

Curriculum Vitae

➤ Personal dossier:

Name : Dr. Arup Kumar Baksi

Father's name : Shri. Amulya Chandra Baksi

Date of birth : 16-12-1970

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a. Permanent-1 : C/o Late A. B. Nayak,
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P.O. - Asansol, PIN-713302
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Present engagement :

- Working as **Assistant Professor (Senior Grade)** in the Department of Business Administration of Bengal Institute of Technology and Management, Santiniketan (accredited by NAAC, UGC and affiliated to West Bengal University of Technology, Salt Lake, Kolkata, West Bengal) since August 23rd, 2001 (**14 years**).
- Engaged as **Chief Coordinator** of Entrepreneurship Development Cell funded by **All India Council for Technical Education**, New Delhi
- Engaged as **Chief Coordinator** of Industry-Institute Partnership Cell funded by **All India Council for Technical Education**, New Delhi
- Engaged as **Exam-cell-in-charge**
- Empanelled as **Ph.D. supervisor** by West Bengal University of Technology

➤ **Academic background:**

a. Research

Degree	University	Year of reg.	Thesis topic	Guides/Supervisors	Year of award
Ph.D.	Department of Business Administration, The University of Burdwan	2005	'Service Quality, Customer retention and Profitability: Assessment of State Bank of India through Customer Relationship Management Approach'	Prof. B.B. Parida & Dr. P.K.Tripathy	2011
Post Doc (proposed)	Institute of Development Studies, Kolkata and ICSSR, New Delhi	Submitted for registration	Development of Tourist Relationship Management (TRM) framework with specific emphasis on technology and cognitive competence.	Prof. Uttam Bhattacharya, Associate Professor, IDS, Kolkata	NA

Research interest: *Marketing of Services and Service Quality Management Measurement, Customer Relationship Management (CRM), Sustainable Tourism.*

b. Post Graduation

Examination	University	Year of passing	Marks and Div./Class			
			Obtained	Out of (Total)	%	Div./Class
MBA*	Department of Business Administration, The University of Burdwan	1997	1215	1800	67.50%	1 st
M.Sc (Zoology)	Department of Zoology (DST & FIST sponsored), The University of Burdwan	1994	791	1200	65.92%	1 st

*** Area of specialization in MBA: *Marketing***

c. Graduation

Examination	College/University	Year of passing	Marks and Div./Class			
			Obtained	Out of (Total)	%	Div./Class
BSc (Hons) in Zoology	B.B. College, Asansol, The University of Burdwan	1992	403	800	50.37%	2 nd

d. Secondary & Higher Secondary

Examination	Board/Institution	Year of passing	Marks and Div./Class			
			Obtained	Out of (Total)	%	Div./Class
10 th	West Bengal Board of Secondary Education [WBBSE]	1987	764	900	84.90%	1 st
12 th	West Bengal Council for Higher Secondary Education [WBCHSE]	1989	620	1000	62.00%	1 st

➤ **Employment history: (excluding present engagement)**

a. Academic:

- Organisation : International Institute of Advanced Studies [IIAS] & International Institute of Information Technology and Management [IIITM], Salt Lake, Kolkata
Designation : Lecturer [14th July, 2001 to 22nd August, 2001]
- Organisation : ICFAI National College, Durgapur
Designation : Lecturer (Visiting) [August, 2008 to March, 2009]
- Organisation : Management Institute of Durgapur (MID), Durgapur
Designation : Lecturer (Visiting), [January, 2005 to May, 2005]
- Organisation : B.B. College, Asansol (Govt. sponsored), The University of Burdwan
Designation : Lecturer (Visiting), [August, 2003 to March, 2004]
- Organisation : Burdwan Institute of Management Studies, Burdwan
Designation : Lecturer (Visiting), [July, 2002 to June, 2003]
- Organisation : Manipal Academy of Higher Education, Asansol
Designation : Lecturer (Visiting), [November, 1999 to January, 2001]
- Organisation : International Institute of Management Sciences, Durgapur
Designation : Resource Faculty Associate, Lecturer (Visiting), [November, 1997 to January, 2001]

Total Academic Experience : 15 years +

➤ **Papers taught**

At PG level [MBA, M.Tech & MCA]	
1. Marketing Management	2. Advertising & Sales Promotion
3. Service Marketing	4. Consumer Behaviour
5. Strategic Management	6. Sales & Distribution Management
7. Project Development & Resource Management	8. Industrial Marketing
At UG level	
1. Marketing Management	2. Environment management

b. Industry:

1. Organisation : Orchid Healthcare [a div. of Orchid Chemicals & Pharmaceuticals Ltd.]
Designation : Marketing Executive
Tenure : July, 1999 to July, 2001
2. Organisation : Bennet Pharmaceuticals [a div. of Bennet & Coleman]
Designation : Marketing Executive
Tenure : April, 1998 to July, 1999
3. Organisation : First Flight Ltd.[Logistic division]
Designation : Branch Manager
Tenure : July, 1997 to April, 1998

Total Industry Experience : 04 years

➤ Research publications in refereed Journals (Published/accepted for publication):

1. Baksi, A.K. (2015), An empirical study to assess moderating impact of customer-relationship dimensions on service quality perception-tourist satisfaction-destination loyalty link, *Singapore Management Journal*, East Asia institute of Management, Singapore [ISSN: 2251-239X], Vol. 3, No.2, pp. 7-42.
2. Baksi, A. K. (2015), Impact of service-recovery-zone-of-tolerance (SRZOT) on service recovery quality-customer retention link: Empirical evidence from banking industry, Siddhant-A *Journal of Decision Making*, Regional College of Management, Bhubaneswar, [ISSN: 2231-0649], Vol.15, Issue-1, pp. 1-20. [Indexed/Abstracted- Index Copernicus, J-Gate, EBSCO Discovery, Summon (Proquest),Google Scholar, Indian Science Abstracts]. doi: 10.5958/2231-0657.2015.000011.4
3. Baksi, A. K. (2014), Development and validation of Tourism Relationship Management (TRM) framework and assessing its impact on tourism service quality, tourist satisfaction and destination loyalty, *Journal of Tourism*, Centre for Mountain Tourism and Hospitality Studies (CMTHS), HNB Garhwal Central University, Srinagar, India, Vol. 14, no.2, pp.1-21 (ISSN: 0972-7310)
4. Baksi, A.K. (2014), Moderating impact of recovery-zone-of-tolerance on perceived service recovery-tolerance adequacy gap-perceived recovery impact link, *Singapore Management Journal*, East Asia institute of Management, Singapore (ISSN: 2251-239X), Vol.3, No.1, pp.56-89.
5. Baksi, A.K. (2014), Impact of green initiatives on perceived image and behavioural attitudes of consumers: Empirical evidence from hospitality industry, *Gyan Management*, Gyan Jyoti Institute of Management and Technology, Mohali (ISSN: 0974-7621), Vol.8, Issue-1, pp. 15-27

6. Baksi, A.K. (2014), Deterministic role of service recovery in identifying tolerance adequacy gap and variation in service recovery impact across the same, ***Journal of Contemporary Management Research***, Bharatidasan Institute of Management (ISSN:0973-8266).
7. Baksi, A. K. (2014), Destination and Purpose Denominations in Developing Tourist Relationship Management (TRM) Framework, ***Journal of Tourism and Gastronomy Studies***, Gazi University, Faculty of Tourism, Department of Gastronomy and Culinary Arts 06830 Gölbaşı / Ankara, TURKEY (ISSN: 0973-3167), Vol. 1, No.4, pp. 48-57. [Indexed and abstracted in ASOS and GIF]
8. Baksi, A. K. (2014), Identifying relationship dimensions for tourism, ***SCMS Journal of Indian Management***, SCMS, Cochin, (ISSN: 0973-3167) in Vol. 11, No.1 (January-March, 2014), pp. 81-95 [Indexed and abstracted in EBSCO Business Source Complete and in ProQuest databases]
9. Baksi, A.K. & Parida, B.B. (2014), Intervening effect of CRM dimensions on service quality perception-tourist satisfaction-destination loyalty link: Hypotheses and model development, ***International Journal-BITM Transaction on EECC***, BITM, Santiniketan, (ISSN: 0974-9527), Vol.3, No.1, pp.67-80.
10. Baksi, A. K. (2014), Exploring the relationship between entrepreneurship, innovation and economic progress: A case of India with evidences from GEM data and World Bank enterprise, ***Journal of Entrepreneurship and Management***, (ISSN: 2277-6850), Vol. 3, No.1, pp.1-10. [Indexed & abstracted in Business Source Complete, Ulrich's Web, Cabell's Directory of Publishing Opportunities].
11. Baksi, A. K. (2013), Moderating effects of CRM on e-tail atmospherics-shopping behaviour link: A case of modified Mehrabian-Russell model, ***SIT Journal of Management (online)***, Siliguri Institute of Technology (affiliated to West Bengal University of Technology), Siliguri, West Bengal, (ISSN: 2278-9111), Vol-3 (Spl.), Nov.2013, pp.1-27.
12. Baksi, A. K. & Parida, B. B. (2013), Impact of green marketing on perceived image and behavioural intentions of consumers: Empirical evidence from restaurant practices, , ***TOURISMOS***, Interdepartmental Program of Postgraduate Studies in Tourism Planning, Policy & Management of the University of the Aegean, Greece [ISSN:1790-8418 (print), ISSN: 1792-6521 (online), Vol.8, Issue 2, pp. 233-258. [Indexed & abstracted in DOAJ, EBSCO, Index Copernicus]
13. Baksi, A. K. (2013), Deterministic role of service recovery in identifying tolerance adequacy gap within recovery-zone-of-tolerance , ***JIMQUEST***, Journal of Jaipuria Institute of Management, Vasundhara ,Ghaziabad, [ISSN: 0975-6280], Vol.9, No.2, pp. 68-83.

14. Baksi, A. K. (2013), Moderating impact of Tourism Relationship Management dimensions on tourism service quality, tourist satisfaction and destination loyalty, *Decision Science Letters*, Growing Science, Ontario, Canada (ISSN: 1923-9343 (online), ISSN: 1923-9335 (print), Vol.3, No.2, pp.169-186. [Indexed and abstracted in DOAJ, EBSCO, Index Copernicus]. doi: 10.5267/j.dsl.2013.11.005
15. Baksi, A. K. (2013), Moderating Impact of Perceived Tourist Effectiveness and Green Image on Green Dining Practices-Behavioural Manifestation Link: Empirical evidences from Sikkim, *Asia-Pacific Journal of Innovation in Hospitality and Tourism* (APJIHT), Taylor's University, Malaysia, (ISSN: 2289 -1471) [Impact factor-2.01], Vol.2, Issue-2, pp. 1-26.
16. Baksi, A. K. (2013), Zone-of-tolerance as intervening variable in automated service quality-behavioural intention link using CRM indexing approach: Empirical evidence from banking industry, *Journal of Business Management, Commerce & Research* (ISSN:2319-250X), Kaling Samrudhi Foundation, Odisha, Vol.1, No.4, (June 2013), pp.25-44. (available online: www.jbmcr.org/pdf/JBMCRJUNE13-04.pdf)
17. Baksi, A. K., Parida, B. B. and Khawash, N. K. (2013), An empirical study to assess moderating impact of CRM dimensions on service quality perception-tourist satisfaction-destination loyalty link, *Journal of Hospitality Application and Research*, BIT Mesra, [ISSN: 0973-4538], Vol.8, No.1, pp.-3-28.
18. Baksi, A. K. (2013), Examining the moderating effects of CRM on retail atmospherics-shopping behavior link, *Uncertain Supply Chain Management*, Growing Science, Ontario, Canada (ISSN 2291-6830 (Online) - ISSN 2291-6822 (Print), Vol.1 , No.3, pp.115-132. [Indexed and abstracted in DOAJ, EBSCO, Index Copernicus]
19. Baksi, A. K. (2013), Effects of relationship inertia and switching cost on CRM dimensional performance-service quality-customer satisfaction-retention link: Empirical evidence from hospitality markets, *ELK Asia Pacific Journal of Marketing and Retail Management*, (ISSN: 0976-7185), Vol.4, No.4 (October, 2013), pp.371-395, Journal Impact Factor – 1.5 (2014) [Indexed and abstracted in Google scholar, get CITED]
20. Baksi, A. K. & Parida, B. B. (2013), Measuring moderating effects of service recovery and CRM on consumer trust, repatronization and advocacy with distributive variation of the same across recovery zone-of-tolerance (RZOT), *NMIMS Management Review*, Narsee Monjee Institute of Management Studies, Mumbai, India, (ISSN: 0971-1023)Volume XXIII, April-May, 2013, pp.9-32.
21. Baksi, A. K. & Parida, B. B. (2013), Combined moderating effect of recovery zone-of-tolerance (RZOT) and multifactor CRM index on customer satisfaction, repurchase intention and advocacy link following service recovery, *Great Lakes Herald*, Great Lakes Institute of Management, Chennai, (ISSN:0973-9017), Vol.7, No.2, (September, 2013), pp.37-63.

22. Baksi, A. K. & Parida, B. B. (2013), Mapping Santiniketan as green tourism-zone and its impact on perceived image and behavioural intentions of foreign tourists: Empirical evidence from restaurant practice, *South Asian Journal of Tourism and Heritage*, Centre for Tourism & Heritage Research, Department of Commerce, Dayanand College, Ajmer - INDIA. (ISSN: 0974-5432), (Factor Index – 1.2), Vol.6, No.2, pp. 3-22, (available online: <http://www.sajth.com/journal/wp-content/uploads/2013/07/sajth-1-new.pdf>)
23. Baksi, A. K. & Parida, B. B. (2013), Moderating effect of service recovery on consumer trust, repatronization and advocacy with the introduction of recovery zone-of-tolerance (RZOT): Empirical evidence from State Bank of India, *Globsyn Management Journal* of Globsyn Business School, (ISSN 0973-9181). Vol.6, No. 1&2, pp. 1-17.
24. Baksi, A. K. & Parida, B. B. (2013), An empirical study to link CRM initiatives with service quality perception, tourist satisfaction and destination loyalty, *International Journal of Hospitality and Tourism Systems*, ISSN:0974-6250), Vol.6, No.2 (Dec. 2013), pp. 64-80. [Indexed and abstracted in *Hospitality & Tourism Complete, Ulrich's Web, Cabell's Directory*]
25. Baksi, A. K. & Parida, B. B. (2013), Empirical modeling of recovery zone-of-tolerance (RZOT) as an antecedent to customer retention with mediating effects of switching cost and relationship inertia, *SIT Journal of Management* (online), Siliguri Institute of Technology (affiliated to West Bengal University of Technology), Siliguri, West Bengal, (ISSN: 2278-9111), Vol.3, No.1, pp. 1-22, (available online: <http://www.ejsit.org/journal2/journal4.pdf>).
26. Baksi, A. K. & Parida, B. B. (2013), Exploring link between automated service quality, customer satisfaction and behavioural intentions with CRM performance indexing, *Siddhant- A Journal of Decision Making*, Regional College of Management, Bhubaneswar, (Print ISSN: 2231-0649, Online ISSN: 2231-0657, April-June), Vol.13, No.2, pp.84-107 [Indexed and abstracted in *Index Copernicus, J-Gate, EBSCO Discovery, Summon (Proquest), Google Scholar, Indian Science Abstracts*]. doi:10.5958/j.2231-0657.13.2.011
27. Baksi, A. K. & Parida, B. B. (2013), Perceived automated service quality as a determinant of customer satisfaction: A study on online travel services in India, *South Asian Journal of Tourism and Heritage*, Centre for Tourism & Heritage Research, Department of Commerce, Dayanand College, Ajmer - INDIA. (ISSN: 0974-5432), Vol.6, No.1, pp. 21-44. (Factor Index – 1.2)
28. Baksi, A. K. & Parida, B. B. (2013), CRM performance: Indexing approach, *SCMS Journal of Indian Management*, SCMS, Cochin, (ISSN: 0973-3167), Vol. 10, No.2 (April-June, 2013), pp.56-77 [Indexed and abstracted in *EBSCO Business Source Complete and in ProQuest databases*]
29. Baksi, A. K. (2013), Exploring nomological link between automated service quality, customer satisfaction and behavioural intentions with CRM performance indexing

approach: Empirical evidence from Indian banking industry, *Management Science Letters, Growing Science*, Ontario, Canada (ISSN: 1923-9343 (online), ISSN: 1923-9335 (print), Vol.-3, No.1, pp.1-22, (IC. Value-2011 - 5.09) [Indexed and abstracted in DOAJ, EBSCO, Index Copernicus]. doi: 10.5267/j.msl.2012.10.0221

30. Baksi, A. K. & Parida, B. B. (2013), Exploring the moderating effects of relationship inertia and switching cost on CRM performance-customer satisfaction-retention link: Empirical evidence from Indian banking industry, *Abhigyan*, Journal of Fore School of Management, New Delhi, Vol.30, No.4, 2013 (ISSN: 0970-2385), pp. 13-28. [Indexed and abstracted in PsycINFO_1887]
31. Baksi, A. K. (2012), Intervention of relationship inertia and switching cost on CRM dimensional performance-customer satisfaction-customer retention link (2012), *Knowledge Hub*, G.L. Bajaj Group of Institutions (ISSN: 0973-6425), Vol.8, No.2, pp.133.
32. Baksi, A. K. & Parida, B. B. (2012), Exploring the moderating effects of relationship inertia and switching cost on automated service quality-customer satisfaction-retention link in a CRM ecosystem: Empirical evidence from Indian banking industry, *Paradigm*, Journal of IMT Ghaziabad, (ISSN:0971-8907), Vol XVI, No.1, pp.51-69.
33. Baksi, A. K. & Parida, B. B. (2012), Service quality perception of aviation services: A comparative study in Indian perspective, Indian Journal of Tourism and Hospitality Management, *Kerala Institute of Tourism and Travel Studies* (KITTS) Thiruvananthapuram, Kerala, India, (ISSN: 2229-404X), Vol.3, No.1&2 pp.73-92.
34. Baksi, A. K. & Parida, B. B. (2012), Process and dimensional measurement and impact of Customer Relationship Management on service quality using structural equation modeling: An empirical investigation, *SIT Journal of Management* (online), Siliguri Institute of Technology (affiliated to West Bengal University of Technology), Siliguri, West Bengal, (ISSN: 2278-9111), Vol.2, No.2, pp. 90-121. (available online: <http://www.ejsit.org/journal/dec7.pdf>)
35. Baksi, A. K. & Parida, B. B. (2012), Moderating effects of Customer Relationship Management performance on automated service quality-behavioural intention outcome: An empirical investigation, *ELK Asia Pacific Journal of Marketing and Retail Management*, (ISSN-0976-7193), Vol.3, No.4, pp.- 1084-1100, Journal Impact Factor – 1.5 (2014) [Indexed: Google scholar, get CITED]
36. Baksi, A. K. & Parida, B. B. (2012), A proposed model for sustainable high-performing organizations, *Growth* (ISSN: 2249-6394) of Steel Authority of India Ltd, Vol.40, No.1, pp.1-9.
37. Baksi, A. K. & Parida, B. B. (2012), Customer perception of electronic service quality – A comparative study in Indian banking sector, *Gyan Management* (Gyan Jyoti Institute of Management and Technology, Mohali) (ISSN: 0974-7621), Vol.6, Issue-1, pp.47-61.

38. Baksi, A. K. & Parida, B. B. (2012), Linking CRM enabled automated service quality and its behavioural consequences using structural equation modeling, *PRiMa* (Symbiosis Centre for Management &HRD –[SCMHRD]) (ISSN-2230 – 844X), Vol.2, Issue-2, pp.1-26, [Indexed and abstracted in *Business Source Complete, Ulrich's Web, Cabell's Directory of Publishing Opportunities*]
39. Baksi, A. K. & Parida, B. B. (2012), Automated service quality and its behavioural consequences in CRM Environment: A Structural equation Modeling and Causal Loop Diagramming approach, *Journal of Management Research in Emerging Economies* (ISSN : 2229-4252), Dr. B.C. Roy Engineering College, Durgapur, WB, India, Vol.2, No.1, pp.1-35.
40. Baksi, A. K. & Parida, B. B. (2012), Zone of tolerance as a moderator in automated service quality-behavioural intention link: A study using structural equation modeling and CRM indexing, *International Journal of Economics and Management Science*, Pondicherry University, (ISSN:2229-4430), Vol.1, No.2, pp.36-54.
41. Baksi, A. K. & Parida, B. B. (2012), Automated service quality as an antecedent to behavioural consequences in CRM Environment: A study using structural equation modeling and causal loop diagramming Approach, *Journal of Contemporary Management Research* (Bharatidasan Institute of Management) (ISSN:0973-8266), Vol.6, Issue-1, pp.15-41.
42. Baksi, A. K. (2012), Service quality and its behavioural consequences in CRM environment: A structural loop equation modeling and causal loop diagramming approach, *Management Science Letters*, Growing Science, Ontario, Canada (ISSN: 1923-9343 (online), ISSN: 1923-9335 (print), Vol.-2, No.4, pp.1239-1258, (IC. Value-2011 - 5.09) [Indexed and abstracted in *DOAJ, EBSCO, Index Copernicus*]. doi: 10.5267/j.msl.2012.02.013,
43. Baksi, A. K. & Parida, B. B. (2012), Multi-channel integration and its impact on service quality perception of bank customers', *International Journal of Marketing and Business Communication*, (ISSN-2277-484X), Vol.-1, Issue-1, January, 2012, pp.1-10. [Indexed and abstracted in *Business Source Complete, Ulrich's Web, Cabell's Directory of Publishing Opportunities*].
44. Baksi, A. K. & Parida, B. B. (2012), CRM environment: State Bank of India, *SCMS Journal of Indian Management*, SCMS, Cochin (ISSN: 0973-3167), Vol-IX, No.-1, pp. 88-103. [Indexed and abstracted in *EBSCO Business Source Complete and in ProQuest databases*].
45. Baksi, A. K. & Parida, B. B. (2011), Impact of electronic customer relationship management on customer loyalty using structural equation modeling, *ELK Asia Pacific Journal of Marketing and Retail Management*, (ISSN-0976-7193), Vol.2, No.3, pp. 555-567], Journal Impact Factor – 1.5 (2014) [Indexed and abstracted in *Google scholar, get CITED*].

46. Baksi, A. K. & Parida, B. B. (2011), Impact of service quality and customer satisfaction on repurchase intention, *International Journal of Research in Commerce, IT and Management*, (ISSN: 2231-5756), Vol.I, Issue-IV, pp.80-85, [Indexed and abstracted in Ulrich's Periodicals Directory©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.as well as in Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)]Registered & Listed at: Index Copernicus Publishers Panel, Poland]
47. Baksi, A. K. & Parida, B. B. (2011), Customer retention and profitability: CRM environment, *SCMS Journal of Indian Management*, SCMS, Cochin, (ISSN: 0973-3167), Vol.-VII, No.-II, April-June, 2011, pp.66-84 [Indexed and abstracted in EBSCO Business Source Complete and in ProQuest databases]
48. Baksi, A. K. & Parida, B. B. (2011), Service quality and switching behaviours of customers, *Management Science Letters*, Growing Science, Ontario, Canada, (ISSN: 1923-9343 (online), ISSN: 1923-9335 (print), Vol.-1, No.4, pp.405-414, [Indexed and abstracted in DOAJ, EBSCO, Index Copernicus]. doi: 10.5267ij.msl.2011.06.014
49. Parida, B.B. & Baksi, A. K. (2011), Application of PZB service quality model in identifying service quality gap- A study on State Bank of India, *Siddhant-A Journal of Decision Making*, Regional College of Management, Bhubaneswar, (Print ISSN: 2231-0649, Online ISSN: 2231-0657), Vol.11, Issue-1, pp.1-10 [Indexed and abstracted in Index Copernicus, J-Gate, EBSCO Discovery, Summon(Proquest),Google Scholar, Indian Science Abstracts]
50. Parida, B.B. & Baksi, A. K. (2010), Impact of technology on perceived service quality: A study on State Bank of India using structural equation modeling, *Siddhant-A Journal of Decision Making*, Regional College of Management, Bhubaneswar, (ISSN:2231-0649), Vol. 10, No.4, pp.1-13, [Indexed and abstracted in Index Copernicus, J-Gate, EBSCO Discovery, Summon(Proquest),Google Scholar, Indian Science Abstracts]
51. Baksi, A. K. & Parida, B. B. (2010), Testing the behavioural consequences of customers in CRM environment: A study on State Bank of India using Structural Equation Modeling, *ELK Journal of Finance and Risk Management*, [ISSN: 0976-7185, Vol.2, No.1, pp.274-287] Journal Impact Factor – 1.5 (2014) [Indexed: Google scholar, get CITED]
52. Baksi, A. K. (2010), Structural equation modeling to explore causal relationship between service quality, customer retention and profitability in CRM environment, *International Journal-BITM Transaction on EECC*, (ISSN: 0974-9527), Vol-II, No.1, pp.367-389.
53. Baksi, A. K. (2009), Strategic significance of internal marketing in maximizing value proposition of services: A study applying ISSI model in the banking sector, *International Journal-BITM Transaction on EECC* [ISSN: 0974-9527), Vol-I, No.4, pp. 476-486.

54. Baksi, A. K. (2009), Brand metamorphosis: Mutation of brand DNA in the process of glocalization-a case of Coca Cola in India, *International Journal-BITM Transaction on EECC*, (ISSN: 0974-9527), August-December, 2009, Vol-I, No.4, pp. 252-272.
55. Baksi, A. K. (2009), Application of scaling technique in the measurement of service quality: A case of SERVQUAL application, *International Journal-BITM Transaction on EECC*, (ISSN: 0974-9527), Vol-I, No.1, pp.103-113.
56. Baksi, A. K. (2007), Service quality augmentation through relationship marketing: Impact of technology, *The Vision*, Journal of Management and Allied Sciences, Bengal Engineering and Science University, Shibpur, Kolkata, July-September, Vol-III, No.3, pp.64-68.

➤ **Research publications/ Working papers (Communicated/Under review/In-press)**

1. Baksi, A. K. (2015), Craftourism: Development and validation of a scale to measure visitors' motivation to enact in role-reversal, communicated to *TOURISMOS*, Interdepartmental Program of Postgraduate Studies in Tourism Planning, Policy & Management of the University of the Aegean, Greece [ISSN:1790-8418 (print), ISSN: 1792-6521 (online), *[Indexed & abstracted in DOAJ, EBSCO, Index Copernicus]*
2. Baksi, A. K. (2015), Moderating effects of CRM performance and automated service quality on relationship inertia, switching cost and zone-of-tolerance: Empirical evidence from Indian banking industry, communicated to *SCMS Journal of Indian Management*, SCMS, Cochin, (ISSN: 0973-3167), *[Indexed and abstracted in EBSCO Business Source Complete and in ProQuest databases]*
3. Baksi, A. K. (2015), Craftourism: Mediating emotional-bonding with destination and destination loyalty, communicated to *Asia-Pacific Journal of Innovation in Hospitality and Tourism* (APJIHT), Taylor's University, Malaysia, (ISSN: 2289 -1471)
4. Baksi, A. K. (2015), Moderating effects of Craftourism on place attachment and destination loyalty, communicated to *Journal of Indonesian Tourism Development Studies* (e-ISSN: 2338 -1647) *[Indexed and abstracted in DOAJ, Index Copernicus]*

➤ **Conference proceedings/Edited book chapters**

1. Baksi, A. K. and Parida, B.B. (2015). An empirical study to link festival satisfaction and destination loyalty with intervening effects of destination bonding, accepted for publication in Conference Proceedings of International Seminar on Sustaining competitive advantage in service sector – SUCAS-2015 organized by Institute of Business & Computer Studies and School of Hotel Management, Siksha O Anusandhan University, Bhubaneswar on 15th and 16th May, 2015.

2. Baksi, A. K. and Mishra, S. (2015). Linking consumer trust, repatronization and advocacy with intervention of perceived service recovery and zone-of-tolerance accepted for publication in Conference Proceedings of International Seminar on Sustaining competitive advantage in service sector – SUCAS-2015 organized by Institute of Business & Computer Studies and School of Hotel Management, Siksha O Anusandhan University, Bhubaneswar on 15th and 16th May, 2015.
3. Baksi, A. K. & Khawash, N. (2014), Structural Relationship between Destination Image, Tourist Satisfaction and Destination Loyalty: Model development, National Conference on Recent Advances in Mathematics, Engineering and Management (RAMEM-2014), organised by Bengal Institute of Technology & Management, Santiniketan and sponsored by AICTE-IIPC, BITM, Santiniketan on 22nd and 23rd March, 2014, (ISBN: 978-93-83303-58-8), pp. 260-266.
4. Baksi, A. K. & Das, T.K. (2014), Customer Relationship Management and Service Quality in Tourism: Application of Structural Equation Modeling, National Conference on Recent Advances in Mathematics, Engineering and Management (RAMEM-2014), organised by Bengal Institute of Technology & Management, Santiniketan and sponsored by AICTE-IIPC, BITM, Santiniketan on 22nd and 23rd March, 2014, (ISBN: 978-93-83303-58-8), pp. 278-287.
5. Baksi, A. K. & Parida, B.B. (2014), Intervening effect of CRM dimensions on service quality perception-tourist satisfaction-destination loyalty link: Hypotheses and model development, National Conference on Recent Advances in Mathematics, Engineering and Management (RAMEM-2014), organised by Bengal Institute of Technology & Management, Santiniketan and sponsored by AICTE-IIPC, BITM, Santiniketan on 22nd and 23rd March, 2014, (ISBN: 978-93-83303-58-8), pp. 55-67.
6. Baksi, A. K. & Khawash, N. (2014), Intervening effects of Recovery Zone-of-Tolerance on service recovery-tolerance adequacy gap-service recovery impact link, 1st International Conference On “Challenges In Management& Information Technology”(CMIT-2014) at Bengal College Of Engineering and Technology (Durgapur) in association with NIT, Durgapur, Allied Publisher Pvt. Ltd., New Delhi, (ISBN: 978-81-8424-900-2), pp. 17-24.
7. Baksi, A. K. (2013), Empirical modeling and mediating effects of recovery-zone-of tolerance (RZOT) on consumer trust, repatronization and advocacy in 7th International Conference on Advanced Computing and Communication Technologies (ICACCTTM-2013) in association with INDERSCIENCE Publishers, UK, IETE and Technically Co-sponsored by Computer Society Chapter IEEE, Delhi Section at Asia Pacific Institute of Information Technology SD India, Panipat (Haryana), Excellent Publishing House, New Delhi, (ISBN: 978-93-83083-38-1), pp.264-268.
8. Baksi, A. K. & Parida, B. B. (2013), Geo-clustering Sikkim as green tourism-zone and its impact on perceived image and behavioural intentions of foreign tourists: Empirical evidence from restaurant practices in Two-day National Seminar on Promotion of

International Tourism Circuits in North East India: Prospects, Priorities and Strategic Options, organised by Department of Business Administration, Assam University, Silchar sponsored by Indian Council of Social Science research, New Delhi on 8th & 9th March, 2013.

9. Baksi, A. K. & Parida, B. B. (2012), Process and dimensional measurement and impact of Customer Relationship Management on service quality using structural equation modeling: An empirical investigation in Peter F. Drucker memorial 4th National Conference on 'Opportunities & Challenges of Contemporary and Innovative Management Practices', organised by Siliguri Institute of Technology, Siliguri, West Bengal on 5th and 6th October, 2012 published in Idealogue@SIT2k12 (ISBN: 978-81924140-3-4), pp. 270-297.
10. Baksi, A. K. & Parida, B. B. (2012), An empirical study to link CRM initiatives with service quality perception, tourist satisfaction and destination loyalty: A CRM indexing and structural equation modeling approach in UGC-SAP National Seminar on Managing Tourism Business for Sustainable Competitive Advantage organized by Department of Tourism Studies, School of Management, Pondicherry University on 23rd and 24th March, 2012, Himalaya Publishing House, Mumbai, (ISBN: 978-93-5097-372-1), pp.-279-300.

➤ Presentations in Conference and Seminar

1. Baksi, A.K. (2015), Moderating effects of destination-bonding on festival satisfaction and loyalty to festival destination link in International Seminar on Sustaining competitive advantage in service sector – SUCAS-2015 organized by Institute of Business & Computer Studies and School of Hotel Management, Siksha O Anusandhan University, Bhubaneswar on 15th and 16th May, 2015.
2. Baksi, A.K. (2015), Empirical study to assess the moderating effects of perceived service recovery and zone-of-tolerance on consumer trust, repatronization and advocacy in International Seminar on Sustaining competitive advantage in service sector – SUCAS-2015 organized by Institute of Business & Computer Studies and School of Hotel Management, Siksha O Anusandhan University, Bhubaneswar on 15th and 16th May, 2015.
3. Baksi, A.K. and Parida, B. B. (2015), Assessment of carrying capacity as an antecedent to sustainability- a case of rural tourism at One-day National Seminar on Sustainability of Tourism- Is it a conundrum? organized by Dept. of Tourism and Travel Management, Govt. Arts College, Ooty under sponsorship of Tamil Nadu State Council for Higher Education (TANSCHE) on 20th March, 2015.
4. Baksi, A.K. (2015), Sustainable tourism in controlling geomorphic hazard: A case of Santiniketan, India at One-day National Seminar on Sustainability of Tourism- Is it a conundrum? organized by Dept. of Tourism and Travel Management, Govt. Arts College,

Ooty under sponsorship of Tamil Nadu State Council for Higher Education (TANSICHE) on 20th March, 2015.

5. Baksi, A.K. (2014), Entrepreneurship: Its applications and implications in institutes imparting technical education at Three-day National EAC Conference jointly organized by Bengal National Chamber of Commerce and Industries and BITM, Santiniketan, under DST/NIMAT project 2014-2015 by Govt. of India at BITM, Santiniketan on 18th to 18th September, 2014.
6. Baksi, A.K. (2014), Project Management techniques for start-ups: A case analysis at Three-day National EAC Conference jointly organized by Bengal National Chamber of Commerce and Industries and BITM, Santiniketan, under DST/NIMAT project 2014-2015 by Govt. of India at BITM, Santiniketan on 18th to 18th September, 2014.
7. Baksi, A. K. (2014), Genetic transformation of theoretical marketing model to break structural immunization at strategic level National Conference on Recent Advances in Mathematics, Engineering and Management (RAMEM-2014), organised by Bengal Institute of Technology & Management, Santiniketan and sponsored by AICTE-IIPC, BITM, Santiniketan on 22nd and 23rd March, 2014.
8. Baksi, A. K. (2014), Structural Relationship between Destination Image, Tourist Satisfaction and Destination Loyalty: Model development, National Conference on Recent Advances in Mathematics, Engineering and Management (RAMEM-2014), organised by Bengal Institute of Technology & Management, Santiniketan and sponsored by AICTE-IIPC, BITM, Santiniketan on 22nd and 23rd March, 2014.
9. Baksi, A. K. (2014), Customer Relationship Management and Service Quality in Tourism: Application of Structural Equation Modeling, National Conference on Recent Advances in Mathematics, Engineering and Management (RAMEM-2014), organised by Bengal Institute of Technology & Management, Santiniketan and sponsored by AICTE-IIPC, BITM, Santiniketan on 22nd and 23rd March, 2014.
10. Baksi, A. K. (2014), Intervening effect of CRM dimensions on service quality perception-tourist satisfaction-destination loyalty link: Hypotheses and model development, National Conference on Recent Advances in Mathematics, Engineering and Management (RAMEM-2014), organised by Bengal Institute of Technology & Management, Santiniketan and sponsored by AICTE-IIPC, BITM, Santiniketan on 22nd and 23rd March, 2014.
11. Baksi, A. K. (2014), Intervening effects of Recovery Zone-of-Tolerance on service recovery-tolerance adequacy gap-service recovery impact link, 1st International Conference On Challenges In Management& Information Technology (CMIT-2014) organised by Bengal College Of Engineering and Technology (Durgapur) in association with National Institute of Technology, Durgapur, on 10th January 2014.

12. Baksi, A. K. (2013), Development and validation of Tourism Relationship Management (TRM) framework, National Conference on Innovations in Tourism and Hospitality Sector in India organised by Dr. Y.S.R. National Institute of Tourism and Hospitality Management, Hyderabad on 25th and 26th October, 2013.
13. Baksi, A. K. (2013), Empirical modeling and mediating effects of recovery zone-of-tolerance (RZOT) on consumer trust, repatronization and advocacy, 7th International Conference on Advanced Computing and Communication Technologies (ICACCT™-2013) in association with INDERSCIENCE Publishers, UK, IETE and Technically Co-sponsored by Computer Society Chapter IEEE, Delhi Section at Asia Pacific Institute of Information Technology SD India, Panipat (Haryana) on 16th November (Saturday) 2013.
14. Baksi, A. K. (2013), Geo-clustering Sikkim as green tourism-zone and its impact on perceived image and behavioural intentions of foreign tourists: Empirical evidence from restaurant practices, Two-day National Seminar on Promotion of International Tourism Circuits in North East India: Prospects, Priorities and Strategic Options, organised by Department of Business Administration, Assam University, Silchar sponsored by Indian Council of Social Science research, New Delhi on 8th & 9th March, 2013.
15. Baksi, A. K. (2012), Process and dimensional measurement and impact of Customer Relationship Management on service quality using structural equation modeling: An empirical investigation, Peter F. Drucker memorial 4th National Conference on 'Opportunities & Challenges of Contemporary and Innovative Management Practices', organised by Siliguri Institute of Technology, Siliguri, West Bengal on 5th and 6th October, 2012.
16. Baksi, A. K. (2012), An empirical study to link CRM initiatives with service quality perception, tourist satisfaction and destination loyalty: A CRM indexing and structural equation modeling approach, UGC-SAP National Seminar on Managing Tourism Business for Sustainable Competitive Advantage organized by Department of Tourism Studies, School of Management, Pondicherry University on 23rd and 24th March, 2012.
17. Baksi, A. K. (2012), A nomological network to explore relationship between automated service quality, customer satisfaction and behavioural intentions with CRM performance indexing approach, National Conference on Emerging Research Paradigms in Business Management, organised by George College (Department of Management Studies), Kolkata in collaboration with School of Management and Sciences, West Bengal University of Technology on 3rd March, 2012.
18. Baksi, A. K. (2012), Moderating effects of zone of tolerance on automated service quality-behavioural intention relationship: A study using structural equation modeling and CRM indexing, 2nd All India Conference on Business Studies organised by International Business Studies Academia and DSMS Business School, Durgapur at DSMS Business School, Durgapur on 25th and 26th February, 2012.

19. Baksi, A. K. (2012), Impact of CRM enabled automated service quality on behavioural consequences: A Structural equation Modeling and Causal Loop Diagramming approach, 4th International Conference (AICTE sponsored) on 'Recent Trends in Mathematics, Engineering and Management', 21st and 22nd January, 2012 at BITM, Santiniketan.
20. Baksi, A. K. (2012), Automated service quality and its behavioural consequences in CRM environment: A structural equation modeling and causal loop diagramming approach, 1st International Conference on Business Applications and Management Issues, organised by Dr. B.C. Roy Engineering College, Durgapur, on 10th and 11th January, 2012.
21. Baksi, A.K. (2012), Application of Business Process Reengineering in start-up ventures, at Three-day National EAC Conference jointly organized by Bengal National Chamber of Commerce and Industries and BITM, Santiniketan, under DST/NIMAT project 2011-2012 by Govt. of India at BITM, Santiniketan on 13th to 15th February, 2012.
22. Baksi, A.K. (2012), Project Management techniques for start-ups: A case analysis at Three-day National EAC Conference jointly organized by Bengal National Chamber of Commerce and Industries and BITM, Santiniketan, under DST/NIMAT project 2011-2012 by Govt. of India at BITM, Santiniketan on 13th to 15th February, 2012.
23. Baksi, A. K. (2011), Structural equation modeling to explore causal relationship between service quality, customer retention and profitability in CRM environment, 3rd International Conference (AICTE & DST, Govt. of India sponsored) on 'Recent Trends in Mathematics, Engineering and Management', 21st and 22nd March, 2011 at BITM, Santiniketan.
24. Baksi, A.K. (2010), Innovation & Incubation in Entrepreneurship at Two-day National EAC Conference jointly organized by Bengal National Chamber of Commerce and Industries and BITM, Santiniketan, under DST/NIMAT project 2010-2011 by Govt. of India at BITM, Santiniketan on 23rd and 24th February, 2010.
25. Baksi, A. K. (2010), Brand metamorphosis: Mutation of brand DNA in the process of glocalization – A case of Coca-Cola in India, 2nd International Conference on 'Recent Trends in Mathematics, Engineering and Management' (AICTE sponsored), 10th and 11th January, 2010 at BITM, Santiniketan.
26. Baksi, A. K. (2010), Sustainable development: A key issue addressed by Corporate Social Responsibility, Golden Jubilee National Seminar on Corporate Social Responsibility, organized by CMS, The University of Burdwan on 28th and 29th January, 2010.
27. Baksi, A. K. (2009), Application of scaling technique in the measurement of service quality: A case of SERVQUAL application. 1st International Conference on 'Recent Trends in Mathematics, Engineering and Management', 21st and 22nd March, 2009 at BITM, Santiniketan.

28. Baksi, A. K. (2008), Business process incubation', Two-day seminar on Entrepreneurship jointly organized by Bengal National Chamber of Commerce and Industries and BITM, Santiniketan, at BITM, Santiniketan on 19th and 20th December, 2008.
29. Baksi, A. K. (2007), Sustainable eco-tourism: An approach to mould tourist behaviour in favour of preservation of biodiversity, International Conference on Innovation in Tourism: Competitiveness and sustainability organised by Indian Institute of Travel and Tourism, Bhubaneswar, December 20th-22nd, 2007.
30. Baksi, A. K. (2004), Quality improvement and customer satisfaction in service industries. 'Quality Management & its impact on management disciplines', MID, Durgapur, February, 2004.
31. Baksi, A. K. (2004), Integrated Customer Relationship Management', Two-day National Seminar on Customer Relationship Management, organized by Management Institute of Durgapur, Durgapur, on 28th and 29th August, 2004.
32. Baksi, A. K. (2002), Adoption of Customer Relationship Management (CRM) as a business process in tourism: Probable impact on destination loyalty', National Conference on 'New directions in Indian Tourism: Local Impacts and Global Trends', organised by Department of Business Administration, The University of Burdwan, December 19th and 20th, 2002.
33. Baksi, A. K. (2001), Green tourism: An approach to gain competitive advantage and sustainability, National Seminar on Economic Reforms in Indian Tourism Sector, organised by Indian Institute of Travel and Tourism, Bhubaneswar, February 17th, 2001.

• **Course material development/composition:**

1. Developed course material for the course of Master in Tourism Management (MTM) conducted by Indira Gandhi National Open University (IGNOU). The area for which course material was developed was '**Responsible Marketing**'.
2. Developed syllabi for M.Tech courses in the area of Teaching & Research Methodology, Industrial Management & Resource management.
3. Developed **Soft Repository** in the areas of Marketing Management, Strategic management & Environment Management

➤ **Major Projects handled:**

Sl. No.	Project	Role	Funding agency	Grant mobilized	Status
1	Establishing Entrepreneurship Development [EDC] Cell	Chief Coordinator	All India Council for Technical Education (AICTE), New Delhi	Rs. 7.80 lacs	Completed and Utilization report (audited) submitted to AICTE, New Delhi
2	Establishing Industry Institute Partnership [IIPC] Cell	Chief Coordinator	All India Council for Technical Education (AICTE), New Delhi	Rs. 7.00 lacs	Completed and Utilization report (audited) submitted to AICTE, New Delhi

➤ **Research project/Workshop/Refresher Course/Orientation Programme attended:**

Refresher courses, Methodology workshops, Training, Teaching-Learning-Evaluation	Duration	Organised by	Date
Refresher Course [UGC sponsored]	21 days	Academic Staff College, The University of Burdwan, West Bengal, India	24-11-2012 to 14-12-2012
Orientation Course [UGC sponsored]	28 days	Academic Staff College, The University of Burdwan, West Bengal, India	04-01-2014 to 31-01-2014
Orientation to Entrepreneurship Education Programme	1 day	National Entrepreneurship Network	17-07-2012
One-day workshop on National Programme on Technology Enhanced Learning [NPTEL]	1 day	Bengal Institute of Technology & Management, Santiniketan in association with Classle, Chennai	04-02-2013

➤ **Workshop/ Conference/ Invited talk/ MDP/ FDP conducted:**

1. Acted as ***Vice-Chairman, Organizing Committee*** in organising a Two-day Faculty Development Programme (FDP) on Research Methodology & Education Psychology at BITM, Santiniketan on 12th and 13th July, 2015.
2. Acted as ***Coordinator*** in arranging student participation in TATA First Dot powered by NEN workshop on Business Model: Getting it Right on 17-10-2014.
3. Acted as ***Coordinator*** in arranging student participation in E-Leader Workshop-2014 organised by National Entrepreneurship Network on 30-11-2014 at Bengal College of Pharmaceutical Sciences and Research, Durgapur.
4. Acted as ***Workshop Coordinator***: Three-day workshop on Entrepreneurship [EAC] jointly organized by BITM, Santiniketan and Enterprise Development Institute, Govt. of West Bengal (A DST/NIMAT project) & BNCCI and from 16th to 18th August, 2014.
5. Acted as ***Conference Convener*** in the National Conference on ‘Recent Advances in Mathematics, Engineering and Management (RAMEM-2014)’ sponsored by AICTE-IIPC on 22nd and 23rd March, 2014 organized by BITM, Santiniketan.
6. Organised Invited Lectures under AICTE-IIPC scheme, as ***Chief Coordinator***, IIPC,-BITM, by Prof. Ujjwal Maulik, Professor, Dept. of Computer Science, Jadavpur University, on 29-08-2014.
7. Organised Invited Industry Lectures under AICTE-IIPC scheme, as ***Chief Coordinator***, IIPC,-BITM, by Mr. Soumen Dey, Senior Software Development Executive, IBM and Mr. Sumit Sarkar, Consultant, USA, on 29-08-2014.
8. Organised Invited Lecture under AICTE-IIPC scheme, as ***Chief Coordinator***, IIPC,-BITM, by Prof. Partha Sarathi Mukhopadhyay, Associate Professor, Dept. of Library and Information Science, Kalyani University on 01-03-2014.
9. Acted as ***Faculty Coordinator*** in Tech-Fest-2014 sponsored by AICTE-IIPC on 24th and 25th March, 2014 organized by BITM, Santiniketan.
10. Acted as ***Chief Coordinator*** in the Entrepreneurship Week, 2014 organized by BITM, Santiniketan (a part of AICTE sponsored EDC project) in collaboration with National Entrepreneurship Network from 1st March to 8th March, 2014.
11. Acted as ***Coordinator*** in the first ever meeting with members of the faculty and students for implementing NSDC Programme at the institute level in partnership with Orion Edutech On 28-02-2014.

12. Acted as one the **Faculty-Coordinators** One-day workshop on National Programme on Technology Enhanced Learning (NPTEL) organised by Bengal Institute of Technology & management, Santiniketan in association with Classle, Chennai on 4th February, 2013.
13. Acted as **Chief Coordinator** in the Entrepreneurship Week, 2013 organized by BITM, Santiniketan (a part of AICTE sponsored EDC project) in collaboration with National Entrepreneurship Network from 1st February to 8th February, 2013.
14. Acted as a **Workshop Coordinator**: Three-day workshop on Entrepreneurship Awareness Camp (A DST/NIMAT/NSTEDB project) jointly organised by Enterprise Development Institute, Govt. Of West Bengal, EDII, Ahmedabad and BITM, Santiniketan on 13th to 15th February, 2012.
15. Acted as **Chief Coordinator** in the Entrepreneurship Week, 2012 organized by BITM, Santiniketan (a part of AICTE sponsored EDC project) in collaboration with National Entrepreneurship Network from 7th February to 13th February, 2012.
16. Acted as **Workshop Coordinator**: Two-day workshop on Entrepreneurship jointly organized by BITM, Santiniketan and BNCCI and EDI, Govt. of West Bengal (A DST/NIMAT project) on 23rd and 25th August, 2011.
17. Acted as **Coordinator** in the Entrepreneurship Week, 2011 organized by BITM, Santiniketan (a part of AICTE sponsored EDC project) in collaboration with National Entrepreneurship Network from 18th February to 24th February, 2011.
18. Acted as **Camp Coordinator** in a three-day EAC workshop organised jointly by BITM, Santiniketan and NEN, on 10th, 11th and 12th January, 2010.
19. Acted as **Coordinator** in the Entrepreneurship Week, 2010 organized by BITM, Santiniketan (a part of AICTE sponsored EDC project) in collaboration with National Entrepreneurship Network from 3rd February to 9th February, 2010.
20. Conducted a one-day workshop as a **Coordinator** on 'Entrepreneurship' in association with National Entrepreneurship Network on 16th November, 2008.
21. Conducted a seven-day MDP as a **Coordinator** on 'Rural Biotechnology for Entrepreneurial development', in collaboration with Department of Food Technology and Biochemical Engineering, Jadavpur University.

➤ **Invited talk delivered:**

1. Delivered Invited talk on Innovation at three day EAC jointly organised by Enterprise Development Institute, West Bengal and Visva Bharati University, Santiniketan at Silpa Sadan, Visva Bharati University, Santiniketan on 12-06-2015.

2. Delivered a series of Invited lectures on Statistics and Business Research Methods at School of Management, BML Munjal University, Gurgaon from 30th January, 2015 to 6th February, 2015.
3. Delivered Invited lecture on Concept of Festivalscape in promotion of rural tourism at Dept. of Tourism Management, The University of Burdwan, West Bengal on 21-11-2014.
4. Delivered Invited lecture on Entrepreneurship and Business Innovation at Enterprise Development Institute, Kolkata on 17-09-2014.
5. Delivered Invited lecture on Branding through Customer Relationship Management at Dept. of Tourism Management, The University of Burdwan, West Bengal on 06-05-2014.
6. Delivered Invited lecture on Tourist Relationship Management Dept. of Tourism Management, The University of Burdwan, West Bengal on 03-01-2014.
7. Delivered Invited lecture on Service Quality in Tourism Dept. of Tourism Management, The University of Burdwan, West Bengal on 10-04-2014.
8. Delivered Invited lecture on Destination Marketing Dept. of Tourism Management, The University of Burdwan, West Bengal on 11-12-2013.
9. Delivered Invited lecture on Application of Customer Relationship Management in Tourism Dept. of Tourism Management, The University of Burdwan, West Bengal on 10-07-2013.
10. Delivered Invited lecture on Application of Destination Branding Dept. of Tourism Management, The University of Burdwan, West Bengal on 30-01-2013.
11. Delivered Invited lecture on Business Plan and Opportunity Analysis for Start-up Ventures at Enterprise Development Institute, Kolkata on 14-02-2012.
12. Delivered Invited lecture on Application of Entrepreneurship and Incubation at Enterprise Development Institute, Kolkata on 24-08-2010.

➤ **Professional membership:**

1. Life Member [LM 72708] of Indian Society of Technical Education [ISTE]
2. Professional Member [M-200911540] of All India Management Association [AIMA]

➤ **Ph.D. Guidance:**

1. Empanelled as a Ph.D. Supervisor at West Bengal University of Technology, Salt Lake, Kolkata. Scholar enrolled: 02

➤ **Editorship/Reviewer:**

1. Acted as Reviewer for Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT), Taylor's University, Malaysia.
2. Appointed as Editor for ELK Asia Pacific Journal of Marketing & Retail Management, ISSN: 0976-7185, [internationally indexed in Google scholar and getCITED, peer reviewed and refereed, Journal Impact Factor-1.5 (2014)].
3. Appointed as Editor (ID No.- GJEBM 73 Arup Bakshi) for International Greener Journal of Business and Management Studies (www.gjournals.org)
4. Appointed as Editor for the Conference Proceedings of National Conference on Recent Advances on Mathematics, Engineering & Management (RAMEM-2014) (ISBN: 978-93-83303-58-8) held on 22nd and 23rd March, 2014 at BITM, Santiniketan.
5. Appointed as Editor for International Journal BITM Transaction on EECC, ISSN: 0974-9527, [peer reviewed and refereed]
6. Acted as Reviewer for Tourism & Hospitality Research (Sage Publication) (Manuscript ID THR-14-0001).
7. Acted as Reviewer for Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT), Taylor's University, Malaysia, (Reference ID No. APJIHT-48).
8. Acted as Reviewer for Greener Journal of Business and Management Studies, (Manuscript ID: 062614282)

➤ **Member of administrative bodies:**

1. Member Faculty, Board of Governors, Multiple Educational & Manpower Development Trust (under the aegis of which Bengal Institute of Technology & Management has been established).
2. Convener, Disciplinary Committee, Bengal Institute of Technology & Management, Santiniketan.

3. Member, Anti-ragging committee, Bengal Institute of Technology & Management, Santiniketan
4. Joint Coordinator, Academic Committee, Bengal Institute of Technology & Management, Santiniketan
5. Member, Research & Development Cell, Bengal Institute of Technology & Management, Santiniketan
6. Convener, Cultural Committee, Bengal Institute of Technology & Management, Santiniketan.
7. Worked as HOD, Dept. of Business Administration (formerly Dept. of Management Science) for 7 years in two phases: 2002-2007 and 2009-2011
8. Worked as HOD, Dept. of Business Administration (formerly Dept. of Management Science) for 7 years in two phases: 2002-2007 and 2009-2011
9. Worked as Officer-in-Charge of University (WBUT) examination - September, 2014
10. Worked as Officer-in-Charge of University (WBUT) examination – December, 2014
11. Worked as Officer-in-Charge of University (WBUT) examination - December, 2010
12. Worked as Officer-in-Charge of University (WBUT) examination - May, 2007
13. Worked as a Board Observer appointed by West Bengal Joint Entrance Examinations Board for West Bengal Joint Entrance Examination in April, 2009.
14. Worked as Centre-in-charge of West Bengal Joint Entrance Examination in April, 2010 appointed by West Bengal Joint Entrance Examinations Board.
15. Paper-setter and Examiner for Vidyasagar University & West Bengal University of Technology, Salt Lake, Kolkata.

➤ **Achievements:**

1. Recipient of 'Runner-up' for EDC, BITM for performance in Entrepreneurship Week, 2015.
2. Recipient of 'Honor Roll' for EDC, BITM for performance in Entrepreneurship Week, 2014.

3. Awarded with the 'Best Teacher Award' in the academic year 2010-2011 at Bengal Institute of Technology and Management, Santiniketan.
4. Awarded with 'Certificate of Merit' on account of best performance at Orchid Healthcare.
5. Awarded by All Bengal Teachers' Association [ABTA] in Essay Competition (twice) at block and regional level.
6. Awarded 'Certificate of Merit' by Department of Youth Services, Govt. of West Bengal and Birla Industrial & Technological Museum, NCSM, Govt. of India, in Science Seminars at block and regional levels.

➤ **Extra academic activities involving students:**

1. Pioneer & Editor in publication of departmental newsletter- 'TACT' (2005).
2. Pioneer & Editor in publication of E-Commerce montage- 'eMOTION' (2006).
3. Pioneer & Editor in publication of departmental magazine-'ADVANT-EDGE' (2007).
4. Conceptualized and edited departmental Wall-Organizer- 'Corposcope' (7 volumes)
5. Pioneer & Editor of entrepreneurial newsletter 'novus' (3 volumes)
6. Mentoring two start-up ventures by students (Chakri.com and Scholars' Emporium) which are, at present, logged into TATA First Dot platform.
7. Coordinating Entrepreneurship-Week Programmes since 2010 in collaboration with National Entrepreneurship Network
8. Coordinating Entrepreneurship Awareness Camps for the students (2010, 2012, 2014, 2015) in association with Enterprise Development Institute, Kolkata and Bengal National Chamber of Commerce and Industries.
9. Organizing Business Quiz, Business Plan Contest etc. for students as annual events.
10. Organizing Industrial tours for students.

➤ **References:**

1. Prof. (Dr.) Bivraj Bhusan Parida
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Phone No.: 0342-2559774, 9153212456, 9438081781
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Date: 16-07-2015

Place: Bolpur, Santiniketan



Signature