**Multivariate Data Analysis & Quantitative Data Analysis**” from 21/02/2021 to 27/02/2021 organized by Naba Ballygunge Mahavidyalaya, Kolkata, India.
19. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/ in 10 Day’s e-National Workshop on “**Research Methods & Data Analysis**” from 22nd February to 3rd March, 2021 organized by A.K. Dasgupta Centre for Planning and Development, Visva-Bharati University.
20. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/ in 10 day’s FDP on “**Research Methods & Data Analysis Using SPSS & R**” on 01 March, 2021 organized by A.K. Dasgupta Centre for Planning and Development [A centre sponsored by the NITI AAYOG, Govt. of India].
21. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on Seven day’s FDP on “**Multivariate Data Analysis**” from 17/03/2021 to 23/03/2021 organized by Naba Ballygunge Mahavidyalaya, Kolkata, India.
22. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on Seven day’s FDP on “**Analytical Research Techniques for Social Sciences**” from 14/04/2021 to 20/04/2021 organized by Naba Ballygunge Mahavidyalaya, Kolkata, India.
23. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on 6 day’s STTP on “**Cluster Analysis in Business Application using SPSS**” on 23.04.2021 organized by MCKV Institute of Engineering.
24. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/ in 10 day’s National Workshop on “**Research Methodology in Social Science**” from 8th May to 17th May, 2021 organized by A.K. Dasgupta Centre for Planning and Development [A centre sponsored by the NITI AAYOG, Govt. of India].
25. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on Seven day’s FDP on “**Quantitative Data Analysis using Jamovi**” from 22/06/2021 to 28/06/2021 organized by Naba Ballygunge Mahavidyalaya, Kolkata, India.
26. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on Seven day’s FDP on “**Multivariate Data Analysis using Jamovi**” from 14/07/2021 to 20/07/2021 organized by Naba Ballygunge Mahavidyalaya, Kolkata, India.

27. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on Seven day's FDP on "**Analytical Research Techniques for Social Sciences using Jamovi**" from 17/08/2021 to 23/08/2021 organized by Naba Ballygunge Mahavidyalaya, Kolkata, India.
28. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on one-week online Workshop on "**Business Analytics and Modeling by R and Spreadsheet**" from 06/09/2021 to 10/09/2021 organized by Brainware University.
29. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on seven day's National Level Online Workshop on "**Quantitative Data Analysis & Multivariate Data Analysis for Social Science Research using SPSS and AMOS**" from 13/09/2021 to 19/09/2021 organized by Business School Kolkata, India.
30. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/ in 10 day's e-National Workshop on "**Research Methodology and Data Management**" on 26 September, 2021 organized by A.K. Dasgupta Centre for Planning and Development [A centre sponsored by the NITI AAYOG, Govt. of India].
31. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on Seven Day's FDP on "**Research Paper Writing & Publishing in High-Impact Journals**" from 24/11/21 to 30/11/21 organized by Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, India.
32. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/ in 10 day's e-National Workshop on "**Basics to Advanced: Hands-on Training of SPSS in Research Data Analysis**" on 25, 27, 30th November, 2021 organized by A.K. Dasgupta Centre for Planning and Development [A centre sponsored by the NITI AAYOG, Govt. of India].
33. Prof. (Dr.) Anirban Sarkar, has delivered a lecture on Two Week Certificate Course on "**Data Analysis using SPSS Statistics and SPSS AMOS**" from 14/03/22 to 27/03/22 organized by Calcutta Business School, Kolkata, India.
34. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/ in 10 day's e-National Workshop on "**Advanced Research Methodology in Social Sciences**" on 24 April, 2022 organized by A.K. Dasgupta Centre for Planning and Development [A centre sponsored by the NITI AAYOG, Govt. of India].
35. Prof. (Dr.) Anirban Sarkar, has delivered a lecture as resource person for the add-on course in "**Investment Planning**" on 12-05-2022, organized by Department of Commerce in collaboration with IQAC, Naba Barrackpur Prafulla Chandra Mahavidyalaya.

36. Prof. (Dr.) Anirban Sarkar, has delivered a lecture/ in 10 day's National e-Workshop on “**Basic to Advance: Hands-on Training of SPSS in Research Methodology**” on 13, 14th May, 2022 organized by A.K. Dasgupta Centre for Planning and Development [A centre sponsored by the NITI AAYOG, Govt. of India].

▪ **MEMBER OF SOME REPUTED JOURNALS:**

1. Prof. (Dr.) Anirban Sarkar, Guest Editor of ‘*Empirical Economics Letters*’ - A Monthly International Journal of Economics for Volume No. 20, Special Issue 3, July 2021.

2. Prof. (Dr.) Anirban Sarkar, Executive Committee Member of Journal ‘*Forum for Interdisciplinary Research Methods*’. Patna, Bihar.

3. Prof. (Dr.) Anirban Sarkar, Editorial Board Member of Journal under ‘*Journals of Research Development Association and Research Development Research Foundation*’. Jaipur.

▪ **MEMBER OF SOME BOARD/ INSTITUTIONS/COMMITTEES:**

1. Ex-Member, **Departmental Committee**, Department of Commerce & Management, West Bengal State University, Barasat, Kolkata.

2. Ex-Member & Ex-Convener, **Under Graduate Board of Studies**, Department of Commerce & Management, West Bengal State University, Barasat, Kolkata.

3. Ex-Member, **Post Graduate Board of Studies**, Department of Commerce & Management, West Bengal State University, Barasat, Kolkata.

4. Ex-Member, **Board of Research Studies**, Department of Commerce & Management, West Bengal State University, Barasat, Kolkata.

5. Ex-Member, **Purchase & Tender Committee**, West Bengal State University, Barasat, Kolkata.

6. Ex-Member, Under Graduate Board of Studies, Department of Commerce, Gour Banga University, Malda.

7. Chairperson, **Departmental Committee**, Department of Management & Marketing, West Bengal State University, Barasat, Kolkata.

8. Chairperson, **Under Graduate Board of Studies**, Department of Management & Marketing, West Bengal State University, Barasat, Kolkata.
9. Chairperson, **Post Graduate Board of Studies**, Department of Management & Marketing, West Bengal State University, Barasat, Kolkata.
10. Convener, **Board of Research Studies**, Department of Management & Marketing, West Bengal State University, Barasat, Kolkata.
11. Member, Institutional Ethics Committee, West Bengal State University, Barasat, Kolkata.
12. Member, Library Committee, West Bengal State University, Barasat, Kolkata.
13. Member, Research Ethics Committee, West Bengal State University, Barasat, Kolkata.
14. Member, Space Planning and Utilization Committee, West Bengal State University, Barasat, Kolkata.
15. **Convener, Sports Board**, West Bengal State University, Barasat, Kolkata.
16. Member of the Executive Committee of **Centre for Studies in Gender, Culture & Media**, West Bengal State University, Barasat, Kolkata.
17. **State Public Information Officer**, RTI Cell, West Bengal State University, Barasat, Kolkata (2012 to 2016).
18. **Exam Paper Setter, Moderator & Head Examiner** of West Bengal State University, Barasat, Kolkata.
19. Life Member, **Indian Accounting Association**, Kolkata Branch.
20. Life Member, **Indian Commerce Association**.
21. Life Member, **Commerce Alumni Association**, University of Calcutta.
22. Life Member, **Indian Economic Association**.
23. Life Member, **Bengal Economic Association**.
24. Life Member, **Indian Academic Researchers Association**.
25. Life Member, **Uttar Pradesh Uttarakhand Economic Association**.
26. Life Member, **Association of Socio-economic Development Studies, Lucknow**.
27. **Observer** of WBCSC for SET Exam.
28. **Observer** of UGC for NET Exam.
29. **Observer** of various exams of **West Bengal Joint Entrance Board**.
30. **Member** of Inspection Team of **W.B. State Council of Higher Education**.

▪ **RESEARCH WORK CITATION LINK:**

CITATION WEBSITE	WEBLINK
1. <b>Google Scholar</b>	<a href="https://scholar.google.com/citations?user=feOI9hUAAAAAJ&amp;hl=en&amp;oi=ao">https://scholar.google.com/citations?user=feOI9hUAAAAAJ&amp;hl=en&amp;oi=ao</a>
2. <b>ResearchGate</b>	<a href="https://www.researchgate.net/profile/Anirban-Sarkar-2">https://www.researchgate.net/profile/Anirban-Sarkar-2</a>
3. <b>Academia Edu</b>	<a href="https://wbsubregistration.academia.edu/anirbansarkar">https://wbsubregistration.academia.edu/anirbansarkar</a>
4. <b>Linked In</b>	<a href="https://www.linkedin.com/in/dr-anirban-sarkar-0966b54a/">https://www.linkedin.com/in/dr-anirban-sarkar-0966b54a/</a>
5. <b>SSRN</b>	<a href="https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=4998770">https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=4998770</a>
6. <b>Orcid Id</b>	<a href="https://orcid.org/0000-0002-4691-5631">https://orcid.org/0000-0002-4691-5631</a>

▪ **VIDEO LECTURE (ON YOUTUBE CHANNEL):**

TITLE	WEBLINK
1. Binary & Logistic Regression	<a href="https://youtu.be/P_Lqskwq9xg">https://youtu.be/P_Lqskwq9xg</a>
2. Classification & Cluster Analysis	<a href="https://youtu.be/cviu1KYA_74">https://youtu.be/cviu1KYA_74</a>
3. Non-Parametric Tests	<a href="https://youtu.be/y2pvULtitOY">https://youtu.be/y2pvULtitOY</a>
4. Logistic Regression	<a href="https://youtu.be/3sjF7lxsQyE">https://youtu.be/3sjF7lxsQyE</a>
5. Inference for Non-normal data: Non-Parametric methods	<a href="https://youtu.be/dLLQVPE-o6U">https://youtu.be/dLLQVPE-o6U</a>
6. Non-Parametric Test (Part I)	<a href="https://youtu.be/7zwW3C-l4W8">https://youtu.be/7zwW3C-l4W8</a>
7. Parametric Tests	<a href="https://youtu.be/bq9MvHVyzUA">https://youtu.be/bq9MvHVyzUA</a>
8. Non-Parametric Test	<a href="https://youtu.be/5XtVxyPjg78">https://youtu.be/5XtVxyPjg78</a>
9. Data Scaling Techniques	<a href="https://youtu.be/3QqdPjKwZnk">https://youtu.be/3QqdPjKwZnk</a>
10. Non-Parametric Test (Part II)	<a href="https://youtu.be/a4u7SnbHK70">https://youtu.be/a4u7SnbHK70</a>

11. Parametric Tests	<a href="https://youtu.be/7cXK5vCnMQk">https://youtu.be/7cXK5vCnMQk</a>
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▪ **PPT PRESENTATION WEB:**

TITLE	WEBLINK
1. Principles & Practice of Management	<a href="https://slidetodoc.com/principles-practice-of-management-dr-anirban-sarkar-assistant/">https://slidetodoc.com/principles-practice-of-management-dr-anirban-sarkar-assistant/</a>

Date - 29.08.2022

Anirban Sarkar