

**Name:** (DR.) Ranjan Kumar Gupta  
**Designation:** Assistant Professor ( inManagement)  
**Department:** Management and Marketing



**Dr. Ranjan Kumar Gupta** has been serving as an Assistant Professor (in Management) in WBSU since April, 2009. Prior to this, he had obtained his Ph.D and MBA degree (with [specialization in ‘Systems & Operations Management’](#)) from the University of Burdwan, India. He has a total experience of teaching Operations Management /Systems Management/General Management /Research Methodology/QT based papers at PG/UG levels of different Indian Universities (Namely IEST/BESU, NBU, BU, KU, WBSU) for around **21 years**.

Dr. Gupta has [several publications in reputed National and International Journals, including Journals of ‘Elsevier Science’, ‘Taylor & Francis’, ‘Inderscience’, ‘Growing Science’](#) etc. Since a long period, Dr. Gupta has also served as [a reviewer of ‘Elsevier Science’ Journals](#) (like ‘Computational and Applied Mathematics’) [and Springer Journal](#) (like, ‘International Journal of System Assurance Engineering and Management’). The details are furnished below:

**Name** : (DR.) Ranjan Kumar Gupta  
**Academic Qualification** : PhD, MBA (Systems and Operations Management)  
**Teaching Experience** : 13 years, 4 months (in substantive regular post),  
7 years, 4 months (as a contractual full timer)  
**Total teaching experience** : 20 years, 8 months  
**Specialization:** Systems and Operations Management  
**Courses Taught:** i) At the postgraduate level: Research Methodology, Operations Research, Managerial Eco, Operations Management, Production Management, Project Management, Advanced Mathematical Programming, Quantitative Methods, Marketing Research, Computer fundamentals and application, Human Resource Management, MIS, SSAD, RDBMS, etc.  
ii) At Research (PhD) Level : Inferential Statistics, Sampling Theory.

**Areas of Research Interest:** ‘Heuristic optimization’, ‘Inventory Management’, ‘Transportation’, ‘Supply chain Management’, ‘Systems Reliability Optimization’, GA, PSO, and different other areas of ‘Operations Research’, ‘Production/Operations Management’ and Marketing Management.

## Journal Publications (Most Significant)

S. No	Journal Name	Paper Title	Type (National/ International)	Authorship/No. of Co authors	Year
1	International Journal of Operational Research (Inderscience publishers) ISSN 1745-7653 (online) 1745-7645 (print)	A technique to solve mixed strategy non-cooperative zero-sum games with more than two players DOI:10.1504/IJOR.2021.10041969	International (Inderscience publishers) SCOPUS	First & Corresponding author	2021 (published online)
2	Iranian Journal of Numerical Analysis and Optimization ISSN: 2423-6977 (Print) 2423-6969 (Online)	Heuristic solutions for interval valued Games Vol. 12, No. 1, (2022), pp 187-200 DOI:10.22067/ijnao.2021.71321.1048	International SCOPUS	First & Corresponding author	2021 (published online) 2022 (published, print)
3	Mathematical and Computer Modeling (published by ELSEVIER SCIENCE). ISSN: 0895-7177 [Impact Factor > 1(2.02)]	“An application of Genetic Algorithm in solving an inventory model with advanced payment and interval valued inventory costs” Vol-49; pg-893-905; 2009	International (Elsevier Science) SCI, SCOPUS	First Author	2009 (published)
4	Journal of Computational and Applied Mathematics (published by ELSEVIER SCIENCE) ISSN: 0377-0427 [Impact Factor >1(1.25)]	“A GA based Penalty Function Technique for solving Constrained Redundancy Allocation Problem of series system with interval valued reliability of components” Vol-232; pg-275-284; 2009	International (Elsevier Science) SCI, SCOPUS	First Author	2009 (published)
5	Applied Mathematics And Computation (published by Elsevier Science) ISSN: 0096-3003 [Impact Factor > 1(1.6)]	“An application of Genetic Algorithm in a marketing oriented inventory model with interval valued inventory costs and three-component demand rate dependent on displayed stock level” Vol-192; pg-466-478; 2007	International (Elsevier Science) SCI, SCOPUS	First Author	2007 (published)
6	International Journal of Systems Science. (Taylor & Francis) [Impact Factor > 1(1.58)] ISSN: 0020-7721 (Print), 1464-5319 (Online)	A study on two-warehouse partially backlogged deteriorating inventory models under inflation via particle swarm optimization Volume 46, Issue 6, pg-1036-1050; 2015	International (Taylor & Francis) SCOPUS	2	2015 (published)
7	Decision Science Letters (of growing science) ISSN: 1929-5812 (Online) 1929-5804 (Print)	A technique for determining the optimum mix of logistics service providers of a make-to-order supply chain by formulating and solving a constrained nonlinear cost optimization problem Volume 2 Issue 2, pg-91-108	International (Growing Science) SCOPUS	Second Author	2013 (published)
8	Modelling, Measurement and Control, AMSE (published from FRANCE).	“A Real-coded Genetic Algorithm for solving Transportation Problems with flexible transportation cost and interval valued Demand and Supply parameters” Vol.32; Issue 1; 2011	International (from FRANCE).	First Author	2011 (published)
9	Advanced Modeling and Optimization (published from Rumania) [Impact Factor > 1]	“An application of real-coded Genetic Algorithm (RCGA) for integer linear programming in Production-Transportation problems with flexible transportation cost” Vol-8; No.1; pg73-80; 2006	International (from Rumania)	First Author	2006 (published)

10	South Asian Journal of Socio-Political Studies(SAJOSPS) ISSN-0972-4613	“Migration of Skilled Human Resources from Indian IT Sector:An Empirical Study” Vol-10; No.1(July-Dec. 2009) pg-121-125;	International	Second Author	2009 (published)
11	International Journal of Applied Marketing and Management ISSN: 2455-0132	‘An Application of Markovian Brand Switching Model to Develop Marketing Strategies in Sunscreen Market with Special Emphasis on the Determination of Long Run Steady State Market Shares’ Vol.5 (1&2); pg-24-30; 2020	International	First & Corresponding author	2020 (published)
12	South Asian Journal of Marketing & Management Research (SAJMMR) ISSN: 2249-877X	‘A study on the customers’ perception of different children’s health drinks’ Vol. 10(9); pg- 29-39; 2020	International	First & Corresponding author	2020
13	International Journal of Advanced Research ISSN: 2320-5407	Application of clustering techniques to study the training Pattern provided by the different Institutes under HSRT Vol. 8(06); pg- 911—921; 2020 (DOI: 10.21474/IJAR01/11171)	International	First & Corresponding author	2020
14	Global Journal of Research in Management ISSN: 2319-8915	Socio-Cultural Effects of Social Media on Students’ Life Vol. 10(2); pg 63-79; 2020	International	2	2020
15	Advances in Pharmacology and Clinical Trials, (Medwin Publishers) ISSN- 2474-9214	Bottleneck towards the Practice of Multi-/ Interdisciplinary Nature of Systems Pharmacology and Systems Medicine: Experience from India Advances in Pharmacology and Clinical Trials . Vol. 1(1); pg- 1-7; 2016 DOI: 10.23880/APCT-16000102	International	Joint Author	2016
16	Annals of Systems Biology ISSN- 2692-4765	Importance and Implementation Strategies of Systems Medicine Education in India Vol. 1(1); pg- 001—012; 2016	International	Joint Author	2016
17	Business Perspectives ISSN-0975-0746	“An Analysis of the Balanced Scorecard through a systems Approach” Vol-2;(Jan 2009) pg-38-46; 2009	National	2	2009 (published)

### Book Published

A book (Name: APPLICATIONS OF GENETIC ALGORITHM IN MANAGERIAL DECISION MAKING; ISBN: 9783845437149) has been published by ‘LAP-LAMBERT ACADEMIC PUBLISHING’ (GERMANY) in 2011.

### Some of the Papers presented in Seminars/ Major Workshops & Seminars attended

#### (International seminars)

1. A paper entitled “A study on two-warehouse partially backlogged deteriorating inventory models under inflation via particle swarm optimization” was presented in the ‘International Conference on Operations Research for Sustainable Development in Globalized Environment’, organized by the ‘Operational Research Society of India’ at ‘Calcutta Business School’ during January 06-08, 2012.
2. A paper entitled “A GA based Penalty Function Technique for Solving Constrained Redundancy Allocation Problem of Series System with interval valued reliability of components” was presented in the ‘4<sup>th</sup> International Conference on Quality Reliability and Infocom Technology’, organized by the ‘Department of Operations Research, University of Delhi’ in collaboration with ‘Society of Reliability Engineering, Quality and Operations Management’ during December 18-20, 2009.

#### (National seminars)

3. A paper entitled “An Application of GA based Penalty Function Technique for Solving Constrained Redundancy Allocation Problem of Series System with interval valued reliability of components” was presented in the National Conference on “

Management Science and Practice (MSP 2008)”, organized by the ‘**Indian Institute of Management, Ahmedabad**’ in collaboration with ‘**Operation Research Society of India**’ during March 22-24,2008.

4. A paper entitled “ **A systems Approach to the Development of Balanced Scorecard**” was presented in the National Seminar on “ **CORPORATE PERFORMANCE MEASUREMENT AND MANAGEMENT**”, organized by the Department of Commerce with Farm Management, Vidyasagar University, on 11<sup>th</sup> February 2006.
5. A paper entitled “ **Determining the optimum mix of logistics service providers of a make-to-order supply chain by formulating and solving a constrained nonlinear cost optimization problem**” was presented in the National Seminar on “**Emerging Trends in Business & Management: Issues & Challenges**”, organized by the Department of Commerce & Management, West Bengal State University.

### **(Seminars/workshops Attended)**

6. Workshop-II on **Research methodology (Multivariate Data Analysis)**, organized by the Centre for Management Studies, The University of Burdwan, on 18-22 May, 2009.
7. Workshop on ‘**Mathematical Modeling and Related Optimization Techniques**’, organized by the ‘**Department of Operations Research, University of Delhi**’ during December 14-17, 2009.
8. One day programme on ‘**Data Analysis Using SPSS**’, organized by The Department of Management Studies, NIT Durgapur in collaboration with SPSS South Asia Pvt. Ltd., Bangalore & Micropro , Kolkata on 08.02.2008..
9. National Conference, organized by the Department of Business Administration, The University of Burdwan, on January 20-21,2006.
10. National Seminar on “**TECHNOLOGY AND BUSINESS: QUEST FOR EXCELLENCE**”, held at the University of Burdwan, West Bengal on 5<sup>th</sup> & 6<sup>th</sup> October 2005.
11. National symposium on “**MATHEMATICS AND ITS APPLICATIONS**”, organized by the Department of Mathematics, University of Burdwan, on December 21-23,2004.
12. Seminar on “**Strategic Role of Computer Applications in Decision Making Problems**” conducted by the Management Institute Of Durgapur on Nov 21, 2004.

### **Career History (Most Significant) :-**

S.No.	Organization	Designation	From	To
1.	<b>West Bengal State University, Barasat.</b>	<b>Assistant Professor in Management (Regular, Full-time UGC Post)</b>	<b>16.04.2009</b>	<b>Till date</b>
2.	<b>Bengal Engineering and Science University, Shibpur.</b>	<b>Assistant Professor in Operations Management (in the MBA course)</b>	<b>12.02.2009</b>	<b>15.04.2009</b>
3.	<b>North Bengal University</b>	<b>Lecturer in Operations/ Systems Management in the MBA Program</b>	<b>17.08.2004</b>	<b>11.02.2009</b>
4.	<b>Burdwan Raj College (under the University of Burdwan)</b>	<b>Lecturer in BBA course</b>	<b>14.11.2002</b>	<b>16.08.2004</b>
5.	<b>Abhedananda College, Sainthia, West Bengal (under the University of Burdwan)</b>	<b>Lecturer cum course-coordinator in BBA course</b>	<b>01.12.2001</b>	<b>Nov,2002</b>

In addition to above, have worked as a *Guest lecturer* in

- the MBA course of **The University of Burdwan** from January 2003 to December 2005, and from January, 2009 to June, 2014.
- the B.E course of ‘**University Institute of Technology**’, Burdwan from January 2003 to December 2003.
- The MBA course of **Bengal Engineering and Science University, Shibpur**, from May, 2009 to December, 2017.
- the MBA course of **Kalyani University** from July, 2009 to July, 2011

### **Allied responsibilities undertaken: -**

- Worked as a member of the BRS of the department of Commerce and Management of West Bengal State University , Barasat.
- Worked as a member of the PGBOS of the department of Commerce and Management of West Bengal State University , Barasat.
- Worked as a member of the UGBOS of the department of Commerce and Management of West Bengal State University , Barasat.
- Worked as the coordinator of the MOU between ‘West Bengal State University , Barasat’ and ‘Indus Institute of Information Management’, Kankurgachi.
- Worked as The Course Coordinator of the BBA course of **Abhedananda College**, (Sainthia) under **The University of Burdwan** from December 2001 to November 2002.
- Worked as a member of the MBA and BBA expert Committee of The University of North Bengal.
- Worked as a member of the M.Com/MBM expert Committee of West Bengal State University , Barasat.

### **Academic Qualifications:-**

- Obtained the Ph.D degree in Business administration from The University of Burdwan in the year 2009 (**RESEARCH TOPIC- “SOME ASPECTS OF THE APPLICATION OF GENETIC ALGORITHM IN MANAGERIAL DECISION MAKING”**).
- Qualified **UGC Net** in the subject **Management** with 76% marks.
- Obtained the MBA degree (Specialization in Systems and Operations Management) from The University of Burdwan in the year 2001 with first class marks.
- Obtained the BSc. degree with Honours in Economics from The University of Burdwan.

### **Computer Exposure:-**

SSAD for different functional areas, Data Structures and sorting and searching, Design theory of RDBMS, Object-oriented Databases, Data communication & Network, Systems programming & Operating systems. **Dos, Windows, MS-office, SPSS , Oracle 8i with Dev 2000, C. C++.**

### **Other Achievements**

- **Have worked as the referee/reviewer of journals of ELSEVIER SCIENCE, namely ‘Computational and Applied Mathematics’ and ‘Results in Control and Optimization’**
- **Have worked as the referee/reviewer of journal of SPRINGER, namely ‘International Journal of System Assurance Engineering and Management’**
- **Worked as an associate editor of ‘International Journal Of Productivity Management and Assessment Technologies’ ( ISSN: 2160-9837; EISSN: 21609845) .**
- **Member of ‘Operational Research Society of India’, Calcutta Chapter.**

**Date:- 24.08.2022**