

Curriculum Vitae

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Dr. Swati Pal

UGC-NET (Management), B.E., MBA, MPHIL, PGDRM(Symbiosis, Pune)

Associate Professor

Department of Management

School of Business

Adamas University, Kolkata



Career Objective:

To work with an educational institution where I can get engaged in research activities and develop myself along with the institution.

Total Work experience:

- Academic Experience at PG Level: 19 Years (active)
- Administrative Experience as Head: 04 Years 5 Months (active)
- Industry: 01 Year

Research interest: Marketing & Medical tourism

Academic Experience Details:

- Presently associated with Adamas University in the capacity of Associate Professor
- Served as Head of the Department of Business Administration, JIS College of Engineering (Approved by AICTE & Affiliated to WBUT) as Assistant Professor since 18th of June, 2007.
- Served as a Guest Faculty in the Department of Business Administration, University of Kalyani since 2015. Also serving as a paper setter and examiner in the same department.
- Served as an examiner, moderator at Narula Institute of Technology, Kolkata, West Bengal
- Served as a examiner, moderator at St. Xavier's, Kolkata, West Bengal
- Worked as full time lecturer in the Dept. of Business Administration at Bengal College of Engineering & Technology, Durgapur (Accredited by NBA Approved by AICTE & Affiliated to WBUT) from 17th of July, 2006 to 16th of June, 2007
- Associated with the Christ Academy of Management Studies, Salt Lake, Sector-Vas full time faculty from 18th of November, 2004 to 6th of July, 2006.
- Also Served as Guest Lecturer in Univ. of Kalyani, in MCA and MBA Dept. from September, 2004 to December, 2014.

Achievements:

- ✓ Won Best Paper award at Two Day IIHSG International Conference 2023 on ‘Security Identity & Global Governance: India & the World’ organized by Interdisciplinary Institute of Human Security & Governance at JNU Convention Center, 16th & 17th November 2023
- ✓ Won Best paper award at NIT, Rourkela for “A study on sustainability of Medical Tourism in Kolkata” at National Management Conclave-2017.
- ✓ Had been selected for representing my college and accompanying B.Tech students to Asian Institute of Technology (AIT), Bangkok, Thailand for an EduCamp in 2019
- ✓ Selected as one of the Panelists at Alamo Colleges District, USA for ‘Global Challenges and Opportunities in Remote Instruction: Perspective from India and U.S. Higher Education Institutions in 2020
- ✓ Acted as a Chairperson in the technical session on Management Track of our One-day National Seminar on ‘Changing Paradigm in Finance & Management’ organised by the Department of Commerce & IQAC, Kanchrapara College, North 24 Parganas, West Bengal, 2022
- ✓ Invited at India’s national television network Doordarshan at a weekly Live TV show in Bengali to provide career guidance to BBA & MBA aspirants as one of the guest panelists consecutively in 2022 and 2023
- ✓ Successful completed MHRD/AICTE Short term course on Statistical Modeling for Data Analysis (SMDA) at VGSOM, IIT Kharagpur, 2008

Scholastics:

Course	Board/ Univ.	Year of passing	Percentage	Div.
MBA	University of Kalyani	2003	69%	1 st
M.Phil (Management)	The Global Open University	2010	77%	1 st
PGDRM	Symbiosis Centre for Distance Learning, Pune	2018	75.33%	1 st
B.E.(Electronics)	Nagpur University.	2001	70.2%	1 st
XII th (A.I.S.C.E)	C.B.S.E	1997	75.4%	1 st
X th (A.I.S.S.C.E)	C.B.S.E	1995	78.2%	1 st

Proficiency Forte:

- Services Marketing
- Marketing Management
- Advertising and Sales Promotion
- Marketing Research

Job Responsibilities:

- Carrying out administrative activities
- Teaching and Mentoring
- Setting Question Papers
- Evaluation
- Conducting Industry Visits
- Arranging Seminars
- Departmental NAAC Coordinator

Paper Publications:

International Publication:

1. S.K. Dawn & S. Pal, “Medical Tourism in India: Issues, Opportunities and Designing Strategies for Growth and Development”, Zenith: International Journal of Multidisciplinary Research: ISSN: 2231-5780, vol.1, Issue 3, July 2011.(highest citation 121 as per Google Scholar)
2. Swati Pal “Non Financial Motivational Factors in Financial Sector: A study in Kolkata and its suburbs by applying Thurstone Case V Scale ” Journal of Management and Social Science, Vo-1, issue-2, ISSN-2348-6317, April-2014
3. Kar and Pal “Online Shopping-An Empirical Study in Kolkata” ASBM JOURNAL OF MANAGEMENT, Vol.IX,Issue-II,July-December,2016, ISSN0974-8512
4. Lahiri and Pal “COMPARATIVE ANALYSIS OF MEDICAL TOURISM IN KOLKATA WITH OTHER METROPOLITAN CITIES IN INDIA” International Journal of Research in Commerce & Management, Vol.7, issue 8, August 2016,ISSN 0976-2183
5. Swati Pal, Rupa Paul Lodh, Subhajit Basu Chowdhury, & Prith Ghosh .”Measuring the Distribution Factors Impacting the Brand Expectation in Regard to television Purchase.” Third Concep, An International Journal of Ideas. ISSN:0970-7247

National Publications

1. “E-Byke – Tomorrow’s choice”- Vo.II,No.II, Journal-JIS Management Vista, ISSN-0974-0872, December,2008
2. The Implementation of Total Quality Management in the Food Processing Industry at the National Conference on Emerging Technology & Technical Education, held on February 24th -25th , 2007, at Haldia Institute of Technology, Haldia, West Bengal.
3. “Creating Global Brands” at the 2nd PIMG, the National Conference on Mastering Change for Organizational Excellence organized by Prestige Institute of Management , Gwalior, from April 21-22, 2007.

4. One online article on “ A study on the performance of the product 'Equal' (Sugar Substitute) in Kolkata” published in indianmba.com
5. S..K. Dawn & S Pal , Relevance of Logistics in Supply Chain Management for overall Customer Satisfaction: An Empirical Study, Review of Professional Management Volume -7, Issue 2, July – December, 2009 (ISS-0972-8686), New Delhi Institute of Management.
6. S.K. Dawn and S. Pal , Managing Sales through Sales Force Motivation: An Empirical Study Based on Indian Financial Organisations, Kindler (Journal of Army Institute of Management , Kolkata) vol.IX, no.2, issue July-December2009-10, (ISSN 0973-0486)
7. S. K. Dawn & S Pal , Developing Brand Strategies of Pharmaceutical Products: An Empirical Study on Diabetic Products, Survey, IISWBM, vol. 50, nos. 1& 2, January-June 2010 (ISSN: 0586-0008).
8. Swati Pal and S.Siddhannta, “The challenges in establishing prerequisites and characteristics features of global brands” vol-9, issue-1 Pragyana Journal of Management, ISSN-0974-5505,June-2011,
9. S.K. Dawn & S. Pal“Marketing OTC Pharmaceutical Products: An Analysis on Customers’ Attitudes”, Siddhant-A Journal of Decision Making, Regional College of Management,Bhubaneswar, Print ISSN: 2231-0649 Online ISSN: 2231-0657
10. Swati Pal & Soumya Chakroborty ‘How students perceive professional courses with special reference to part time and full time courses in Kolkata and its suburbs’ vol-11,issue 1,ISSN-0972-8686 Jan-Jun-2013
11. Swati Pal & Soumya Chakroborty “Students’ Perception about professional Course; A study in Kolkata and its suburbs”, vol.vi, issue 2, Journal-ASBM journal of Management,Orissa,ISSN-0974-8512, July 2013
12. Swati Pal, Mrinal Kanti Das, & Priyanka Chatterjee “A Study on Consumer Behaviour on Online Purchase of Electronic Devices with Special Reference to Laptop Brands”. Contemporary Issues in Accounting, Finance & Management. ISBN: 978-93-90879-14-2, December 2021
13. Swati Pal. “Preference for Job Portals Among Job Seekers in Kolkata”. Sage National Conference: Aatmanirbhar Bharat-Reinventing Business Model- Post Covid, July 2021
14. Swati Pal & Isita Lahiri.“Value-fulfilment Matrix: Tool to Analyse SERVQUAL Dimensions in Post Lockdown Scenario”. Issues in Accounting & Finance in the Post-Covid Scenario. ISBN 978-93-91572-41-9, December 2021
15. Swati Pal & Isita Lahiri. “Positioning Kolkata’s Medical Tourism” *Wesleyan Journal of Research , Vol.13 No4(III)*.
16. Mukherjee, S.; Das, M.K.; Pal, S. Exploring Key Factors Apart from Price and Quality and Effective Ad Media to Get a Foothold in the Fast-Moving Consumer Goods (FMCG) Segment. Contemporary Digital Transformation and Organizational Effectiveness in Business 4.0, Volume 1, Year 2024, Pages 171-185, Apple Academic Press, eISBN 9781003505013

FDP/Seminar/Workshop/ Conference attended/paper presented:

Sl.no.	FDP/Seminar/Workshop/Conference	Organised by	From	To
1.	Paper presented and won Best paper award for “A study on sustainability of Medical Tourism in Kolkata” at National Management Conclave-2017	NIT, Rourkela	07-01-2017	08-01-2017
2.	Paper presented at UGC sponsored One-day National Conference on “Redefining Business Vision:Issues and Challenges”	St.Xavier’s College Kolkata in collaboration with Dept.of Commerce, University of Calcutta	19/03/2016	
3.	Two-week ISTE STTP(MHRD) workshop on Environmental Studies under the National mission on Education through ICT	IIT,Bombay	02/06/2015	12/06/2015
4.	Two-week AICTE sponsored FDP on Management Research Methodology	Centre for Management Studies, JIS College of Engineering,Kalyani	21/04/2015	04/05/2015
5.	Two-week ISTE (MHRD) workshop on Pedagogy for Effective use of ICT in engineering Education under the National mission on Education through ICT	IIT,Bombay	12/06/2014	02/08/2014
6.	TEQIP sponsored One Week training programme on Basic Pedagogy	NITTTR & JIS College of Engineering,Kalyani	23/06/2014	28/06/2014
7.	Two day workshop in Trade Negotiations, procedures, Documentations & Cross Cultural Issues for effective Global Marketing	EMPI Business School, New Delhi	26/05/2012	27/05/2012
8.	Paper presented at Two day National Seminar on Advancement in Management & Related Issues	Department of Business Administration, Univ.ofKalyani	22/11/2012	23/11/2012

9.	Two day AICTE sponsored National Conference on Sustainable Business Growth and Modern Management	Centre for Management Studies, JIS College of Engineering, Kalyani	27/04/2012	28/04/2012
10.	MHRD/AICTE Short term course on Statistical Modeling for Data Analysis (SMDA)	VGSOM, IIT Kharagpur	30/06/2008	13/07/2008
11.	One week AICTE/MHRD sponsored summer school on Effective Education	NITTTR, Kolkata	03/08/2009	08/08/2009
12..	Two day workshop on 'Role of Soft Skills and Body Language'	Conducted by Pollyanna Positive Parivartan Pvt. Ltd. At Bengal College of Engineering & Technology, Durgapur	13/10/2006	14/10/2006
12.	Paper presented at National Conference on Challenges to Globalisation and Strategies to overcome them at MsirimalNavajeeMunoth Jain Engineering College	MsirimalNavajeeMunoth Jain Engineering College, Chennai	08/03/2007	

Personal Snippet:

- Name : Swati Pal
- Date of Birth : 22-12-1979
- Address for Communication : A-9/53, Flat-A, Kalyani, Nadia, West Bengal
- Languages Known : English, Hindi, Bengali, and Marathi.

References:

Sl.No.	Name	Designation	Affiliation	Mobile and email id
1.	Dr. Sharmistha Banerjee	Professor	Business Management, University of Calcutta	+919830251744 sharmisthabanerjee@hotmail.com
2.	Dr. IsitaLahiri	Professor	Department of Business Administration, University of Kalyani	+919433289357 isitalahiri@gamil.com

Declaration:

I do hereby declare that the information furnished above is true to the best of my knowledge.

