Curriculum Vitae
Dr. Srabanti Mukherjee



Designation: Associate Professor (Marketing)

Affiliation: Vinod Gupta School of Management, Indian Institute of Technology Kharagpur, Kharagpur, India.

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IF-10, Vinod Gupta School of Management,
Indian Institute of Technology Kharagpur,
Kharagpur, India.
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Academics:

1. **Qualification:**

   - PhD in Marketing (IIEST Shibpur, West Bengal, 2009)
   - Master of Business Administration (Utkal University, 2001)
   - Bachelor of Science (Economics Honours) (University of Calcutta, 1999)

2. **Awards:**
   - **Received Best Paper in the track "Retailing and Distribution" in ANZMAC 2019 for the paper "Retailer Selection Compulsion in the Subsistence Markets".**
   - Received National Merit Scholarship from West Bengal Board of Secondary Education.
   - Awarded Municipal Merit Award for scoring highest marks (Humanities) in Serampore, Hooghly in Higher Secondary Examination.

Teaching Experience :

1. **Years of Teaching:**
   18 years of total teaching experience in several premiere institutions (including Indian Institute of Technology Kharagpur, Indian Institute of Management Indore, Indian Institute of Social Welfare and Business Management, Kolkata and Indian Institute of Engineering, Science and Technology, Shibpur) out of which more than 8 years in the Assistant Professor Level.

2. **Courses Conducted in Post Graduate Level in IIT Kharagpur and other Institutes:**

- Marketing Management-II
- Consumer Behaviour
- Marketing Research
- Marketing Breadth-course for B-Tech Students
- Marketing to Bottom of the Pyramid

3. Courses Conducted for Doctoral level in other Institute:

- Research on Marketing to Subsistence Consumers

4. Achievements in Research and Teaching:

- Achieved Best Paper in the Track for or the paper titled "Retailer Selection Compulsion in the Subsistence Markets" at the Australia and New Zealand Marketing Academy Conference (ANZMAC) 2019 held in Wellington, New Zealand from 2nd-4th December 2019. This is a listed best conference in IIT Kharagpur.
- Achieved best student feedback in 100+ category in Spring 2019 for Marketing Management II in IIT Kharagpur.
- Achieved best student feedback in 100+ category in Spring 2018 for Marketing Management II in IIT Kharagpur.
- Achieved best student feedback in 50+ category in Spring 2016 for Marketing Management II in IIT Kharagpur.
- Achieved best student feedback in 100+ category in Spring 2015 for Marketing Management II in IIT Kharagpur.
- Floated a new elective course titled, "Digital Marketing" for MBA students in VGSOM., IIT Kharagpur.
- Floated two new elective courses titled, "Marketing to the Bottom of the Pyramid" and "Research on Marketing to the Subsistence Consumers" for Post Graduate and doctoral programmes respectively in IIM Indore in 2011.

5. Invited Faculty/Guest Speaker/ Thesis Evaluation

- Evaluated doctoral thesis for RMIT University, Melbourne, Australia in 2019.

- Delivered lecture on "Survey Questionnaire designing" in "Workshop on dimensions on quality of higher education and allied quantitative techniques", held from 26th to 28th November, 2015 at the Department of Statistics, Assam University, Silchar in collaboration with Indian Statistical Institute Calcutta.

- Invited Faculty for Royal University Bhutan, Geadu College of Business Studies, (Course taught: Consumer Behaviour) during May, 2014.

- Visiting Faculty for Xavier Institute of Management Bhubaneswar, (Course taught: Market Research) during January-March, 2014.

- Visiting Faculty for T.A. Pai Institute of Management (TAPMI), Manipal for teaching (Course taught: Consumer Behaviour) during May-June, 2013.

- Worked as Visiting Faculty for the School of Community Science and Technology, Bengal Engineering and Science University Shibpur (Course taught: Sustainable Livelihood) during February-April, 2010

- Had been paper setter and examiner and moderator of Visva Bharti University, University of Calcutta, IIEST, Shibpur for a number of times.

Research Experience :

1. **Sponsored Project**

- Project Director of the project titled, "A Study on the Voting Decision Making at the Base of the Pyramid" under IMPRESS scheme of ICSSR (IMPRESS/P2326/88/2018-19/ICSSR Dt. 11-03-2019). The fund sanctioned for the project is Rs. 8 Lakhs.
- Principal/Sole Investigator in the project titled "Triggers of positive electronic word of mouth (eWOM)" under the ISIRD-SRIC, IIT Kharagpur (Sanction letter: IIT/SRIC/ISIRD/2015-2016, Dt. 15-01-20160). The fund sanctioned for the project is Rs. 5.91 Lakhs.
- A Member of Collaborative Research Project for Assessment of Technical Parameters for Improvement of Higher Education Performance of the Provincialized Colleges of Assam University (A North East Project); A Project in collaboration between Indian Statistical Institute Calcutta and Assam University. (Mentor: Dr. Prasun Das, Professor, ISI Calcutta). Project got over on March, 2014.

2. **Ph.D Guidance: Completed: 6 , Ongoing : 2**
3. **Books Published:**
    - **Mukherjee Srabanti (2012); Consumer Behaviour; Cengage Learning (Erstwhile Thompson Learning). The second edition of the book is in progress.**
    - "SEWA: A Role Model for Community Based Health Insurance In India"; A Chapter In The Book "Insurance Theory And Practice" By Prentice Hall India Ltd, Ist Edition; 2005.

4. **Research papers published :** (ABDC A:16, ABDC B:3)

International

ABDC A-rated journals (16)

1. Pandey D., Mukherjee, S., Das, G & Zhang, J. (forthcoming), Improving Welfare of BOP consumers Using Mobile Technology Services; Journal of Services Marketing; ABDC-A.

2. Chatterjee, S., Mukherjee, S. & Datta, B. (2021), Influence of prior reviews about a firm and its alliance partners on reviewers' feedback: evidence from the airline industry, *Journal of Service Theory and Practice*, 31(3), 423-449.

3. Srivastava, A., Mukherjee, D. S., & Jebarajakirthy, C. (2021). Triggers of aspirational consumption at the base of the Pyramid: a qualitative inquiry from Indian context. *Journal of Strategic Marketing*, 1-31. Doi: https://doi.org/10.1080/0965254X.2021.1885476

4. Mukherjee, S., & Chatterjee, S. (2021). Webrooming and showrooming: a multi-stage consumer decision process. *Marketing Intelligence & Planning*. Doi: https://doi.org/10.1108/MIP-08-2020-0351

5. Mukherjee, S., Datta, B., & Paul, J. (2020). The phenomenon of purchasing second-hand products by the BOP consumers. *Journal of Retailing and Consumer Services, 57*(Nov), 102189.

6. Roy G., Datta, B., Mukherjee, S. & Basu, R. (2020); Effect of eWOM Stimuli and eWOM Response on Perceived Service Quality and Online Recommendation; *Tourism Recreation Research; Doi:*
https://www.tandfonline.com/action/showCitFormats?doi=10.1080/02508281.2020.1809822

7. Vishwakarma, P., Mukherjee, S., & Datta, B. (2020). Travelers' intention to adopt virtual reality: A consumer value perspective. *Journal of Destination Marketing & Management, 17*(September), 100456.

8. Srivastava A., Mukherjee S., & Jebarajakirthy C.(2020); Aspirational consumption at the bottom of pyramid: A review of literature and future research directions. *Journal of Business Research, 110 (March)*, 246-259.

9. Mukherjee, S., Jebarajakirthy, C., & Datta, B. (2020). Retailer selection compulsion in the subsistence markets. *Journal of Retailing and Consumer Services, 52 (January)*, 101904.

10. Vishwakarma, P., & Mukherjee, S. (2019). Forty-three years journey of Tourism Recreation Research: a bibliometric analysis. *Tourism recreation research, 44*(4), 403-418.

11. Vishwakarma, P., Mukherjee, S., & Datta, B. (2020). Antecedents of adoption of virtual reality in experiencing destination: A study on the Indian consumers. *Tourism Recreation Research, 45*(1), 42-56.

12. Vishwakarma, P., Mukherjee, S., & Datta, B. (2020). Impact of cashback usage restriction exemption on travel booking: a goal-directed approach. *Tourism Recreation Research, 45*(2), 218-230.

13. Amed, S., Mukherjee, S., Das, P., & Datta, B. (2019). Triggers of positive eWOM: exploration with web analytics. *Marketing Intelligence & Planning*. 37(4),433-450.

14. Sijoria, C., Mukherjee, S., & Datta, B. (2018). Impact of the antecedents of eWOM on CBBE. *Marketing Intelligence & Planning. 36*, (5), 528-542.

15. Sijoria, C., Mukherjee, S., & Datta, B. (2019). Impact of the Antecedents of Electronic Word of Mouth on Consumer Based Brand Equity: A Study on Hotel Industry. *Journal of Hospitality Marketing and Management. 28* (1), 1-27.

16. Choudhury, N., Mukherjee, S., & Datta, B. (2019). Constrained purchase decision-making process at the base of the pyramid. *Journal of Consumer Marketing, 36*(1), 178-188.

ABDC B-rated journals (3)

17. Sengupta, S., Mukherjee, S., & Jebarajakirthy, C. (2020); Voting Decision Making at the Bottom of the Pyramid-A Phenomenological Inquiry; *Journal of Political Marketing*; DOI: 10.1080/15377857.2020.1823933

18. Shankar, A., Datta, B., Jebarajakirthy, C., & Mukherjee, S. (2020). Exploring Mobile Banking Service Quality: A Qualitative Approach. *Services Marketing Quarterly, 41*(2), 182-204.

19. Roy, G., Datta, B., & Mukherjee, S. (2019). Role of electronic word-of-mouth content and valence in influencing online purchase behavior. *Journal of Marketing Communications, 25*(6), 661-684.

Other Journals

20. Roy, D. G., Battacharya, S., & Mukherjee, S. (2018). Qualitative explorations into customer based brand equity (CBBE) for medical tourism in India. *The Qualitative Report, 23*(10), 2422-2452.

21. Roy, D. G., Mukherjee, S., & Bhattacharya, S. (2018). Empirical research on CBBE scale for medical tourism. *International Journal of Pharmaceutical and Healthcare Marketing. 12*(3), 348-370.

22. Choudhury, N., Mukherjee, S., & Datta, B. (2018). Consumer Decision-making at the Base of the Pyramid: Synthesis of Literature and an Integrative Framework. *The Marketing Review, 18*(3), 270-306.

23. Mukherjee, S., Adhikari, A., & Datta, B. (2018). Quality of tourism destination–a scale development. *Journal of Indian Business Research. 10*(1), 70-100.

24. Adhikari, A., & Mukherjee, S. (2019). The New Amby: The Second Debut. *Asian Case Research Journal, 23* (1), 39-63.

25. Sijoria, C., Mukherjee, S., & Sengupta, S. (2017). What makes eWOM viral?. *International Journal of Internet Marketing and Advertising, 11*(4), 287-306.

26. Koley, S., Datta, B. Mukherjee, S. (2016); Reducing Dwell Time Related to Clearing and Forwarding of Export and Import Goods at Kolkata Sea and Air Ports. *Foreign Trade Review, 51*(4). 1-30.

27. Das, P., Mukherjee, S., & Roy, S. D. (2016). Assessment of quality of higher education in hostile environment: an analysis on provincialised colleges under Assam University Silchar. *Quality in HigHer education, 22*(1), 36-48.

28. Das, P., & Mukherjee, S. (2017). Improvement in higher education quality of the North-East University of India. *Total Quality Management & Business Excellence, 28*(7-8), 765-781.

29. Das, G., & Mukherjee, S. (2016). A measure of medical tourism destination brand equity. *International Journal of Pharmaceutical and Healthcare Marketing., 10*(1), 104-128.

30. Das, P., & Mukherjee, S. (2017). Designing a fuzzy approach for modelling the performance evaluation of education service providers. *International Journal of Services and Operations Management, 26*(1), 49-67.

31. Datta, B., & Mukherjee, S. (2017). Ethical dimension of customer-based brand equity. *International Journal of Business Excellence, 13*(1), 91-111.

32. Mukherjee, S., & Pal, D. (2014). Implications of transaction cost on the consumer choice heuristics: a grounded theory analysis at the Indian bottom of the pyramid. *International Journal of Business and Emerging Markets, 6*(4), 298-315.

33. Mukherjee, S., & Das, P. (2014). Criteria for customer agglomeration for a new footwear retail: a case study of a regional footwear brand in India. *International Journal of Business Excellence, 7*(5), 626-645.

34. Mukherjee, S. (2010). A study on effectiveness of NRHM in terms of reach and social marketing initiatives in rural India. *European Journal of Scientific Research, 42*(4), 573-593.

National

1. Mukherjee S. and Sharma A; "Boosting Market Share of DTH in North Bengal: A Case Study of Global Sky Limited", IMT Case Journal; Volume 1, Issue II (June, 2011).

2. Mukherjee S. and Purkayastha P.; "A Planned Model for a Sustainable Self-Help Group - An Analytical Hierarchical Process Approach", Vilakshan, the Journal of XIMB ; Vol 1, Issue VIII; March 2011 .

3. Mukherjee S. ;"Initial Marketing Design To Enter In The Pickle Business-A Case Study On An Aspiring Women Group In Hooghly District" in The Icfaian Journal of Management Research,Vol. IX, No. 1, pp. 64-77, January 2010.

4. Mukherjee S., Bandopadhyay N.R and Bhattacharya B.K; "Reasons for Non Utilization of Institutional Health care Service in Rural West Bengal: A Perspective"; Decision (IIM Calcutta); Vol 34 No. 2, July-December 2007.

5. Mukherjee S.; Targeting the Kids through Advertising-A Chat in the Office Bus"; PR Communication Age; Vol X. No 5.August 2007.

6. Mukherjee S. ; " Women's Access to Healthcare in Rural West Bengal: A Study on the below Poverty line Segment"; *Vision* -The Journal of Management and Allied Sciences; Vol-III;No-2;April-June 2007.

7. Mukherjee S. and Chakraborty Kaushik; "Community-based Hospital: An Alternative Health Care Arrangement for the Rural Poor in West Bengal";The ICFAI Journal of Public Administration;Vol. II, No. 2;April 2006 .

8. Mukherjee S.; "Media Culture and Branding in Japan"; PR Communication Age;Vol. IX, No. 1; April, 2006.

9. Mukherjee S.; "Health Insurance Distribution for the Poor in West Bengal-Existing Challenges and Possible Solution"; The Icfaian Journal of Management Research; VolV,No. 9; September, 2006.

10. Mukherjee S.; "A Study on Agribusiness Supply chains and The Intervention of E commerce in Indian Agribusiness"; The ICFAI Journal of Supply Chain Management; VolV,No. 9; September 2006.

11. Mukherjee S. ; "Impediments of Marketing Financial Products In Rural India"; *Vision* -The Journal of Management and Allied Sciences;Vol-I; No-I; January-March, 2005.

12. Mukherjee S.; "Health for All Through Panchayat in West Bengal: A Perspective"; Insurance Chronicle; Vol-V, No-VI; July, 2005.

13. Mukherjee S. ; "Reasons for Low Penetration of Health Insurance in India –With Special Reference to Kolkata"; Insurance Chronicle; Vol-V; No-VII;August 2005.

14. Mukherjee S.; "Role of Advertising in Consumer Decision Making Process-With Special reference to FMCGs"; *Vision* -The Journal of Management and Allied Sciences; Vol-I;No-3;July-September 2005.

15. Mukherjee S. ; "SEWA-A Pathfinder in Community Based Health Insurance in India"; PR Communication Age; Vol - VII, No- IX; December, 2004 .

16. Mukherjee S.; "The Changing Profile of Rural Consumers in India"; PR Communication Age;Vol - VII, No-VIII; November, 2004

17. Mukherjee S. ; "Health Insurance in Rural India: A Review"; The Insurance Times; Vol -XIV, No- V; May, 2004.

5. Cases published :

International

1. Mukherjee S & Pal D.; "Pricing Telecom Licenses in India"; registered with Ivey Publishing (Richard Ivey School of Business, University of Western Ontario) (Product number: 9B12A065; Publication date: 20.2.2013). The case has been published with teaching note. The case is co-distributed by Harvard Business School Publishing.

2. Jayasimha K.R & Mukherjee S.; "National Pharmaceutical Pricing Authority (NPPA): Influencing Customer Behaviour"; Registered with Ivey Publishing (Product Number: 9B12A016, Publication Date: 5/25/2012). The case is published with teaching note. The case is co-distributed by Harvard Business School Publishing.

National

3. Mukherjee, S., Das, G, & Singh, R, (2015); Apple's Iphone 5c in the Indian Market-A Product Positioning Failure, Registered with *IIM Calcutta Case Research Centre* on October 15, 2015.

6. Conference Papers :

1. Vishwakarma, P, Mukherjee, S. & Datta B. (2021). Virtual Reality Adoption in Tourism: A Comprehensive Perspective, Australian and New Zealand Marketing Academy Conference

(ANZMAC) 2021, to be held in University of Melbourne, Australia, during November 29 - December 1, 2021.

2. Mukherjee, S., Datta B. & Jebarajakirthy, C. (2019). Retailer Selection Compulsion in the Subsistence Markets, Australian and New Zealand Marketing Academy Conference (ANZMAC) 2019, held in Wellington, New Zealand, during December 2-4, 2019. **Best paper in the Track.**

3. Mukherjee, S. & Datta B. (2019). Second-hand Purchase by the RSU BOP Workers ; Australian and New Zealand Marketing Academy Conference (ANZMAC) 2019, held in Wellington, New Zealand, during December 2-4, 2019.

4. Vishwakarma P., Mukherjee, S. & Datta B. (2019). Traveler's Intention to Adopt Virtual Reality ; Australian and New Zealand Marketing Academy Conference (ANZMAC) 2019, held in Wellington, New Zealand, during December 2-4, 2019.

5. Guha Roy, D., Bhattacharya, S., & Mukherjee, S. (2018). Qualitative explorations into Customer Based Brand Equity (CBBE) for Medical Tourism in India, presented at Winter AMA Conference, held at New Orleans, LA, U.S.A, during February 23-25, 2018.

6. Guha Roy, D., Bhattacharya, S., & Mukherjee, S. (2018). Culture, Infrastructure, Income, education, and CBBE scale in medical tourism, presented at Australian and New Zealand Marketing Academy Annual Conference (ANZMAC), held at Adelaide, Australia, during December 3-5, 2018.

7. Sijoria C and Mukherjee S. (2018) ; Impact of electronic Word of Mouth Intention on Consumer Based Brand Equity: The Mediating Role of Brand Image and Brand Awareness; accepted for presentation in the 25th Annual Conference of American Society of Business and Behavioral Sciences held in Las Vegas, USA during 15th March, 2018 to 18th March, 2018. [presented by co-author] [Listed as Best Conference]

8. Ahmed S., Mukherjee S. Das. P and Datta B. (2017), Identifying Triggers of Positive eWOM using Web-Analytics, ANZMAC 2017; held in Melbourne Australia during December 4-6, 2017. [Listed as Best Conference]

9. Chowdhury N, Mukherjee, S. and Datta, B. (2017), Consumer Decision Making Framework at the Bottom of Pyramid, ANZMAC 2017; held in Melbourne Australia during December 4-6, 2017. [Listed as Best Conference]

10. Sengupta, S and Mukherjee S. (2017), Political Communication at the Bottom of the Pyramid, ANZMAC 2017; held in Melbourne Australia during December 4-6, 2017. [Presented by Co-author] [Listed as Best Conference]

11. Chowdhury N, Mukherjee, S. and Datta, B. (2017). Transaction Cost and Consumer Decision Making Process at Bottom of Pyramid, 2017 Summer AMA Conference held in San Francisco, USA during August 4 - 6, 2017. [Presented by Co-author] [Listed as Best Conference]

12. Datta, B. and Mukherjee, S. (2017). Ethical Dimension of Customer-Based Brand Equity: Case of Maggi Noodles in India; 2017 Summer AMA Conference held in San Francisco, USA during August 4 - 6, 2017. [Presented by Co-author] [Listed as Best Conference]

13. Sijoria C. and Mukherjee S (2017). A Meta-analysis on the effect of Triggers of electronic Word of Mouth on Consumer Based Brand Equity ; 2017 Summer AMA Conference held in San Francisco, USA during August 4 - 6, 2017 [Presented by Co-author] [Listed as Best Conference]

14. Datta, B. and Mukherjee, S. (2015). Ethical Dimension of Consumer Based Brand Equity in ANZMAC Main Conference: Innovation and Growth Strategies in Marketing, held in Sydney Australia, during November 29-December 2, 2015. [Presented by Co-author] [Listed as Best Conference]

15. Singh, R. and Mukherjee, S. (2015). The Shopping Stress and the BOP consumer: An Emergent Perspective in ANZMAC Main Conference: Innovation and Growth Strategies In Marketing, held in Sydney Australia, during November 29-December 2, 2015. [Presented by Co-author] [Listed as Best Conference]

16. Guha Roy D., Mukherjee S., & Bhattacharya S. (2018); Qualitative explorations into Customer Based Brand Equity (CBBE) for Medical Tourism in India" at the 2018 AMA Winter Academic Conference. [Presented by Co-author] [Listed as Best Conference]

17. Sijoria, C. & Mukherjee, S. (2017). Triggers of eWOM Intention and their Impact on CBBE: A Qualitative Study, presented at the 17th Consortium of Students in Management Research (COSMAR) held at IISc Banglore, India, during November 20-21, 2017.

18. Guha Roy, D., Bhattacharya, S., & Mukherjee, S. (2018). Culture & Infrastructure for Medical Tourism: An empirical research, presented at the 18th Consortium of Students in Management Research (COSMAR) held at IISc Bangalore, India, during November 29-30, 2018.

19. Sijoria, C. & Mukherjee, S. (2017). eWOM Intention, Its Antecedents and Impact on CBBE: An Empirical Study of Hotel Industry, presented at 5th PAN IIM Conference held at IIM Lucknow, India, during December 14-16, 2017.

20. Guha Roy, D., Bhattacharya, S., & Mukherjee, S. (2017) Medical Tourism in India through the lens of content analysis, presented at INDAM Conference held at IIM Indore, India, during December 17-20, 2017.

21. Mukherjee S. & Patra S. (2015); Marketability of Oriya Handicrafts: A Double Diamond Analysis" ; Proceedings of 6th IIMA Conference on Marketing in Emerging Economies during 7-9th January, 2015

22. Mukherjee S. & Das G. (2014); Critical Dimensions of Branding a Destination for Medical Tourism in Emerging Economies"; MARCON 2014 during December 18-20, 2014 at IIM Calcutta.

23. Adhikari A. & Mukherjee S.; Measuring Quality of Tourism Destination in Emerging Markets. 2014 Annual Conference of Emerging Market Conference Board (9-11th January,

2014) organized by the Centre for Marketing in Emerging Economies (CMEE); hosted by IIM Lucknow in academic association with American Marketing Association, Academy of Marketing Science US, and European Marketing Academy etc.

24. Mukherjee S. & Singh R.; Market Entry Challenges in Mining Business in Emerging Market: A PESTEL Analysis on Vendanta Resources; 2014 Annual Conference of Emerging Market Conference Board (9-11th January, 2014) organized by the Centre for Marketing in Emerging Economies (CMEE) ; hosted by IIM Lucknow in academic association with American Marketing Association, Academy of Marketing Science US, European Marketing Academy etc.

25. Mukherjee S.; "Perspectives of Marketing Indian Handicrafts: A Double Diamond Framework; accepted for presentation in MARCON 2012; The International Marketing Conference; organized by Indian Institute of Management Kolkata and Georgia Tech University during 28th-30th December, 2012 in Kolkata.

26. Mukherjee S.; "Constrained Evoked set and Peculiarities in Consumption Patterns in the Constrained Choice Environment at Indian Bottom of the Pyramid: Some Initial Propositions" in LCBR European Marketing Conference in Munich, Germany during 9-10th August, 2012.

27. Jayasimha K.R and Mukherjee S.; "Power Trading @ crossroads" at the International Conference on Service Innovation Management (ICSIM 2012) ; Global Digital Business Society USA held at Bangkok, Thailand, January 5-7, 2012.

28. Jayasimha K.R and Mukherjee S.; "National Pharmaceutical Pricing Authority(NPPA) ; 2nd International Case Conference ; organized by IMT Nagpur; in Goa in November 3-5; 2011

29. Mukherjee S., "Factors Shaping the Effectiveness of AYUSH in Rural India under NRHM: An Exploratory Study"; First International Marketing Conference (MARCON 2010); December 27 & 29, 2010 at IIM Calcutta.

30. Mukherjee S. "Choice of Appropriate Health Care Financing Mode in Rural West Bengal- A Multi-Criteria Decision Making Analysis"; 12th International And 43rd National Conference Of The Indian Academy Of Applied Psychology (IAAP, 2008) in Kolkata in collaboration of 3 premier institutes of Kolkata, Department of Applied Psychology, Calcutta University, National Institute of Technical Teachers Training and Research, Salt Lake, and Psychology Research Unit, Indian Statistical Institute on 7th-9th February,2008.

31. Mukherjee S. ; " A Comparative Analysis between India and Japan on the Attempts of Universal Coverage of Health Insurance" ; International Conference on Business and Finance, 2006 jointly organized by ICFAI University and Philadelphia University, U.S.A on 22-23 December, 2006 in Hyderabad.

32. Mukherjee S.; "The Psychological Inertia Related to Health in Rural West Bengal"; 10th International Seminar of NITTTR in Taramoni, Chennai on 16th-18th February 2006.

33. Mukherjee S.; "Factors Behind The Failure Of Small Self-Help Groups Of Howrah District In Terms Of Marketability Of Their Products: A Perspective" in the 7th National Congress of Forum of Scientists, Engineers and Technologists" on 7-9th February in Kolkata.2009.

34. Mukherjee S., " Community based Health Insurance for Rural Poor in West Bengal-A Target market Analysis" in The National Conference,2006 (UGC sponsored) at University of Burdwan on 20-21st January,2006

35. Mukherjee S., "Health for All Through Panchayat in West Bengal: A Perspective" in The National Seminar (UGC sponsored) at Vidyasagar University, Midnapore on 17-18th March 2005.

36. Mukherjee S., "A Strategic Analysis of Marketing Health Insurance in India –With Special Reference to Kolkata" in The National Seminar (UGC sponsored) at Vidyasagar University, Midnapore on 30-31st March 2004.

7. Published Case Analysis

- *Mukherjee S. and Singh R; Case Analysis of the case titled; "Tata GoldPlus: The Success Story of the 'Nano' of the Jewellery Market"; Diagnoses; Vikalpa: The Journal of Decision Makers (IIM Ahmedabad);* Volume 36, No 3; July - September 2011.

- *Mukherjee S.; Case Analysis* of the case titled 'Harvest Gold: Delhi's No 1 Bread'; Diagnoses Feature ; *Vikalpa: The Journal of Decision Makers (IIM Ahmedabad);* Volume 37, No 2; April-June 2012

8. Session Chair in Conference and Seminars:

- **Session Chair for the Track *Macromarketing & Public Policy* in ANZMAC 2015 held in Sydney, Australia in November 2015 during November 30-December 2, 2015.**
- Session Chair in the Second International Marketing Conference (MARCON 2014) at IIM Calcutta; December 19 & 20, 2014.
- Session Chair for a track in LCBR European Marketing Conference in Munich, Germany during 9-10th August, 2012
- Session Chair in a marketing Track in CERE conference in IIM Indore during 10-13th May, 2012
- Track Chair in *the 2nd International Case Conference organized by IMT Nagpur* on Marketing on November 4th, 2011
- Session chair in Consumer Behaviour-II (Ref: T103) track in the First International Marketing Conference (MARCON 2010) at IIM Calcutta; December 27 & 29, 2010.

9. Ad-Hoc Reviewer:

- Reviewed papers for Journal of Business Research, European Journal of Marketing, Marketing Intelligence and Planning, Tourism Recreation Research, Journal of Indian

Business Research, International Journal of Pharmaceutical and Healthcare Marketing; Total Quality Management and Business Excellence; International Journal of Retail & Distribution Management, International Journal of Business in Emerging Markets, Emerald Emerging Markets and Case Studies. (Emerald pushing); IIM Kozhikode Society and Management Review

- Reviewed papers for 2017 Summer AMA Conference to be organised by American Marketing Association in San Francisco California, USA during 4-6 August, 2017.
- Reviewed papers for 2017, 2019, 2020 ANZMAC Conference to be organised by Australia and New Zealand Marketing Academy.
- Reviewed papers for 4th CERE in IIM Indore during10-13th May, 2012.
- Reviewed papers for 5th IIMA Conference on Marketing in Emerging Economies' to be organized by IIM Ahmedabad during 9-11th January, 2013.

Workshops/ MDPs/ Continuing Education Programme Conducted :

- Invited judge for ONGC Business Case Competition, Eastern Zone for last 3 years.
- As Principal Coordinator designed, coordinated and taught in the "Managing Services in the Insurance Sector". The programme was designed for the Senior Managers of Life Insurance Corporation of India during 18th-21st July, 2016 in VGSOM, IIT Kharagpur.
- Jointly organized "Online Certification on Digital Marketing" during 05-12-2020 TO 09-12-2020
- Jointly organized Workshop on "Digital Marketing" in IIT Extension Centre Kolkata during 5th July-8th July, 2018.
- Developed and offered 8-week course on Consumer Behaviour in MOOC-NPTEL during January-March, 2017. The course was re-run from January-March, 2018.
  - Taught in several programmes for executives of State Bank of India, Reserve Bank of India, Tata Metalics, Indian Oil Corporation, Statistical Service officers etc. on behalf of VGSOM, IIT Kharagpur.
  - Taught in several faculty development programmes in VGSOM, IIT Kharagpur.
  - Jointly designed, coordinated and taught in an open Management Development Programme on "Effective Marketing Strategies for Health Care Services" in IIM Indore during 9-11th July, 2012 (Joint. Coordinator: Dr. Jayasimha K.R)
  - Taught in an open Management Development Programme on "Brand Management" in IIM Indore during 25-27th June, 2012 (Coordinator: Dr. Ashish Sadh).
  - Taught in an open Management Development Programme on "Customer Behaviour and Marketing Strategy" in IIM Indore on 25th February, 2013 (Coordinator: Dr. Sabita Mahapatra).
  - Taught in a session titled "Strategies for Bottom of the Pyramid" for Marwari Education Society on 22nd May, 2012 (in company programme).
  - Taught "Marketing Management-I" in Certificate Course in Business Management for Defense Officers organized by IIM Indore during January-May; 2012
  - Taught a course 'Marketing Management' in Management Education Programme 2011-12 in IIM Indore.

- Taught in Post Graduate Diploma in Public Health Management Programme for the doctors working National Rural Health Mission since last two years. It is a collaborative programme jointly designed by All India Institute of Hygiene and Public Health and IISWBM Kolkata.
- Trained in throughout the year On-job training on Customer Relationship Management for several sets of Staffs and Officers (Jr. Mgmt Grade II) for ESI Corporation in various phases since last 1 year.
- Taught in 'Customer Relationship Management' on 8-10th February, 2011 for the Post-Masters of Indiapost on behalf of IISWBM, Kolkata.
- Taught in "GI Branding: Scope and Prospects" on January,2011 for the BDS clusters of Santiniketan, on behalf of IISWBM, Kolkata.
- Taught in 'Advertisement and Brand Positioning of Science Museums' for the officers of National Council of Science Museums all over India on 21.10.09-31.10.09, on belhalf of IISWBM, Kolkata.
- Taught in "Marketing Principles in terms of Health care Industry" for All India Institute of Hygeine and Public Health" from 1. 3.10- 9.4.10, on behalf of IISWBM, Kolkata.
- Taught in "Entrepreneurship Motivation and Training Programme"(for Self-help groups of Howrah district) on 10-14th March,2008 under Technical Education Quality Improvement Programme(TEQUIP) organized by School of Community Science and Technology, BESU, Shibpur.

Contribution to Student Activities, Administration and Institute Services

Student Activities:

1. Faculty Coordinator –Purvodaya-2016 [the Annual B-School Fest of VGSOM]
2. Guiding summer internship projects and Applied Management Research Projects for the students of VGSOM.

Administrative Activities:

1. Faculty advisor- MBA in 2017
2. Faculty Coordinator- Seminars (2015-2018)
3. Area Chairperson- Marketing (2019 onward)
4. Faculty Coordinator- Ranking (2017)
5. Member-PGDBA Admissions (2021 onwad)
6. Assistant Warden (Sister Nivedita Hall) (2021 onward)

Institute Services:

Performed duties of Institute Representative in GATE/JAM 2016, 2017, JEE (Advanced) 2016.

References

On Request