



DIPTAYAN BHATTACHERYYA

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Result Oriented Professional: Seeking challenging assignments in:

Teaching : Administration : Project Management & Operations

“Striving to upgrade knowledge and practices to retain excellence in the Organization”

EDUCATION CREDENTIALS

- ▣ Phd(Pursuing) from Adamas University
- ▣ UGC Net (Management) in 2019
- ▣ PGDM/MBA (Marketing and Finance) from Globsyn Business School, Kolkata in 2009
- ▣ M.Com.(Regular)from The University of Burdwan in 2006
- ▣ B.Com.(Hons.) from Raj College, Burdwan in 2004
- ▣ 12th from Bidhan Chandra Institution, Durgapur in 2001
- ▣ 10th (ICSE) from Bidhan School, Durgapur in 1999

TRAININGS ATTENDED IN ACADEMIC COURSES

- ▣ Organizational Development Program by Globsyn Business School.
- ▣ Summer Internship training in L&T Finance
- ▣ Tally Financial Accounting Program(TFAP) in Zonal Centre,Durgapur
- ▣ Marketing Research Project Training in Pantaloons and Westside, Kolkata
- ▣ Decision Making Training at University of Burdwan..

PROFILE SUMMARY

Acquired significant exposure over 15 years in administration and supervision of corporate and educational institutions; adroit in planning, organizing and directing education programs and projects.

- Significant experience in handling operations involving planning strategies, resource administration, relationship management, branch management, counseling, manpower training, motivation & mentoring.
- Holds the distinction of establishing and managing study places from scratch.
- Possess effective positive human relations abilities in working with students, parents, teachers, support staff and administrators as well as industry and community groups.
- Demonstrated excellence in providing leadership for development, implementation and evaluation of a comprehensive educational program
- Deft in providing an educational atmosphere where students have the opportunity to fulfill their potential
- An effective communicator with excellent written & verbal communication abilities and strong analytical, problem solving & organizational abilities
- Having an entrepreneurial mindset

AREAS OF EXPERTISE

Teaching & Mentoring: Identifying, selecting, and modifying instructional resources to meet the needs of the students with varying backgrounds, learning styles and special needs; implementing instructional activities that contribute to a climate where students are actively engaged in meaningful learning experiences.

Educational Leadership: Overseeing the development & implementation of objectives and long-range plans for curriculum and instructional evaluation and improvement. Assuring continuous study and revision of curriculum guides and courses of study; ensuring that staff meetings and professional development activities are focused on student outcomes. Promoting effective communications & interpersonal relations among staff, parents, students and community.

Operations Management: Spearheading complete administration and daily operations of the organization including student service and relationship management. Managing contract and grant funding, approving & monitoring budget expenditures, interacting and collaborating with students, parents and the community to build a congenial environment that maximizes student learning & academic performance.

General Administration: Planning & allocating manpower, equipment and material; preparing & implementing budgets & spearheading day to day management of facility, viz. monitoring operations of systems, identifying issues, following with vendors, monitoring records of equipment performance, log books, etc.

Counseling: Listening attentively to students and offering them the time, empathy and respect they need to express their concerns; providing a solution to clients' concerns; resolving their queries. Establishing a relationship of trust and respect with students; encouraging clients to talk about issues they feel they cannot normally share with others.

Networking and Entrepreneurship: Wants to inculcate the idea of entrepreneurship by establishing a network of clients.

ORGANISATIONAL EXPERIENCE

Adamas University (School of Business), Barasat Designation: Assistant Professor II October 2024 onwards

Highlights:

- Delivering lectures to students of MBA , BBA and other streams
- Departmental Exam Committee Member
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MCKV Institute of Engineering, Howrah Designation: Assistant Professor ,MBA Coordinator and Head of the Department(HOD) of Management Science and Humanities Department July 2011-October 2024

Highlights:

- Holds the distinction of teaching core aspects such as:
 - Finance and Accounts, Marketing, Organizational-Behavior, Economics, Values & Ethics, Industrial Management, Engineering Economics ,Project Management etc. to Engineering students(M.Tech; B.Tech;MCA,MBA)
 - Portfolio Management, Mutual fund and Personal Financial Planning, Financial Institutes and Market, International Finance, Derivative and Risk Management, etc. to Finance students
- Have been Actively involved as:
 - Member of NISP Committee, IIC Committee, Routine Committee, Library Committee, Cultural and Fest Committee, Publication Committee, Canteen Committee as well as Swami Vivekananda Centre for Positive Thinking
 - Supervisor/Convenor/Exam Committee Member of WBUT/MAKAUT Exams for the last 8 years
- Successfully participated & organized various seminars and workshops(inhouse and outstation)
- Worked as member of Academic Advisory Committee and Academic Council
- Worked as head of the Department of Management Science and Humanities
- Worked as Co-ordinator for MBA Program

May2009 – April2011 with National Institute of Management, Durgapur as HOD of Management

Highlights:

- Delivered lectures to students of MBA and BBA
- Managed the part-time faculties and handled administrative responsibilities such as class-load distribution
- Taught Principles and Practices of Management and Accounts to students of Hotel Management
- Organized various seminars, MDPs and camps as a part of student development activities
- Introduced the concept of PPT and Audio-visual Presentation

PART TIME ACTIVITY

Worked with Team Effort International as Brand Partner of My Video talk .Location-Kolkata but required Pan India movement

Highlights:

- Executing a business/IT project dealing in products related to Video-streaming involving high-end technology such as Video Designer, Video Resume, Video Channel and Video Broadcaster through multi-level network marketing
- Providing presentation to prospects.

Worked with Vestige Group and Amway Group as Distribution Manager Location-West Bengal

Highlights:

- Working as a distributor of wellness related products involving health related food supplements and daily utilities
- Motivating prospects to join the group and be part of the distribution team

OTHER/PAST ASSIGNMENTS

- Sudhir Chandra Sur Engineering College, Dumdum as Guest Lecturer
- Bengal College of Engineering and Technology, Durgapur as Guest Lecturer
- ICFAI National College, Durgapur as Guest Lecturer
- Apex Management Institute, Durgapur as Guest Lecturer
- DESMS, Durgapur as Guest Lecturer
- Libertagia Group as networker
- Freelancer in HS Brands as a mystery shopper
- Coaching students

PROFESSIONAL TRAININGS ATTENDED

- Participated in Faculty Development Program for Effective Teaching organized by IIT Kharagpur in Kharagpur from 17th-19th November 2014
- Participated in the National Workshop on NBA Accreditation organized by ESCI in Udaipur from 28-30th August, 2015
- Participated in the workshop titled "Going Beyond the Syllabus: Nurturing Students" organized by IIT Hyderabad in Hyderabad from 6th-7th August 2016
- Participated in the Management Capacity Enhancement Programme held at The Indian Institute of Management, Indore from 2nd -8th February, 2017
- Participated in the one week workshop on Research Methods in Social Sciences using SPSS organized by Swami Vivekananda Institute of Management and Computer Science, Kolkata from 15th-20th May, 2018
- Participated in the 1-week National Workshop on Quantitative Research Methodology using SPSS-AMOS-Ithenticate at St. Xavier's College Kolkata from 8-17th August 2019
- Participated in the 5 day online FDP titled "Advanced Research Methodology with Analytical Softwares" from 4th March-8th March 2024 organized by B.C.Roy Academy of Professional Courses in association with ORSI, Durgapur Chapter.
- Participated in the 3 Day National Workshop on 'Scholarly Publication Process and Referencing Techniques' organized by School of Management, Swami Vivekananda University, West Bengal from 28th May-30th May 2024
- Certified for Numerous Trainings, Seminars, Workshops, webinars, conferences, symposium etc organized by NAAC, TEQIP, BCC&I, MCC&I, TIE Kolkata, NBA, British Council, Swami Vivekananda Centre for Positive thinking (MCKVIE), NPTEL, MOOC, AIMA, ASSOCHAM, McGraw Hill and other bodies of repute
- Corporate Summits organized by different B-Schools and Academic Institutions

PAPER PRESENTATION AND PUBLICATION

-Presented a research paper on "Driving factors of small ticket individual investors in financial investment instruments: Empirical revisit involving individual investors" in the International Conference on Emerging Technologies, Analytics and Operations (ICETAO 2024) organized by ICFAI Business School (IBS) Hyderabad on 23rd March 2024. Published in Academy of Marketing Studies Journal (ABDC-B), 29(S1), 1-14 1528-2678-29-S1-001

- Presented a paper titled "Pricing Strategies in Contemporary Business" in an International Conference organized by Future Institute of Engineering and Management on 28th April 2018 and published in the E-Proceedings of Bhavishya-ICMHHM 2018 with E-ISBN 978-93-5346-401-1

-Presented a research paper titled "A general analysis of corporate social responsibility and its linkage with Financial Performance in Indian context" in the International Conference on "Society and Business in the New Millennium" on 13th April 2019 and published in the **International Journal on Recent Trends in Business and Tourism (IJRTBT) with eISSN-2550-1526**

-"Assessment of the Role of Present Regulatory Framework of Executive Compensation in India: An Exploratory Study". Paper accepted for publication on 24.04.2024 on UGC Care listed journal (The Chartered Accountant) with

ISSN:0009-188X. . . .

-Presented a research paper titled "An overview of Sustainable Development and sustainable strategies adopted by some modern retail brands in India" in the AIMS Eastern Regional Conference on New Paradigms in Management at Bharatiya Vidya Bhavan Institute of Management Science on 24th August 2019.

-Presented a research paper on consumer behavior of consumers towards online advertisements in the Indian context in the National Conference organized by Adamas University on 27th-28th August 2021 and published in the conference

proceedings

-Presented a research paper on Study on Investment Decision-making of Personal Financial Products with special reference to Investors in West Bengal in the International Conference CIBMIT 2022 by Amity University Patna on 23rd September 2022 and published in the conference proceedings

Presented a research paper on “ Investment Decision-making of Personal Financial Products with special reference to Investors in West Bengal” in the International Conference ICCIGS-2023 organized by the School of Business and Economics, Adamas University, West Bengal, India on 16th-17th March 2023

-Presented a research paper on “A Study on Investment Decision making of Personal Financial Product with special reference to small-ticket individual investors in West Bengal in the AIMS International Conference on Management education in transition in Asian countries on 6th July 2024

PROFESSIONAL MEMBERSHIP

- Life Member of All India Management Association (AIMA)-LMA Kolkata
- Member of International Business Studies Academia (IBSA)
- Member of International Business Council
- Participant of BCC&I, ASSOCHAM, CII, MCCI TEI Kolkata Network

AWARDS/RECOGNITION

-Conferred the “BHARAT VIDYA RATAN AWARD” by International Business Council for Outstanding Achievements and contribution in the field of education and management in September 2022

-Conferred the “JEWEL OF INDIA AWARD’ by Economic Growth Foundation, New Delhi on 15th December 2022

EXTRA MURAL ENGAGEMENTS/ACHIEVEMENTS

- Worked as Mess Committee of Rabindra Hostel, Burdwan University; managed the entire gamut of operations of this Hostel housing 200 students with accountability of administration, marketing and socio-cultural activities.
- Functioned as Member of Students Union
- Attained 1st Position in Inter-University Quiz & Debate Competition
- Ranked 2nd in Inter-Hostel Table Tennis Competition
- Actively involved in UNICEF and Hope India Foundation

IT SKILLS

- Proficient in Windows, MS Office, TFAP (Tally Financial Accounting Program) and Internet Applications

PERSONAL DETAILS

Date of Birth: 31st March 1983
Current Address: 3/3,Ghosal Bagan Lane,Salkia,Howrah-711106,West Bengal
Permanent Address: Gopalpur Uttarpara, P.O: Gopalpur, Durgapur - 713212, West Bengal
Languages Known: English, Bengali, Hindi, Sanskrit, Portuguese and Spanish







