

# UTTIYA KAR



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📅 Date of Birth: 7th January 1980

## PROFILE

Highly motivated professional with extensive experience in teaching, research, and administration in Information Technology Management. Seeking a challenging academic position to contribute to students' growth and development while advancing personal professional goals.

## EDUCATION

### UGC NET IN MANAGEMENT

June 2013

### MBA (INFORMATION TECHNOLOGY)

University of Kalyani in 2005

### B. TECH (ELECTRONICS AND COMMUNICATION)

Kalyani Govt. Engineering College in 2003

## EXPERIENCE

### ASSISTANT PROFESSOR

Adamas University (Presently working)

### ASSISTANT PROFESSOR

JIS College of Engineering, Kalyani

2007 Sept - 2024 June

### FACULTY

NSHM Knowledge Campus, Durgapur

2005 Oct - 2007 Sept

## SUBJECTS TAUGHT

- Management Information System
- E-Business
- Supply Chain Management
- Business Analytics
- Database Management Systems
- Data Visualization

## CURRENT JOB SUMMARY

- Conduction of MBA and BBA classes,
- Curriculum development for MBA,
- Preparation of study material and presentation for class
- conduction, Management of Educational ERP and LMS,
- Supervision of students' projects,
- Conduction of training on SQL, Advanced Excel etc.
- Administration of Departmental Blog and Website
- Examination Management

## SKILLS

- Use of digital tools for blended learning experience
- Student Mentoring and Advising
- Curriculum Development
- Classroom Management
- Educational Technology Management
- Project Supervision
- Training Delivery

# PUBLICATIONS

## INTERNATIONAL JOURNAL

- 'E-tailing in India: its issues, opportunities and effective strategies for growth and development', Zenith International Journal of Multidisciplinary Research, VOLUME – 01, ISSUE – 03, July 2011. ISSN: 2231-5780
- "Online Shopping- An Empirical Study in Kolkata", ASBM Journal of Management, Vol IX, Issue II, July-Dec 2016. ISSN: 09748512
- 'A study on the transformation in public administration through evolution of e-governance', Volume 7 Issue 6 Ver. III || Jun. 2018 || PP–54-65, International Journal of Business and Management Invention (IJBMI), ISSN (Online): 2319 8028
- "Excavating Important Attributes and Brands Alluring Prospects to Buy Smartphone", Volume 8, Issue 4, May 2023, PP–59-70, Saudi Journal of Business and Management Studies (SJBMS), ISSN (Online): 2415-6671, ISSN (Print):2415-6663
- "Examining the Ill-Effect of Stigmatization on Disequilibrium of Life During Pandemic Along with the Mediating Role of Stress and Social Isolation", July 2023, Number-73, Innovations Journal, ISSN 1965-0256 (E), 1267-4982 (P)

## NATIONAL JOURNAL

- 'Mobile Banking: An extension of e-commerce shaping the future of Banking', JIS Management Vista, Vol IV, No. 1, January-June 2010. ISSN 0974-0872
- 'Initiation and Sustainance of Business in India: Issues, Concerns, and Future', JIS Management Vista, Vol VI, No. 1, July-December 2012. ISSN 0974-0872
- Uttiya Kar jointly with Dr. M. K. Das, "A study on utilization of e-governance initiatives by government of West Bengal", Issue-4 (Oct' 16 – Mar'17) pp-201-223 I.B.M.R. Wakad's Journal of Management Research, ISSN 2349-8722

## SEMINAR / CONFERENCE

- "Personalised Marketing: Concepts and Framework" paper presented in National Seminar on "Service Sector in India - Its Dimensions and Emerging Issues".
- "E-Governance Initiatives of Government of West Bengal: A Study on its Utilization" paper presented in UGC Sponsored National Conference on "Redefining Business Vision: issues and Challenges" organized by St. Xaviers College Kolkata and Dept. of Commerce, University of Calcutta.
- "An Empirical Study on Factors Influencing FMCG Customers" paper presented in TEQIP Sponsored National Conference on "ELT for Management and Technology: Recent Trends" organized by NIT, JIS Group.
- "A study on utilization of E-Governance initiatives by government of West Bengal" paper presented in Two Day National Seminar on "Startup: Opportunities and Challenges in Indian Perspective" organized by Institute of Business Management & Research, Pune.
- "Dynamic trends and Predictive Modelling of Stock Market Indices: A Comprehensive Analysis of S&P BSE Oil & Gas index and SENSEX over 2020-2023", paper presented and awarded as Best Paper in "International Seminar on "Different Dimensions of Development Economics & Its Shifting Paradigms" organized by The Departments of Economics and Commerce, The Heritage College, Kolkata

## BOOK CHAPTER

- 'Redefining Business Vision: Issues & Challenges', Regal Publications, New Delhi, 2017
- 'Contemporary Issues in Accounting Contemporary Issues in Accounting Management and Economics', IIP, Delhi, 2024

## BOOK

- 'Computer Applications-II', SYSTECH Education, Kolkata, 2011, ISBN 978-81-921008-7-6.

## REFERENCES

Dr. Mrinal Kanti Das

Assistant Professor of Commerce, Kanchrapara College, Kanchrapara, 24-Parganas(North)

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Dr. Isita Lahiri

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