

Faculty Profile

Faculty Name	Dr. Rabin Mazumder
Designation	Professor and Head of the Department
Department	BBA
Contact Number	9830450083
Official Mail ID	rabin.mazumder@iemcal.com
Google Scholar Link	https://scholar.google.co.in/citations?user=tsO8ywEAAA&hl=en
Research Gate Link:	https://www.researchgate.net/profile/Rabin_Mazumder4

1. Projects completed/ongoing:

Completed with BBA Students an Industrial Project.

Details: ‘ Customer Satisfaction Survey on Water and Sewerage Services provided by Naba Diganta Water Management Limited, Sector – V, Salt Lake, Kolkata’. Duration: February to April , 2020.

2. Seminars / conferences attended and presented:

SL NO	Organizing Institute	Topic Name	Date	Attended/ presented
	IEM BBA	3rd. IEM Convention, 2018 (<i>Innovation, Entrepreneurship , Market space</i>)	21 st . & 22 nd . March , 2018	Presented
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	IEM BBA	Application of Music in Stress Management	08.10.2020	Presented
	IEM BBA	Entrepreneurship - what you should know before you take the plunge who knew infinity	20.04.2020	Attended
	IEM-UEM	Distinguished Lecture on Srinivasa Ramanujan: The man who knew infinity	25.04.2020	Attended
	IEM-UEM	Mr Giovanni Marocchi, Dragon Values Italy	28.04.2020	Attended

		and Prof. Monomita Nandy, Brunel University London		
	IEM-UEM	Servant Leadership Part II	02.05.2020	Attended
	IEM-UEM	Servant Leadership Part II	04.05.2020	Attended
	IEM-UEM	Smart Home Technologies by Dr Benjamin Sovacool and Dr Dylan Del Rio, Imperial College	20.05.2020	Attended
	IEM-UEM	84th International Conference & HR Congress - Employment Scenario post Covid-19	23.05.2020	Attended
	IEM-UEM	Energy Storage and Efficiency, Dr. Rufer Alfred, ETH ZURICH, Switzerland	30.05.2020	Attended
	IEM-UEM	Impact of Social Distancing on Human Behaviour, by Prof. Dr. Sharmistha Banerjee	30.05.2021	Attended
	IEM-UEM	Dr. Ilias Maglogiannis, Greece, IoT Sensing Technologies for Pervasive Health Management	22.06.2020	Attended
	IEM-UEM	IEM-UEM Distinguished Lecture by Sri Shekhar Dutt, SM, IAS, Former Hon'ble Governor of Chhattisgarh	26.06.2021	Attended
	IEM-UEM group	Overview of what AI is & how DL works"- Dr.Thilo Stadelmann,ZHAW School of Engg,Switzerland	9/17/2020	IEM-UEM group
	IEM-UEM group	System Modelling by Dr. Rachel Freeman, UCL Energy Institute,UK	9/23/2020	IEM-UEM group
	IEM-UEM group	Virtual Agent acceptance by elders"-Prof.Anna Esposito,University of Campania,Italy	9/28/2020	IEM-UEM group
	IEM-UEM group	Sustainable Digital Buildings by Dr. Djamel Djenouri of the University of the West England, UK	10/7/2020	IEM-UEM group
	IEM-UEM group	Artificial Intelligence & Energy- Dr. Fausto Pedro Garcia Marquez, Castilla -La Mancha University,Spain	10/8/2020	IEM-UEM group
	IEM-UEM group	IEM-UEM Eminent Foreign Lecture by Dr. Colin Nolden, Bristol University	10/14/2020	IEM-UEM group
	IEM-UEM group	Attachment in School Children-Role of AI & HCI"-Prof.Alessandro Vinciarelli,University of Glasgow,UK	10/19/2020	IEM-UEM group
	IEM-UEM group	How AI is Changing Marketing by Dr. Soma Sur, Professor - Marketing, Xavier's Business	3/12/2021	IEM-UEM

		School Kolkata		group
	UEM,Jaipur	Pandemic Losses: Ways to Overcome	3/20/2021	UEM,Jaipur
	IEM, BBA	Current Landscape in Pharmaceutical Marketing – Post COVID Era	2/19/2021	IEM, BBA

3. Papers/articles/books published:

Published Journal Article:

SL No	Topic of Publication	Authors	Journal Name and ISSN No.	Volume(Issue)	Pages	Status
1	Uncertainty and affluent teenagers' luxury buying-decision: The role of avoidance-related indecisiveness	Shamindra Nath Sanyal, Rabin Mazumder , Ramendra Singh, Yukti Sharma	Journal of Retailing and Consumer Services	58(C)	1-11	Published in 2021
2	A Study on the relationship between customer loyalty and customer trust in online shopping	Umama Haque, Rabin Mazumder	International Journal of Online Marketing	10(2)	1-16	Published in 2020
3	Antecedents and consequences of organizational commitment in school education sector	Rooprekha Bakshi Maiti, Shamindra Nath Sanyal, Rabin Mazumder	International Journal of organizational Analysis (Emerald Publishing)	29(3)	716-735	Published in 2020
4	Impact Of Demonetization On The Economic Parameters That Affect The Growth Of Nonperforming Asset Of Indian Banks	Sanjoy Laha, Rabin Mazumder	GIS Business	15(1)	176-184	Published in 2020
5	Effect of Social Media Influencers on Purchase Intention in shopping of Electronic	Umama Haque, Rabin Mazumder	International Journal of Psychosocial Rehabilitation	24(5)	3391-3400	Published in 2020

	Goods					
6	Buying behaviour of herbal cosmetics by women consumers: An exploratory study in Kolkata	Dibyendu Chattaraj, Rabin Mazumder , Sahana Lahiri	Indian Journal of Marketing	48(5)	36-49	Published in 2018
7	Building customer loyalty among online buyers through generation of trust	Umama Haque, Rabin Mazumder	Kindler	17(1)	241-249	Published in 2017

Published Book Chapter:

SL No	Name of the Book	Name of the Book Chapter	Authors	Name of Publisher and ISBN No.	Page No.	Status
1	<i>The Impacts of Monetary Policy in the 21st Century: Perspectives from Emerging Economies</i>	Effects of Demonetization, Clinical Establishment Act and Media News on Medical Tourism? An Exploratory Study in West Bengal	Rabin Mazumder , Prabal Chakrabarty	Emerald Publishing (ISBN 978-178-97-3320-4)	133-145	Published in 2019
2	<i>Women's Entrepreneurship and Microfinance</i>	Access to Credit and Micro Entrepreneurship: A Gender Comparison	Rabin Mazumder, Subham Dastidar, Amit Kumar Bhandari	Springer nature (Scopus indexed)	191-210	Published in 2019
3	<i>Poverty, Livelihood and Environmental Issues</i>	The Climate Change and Sustainable Development: Policies for Solving Externality Problem	Rabin Mazumder, Sahana Lahiri	Palmview Publishing	95-109	Published in 2017

Published Conference Paper:

SL No	Topic of Publication	Authors	Conference Name	Status
1	Factors Influencing Customers' Attitude and	Rabin Mazumder , Swati Mukherjee,	Interdisciplinary Research in	Published in 2021 (CRC

	Purchase Intention of Private Label Brands and National Brands of Men's Apparel: A Structural Equation Modeling Approach	Pritha Ghosh	Technology and Management	Press, Taylor and Francis)
2.	Intention to Purchase Online Luxury Watches among Indian Consumers in the New Normal Mode	Soumik Das, Rabin Mazumder, Shamindra Nath Sanyal	International Conference on Cyber Intelligence and Information Retrieval (CIIR 2021)	Published in 2021 (Springer)
3.	Generation of uncertainty and its effect in decision making by the teenagers toward luxury brands.	Shamindra Nath Sanyal, Rabin Mazumder,	LVMH-SMU Luxury Research Conference	Proceeding published in 2018
4.	Impact of GST on Small and Medium Enterprises in India: An Appraisal	Rabin Mazumder, Prabal Chakrabarty	national seminar on Paradigm Shift in Indian Indirect Tax Structure: Opportunities & Challenges	

4. FDP / RC / OC / Training Program/Workshop:

Faculty Development Programme

- (1) Offered a full day session on Writing Research Proposal and Conclusion in the programme "Recent Trends in Research, Inferential Statistics and Tools" organized by the Capital University on 26th July 2020.
- (2) Offered a full day session on Basic Regression Analysis: Simple and Multiple Regression Analysis, A case analysis using SPSS in the programme "Contemporary Approaches in Research & Education (CARE)" organized by the Institute of Engineering & Management, BBA(H)Department on 24th February 2020.
- (3) Participated in the programme "Contemporary Approaches in Research & Education (CARE)" organized by the Institute of Engineering & Management, BBA(H)Department on 09-13 July, 2018. on 24th February 2020
- (4) Participated in the programme "Research Methodology Course in Social Sciences" organized by the Bhawanipur Education Society College, conducted by the Research and Publication Cell on 9-15 October, 2017.

5. Preparation of E-learning materials/ Content:

Sl. No.	COURSE NAME	Subject Code	Name Of The Faculty Contributor	Name Of The Faculty Contributor	No. Of Lessons	Url	Pa id / Free	Certificate	Published /Draft	Type Of Course (Conventional/Fdp/Bridge Course/Skill Development)
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1	Micro economics	BB A 104	Prof. (Dr.) Rabin Mazumder		4	https://www.iemlearning.com/courses/micro-economics		IEM Leranin g GymKhanatv	PUBLISHED	Conventional
2	Macro Economics	BB A 204	Prof. (Dr.) Rabin Mazumder	Prof. Joydeep Mukherjee	17	https://www.iemlearning.com/courses/economics-ii-bba-204		IEM Leranin g GymKhanatv	PUBLISHED	Conventional

6. Acted as resource persons:

1. Offered a full day session on Writing Research Proposal and Conclusion in the programme “Recent Trends in Research, Inferential Statistics and Tools” organized by the Capital University on 26th July 2020.
2. Offered a full day session on Basic Regression Analysis: Simple and Multiple Regression Analysis, A case analysis using SPSS in the programme “Contemporary Approaches in Research & Education (CARE)” organized by the Institute of Engineering & Management, BBA(H)Department on 24th February 2020.

7. M.Phil.& Ph.D awarded:

Supervising PhD scholars under University of Engineering & Management, Kolkata and Maulana Abul Kalam Azad University of Technology (MAKAUT).

1. Mr. Sanjay Laha (Registered Scholar at UEM on 15 November 2018), Topic: A comparative analysis on the performance of Public and Private Sector Banks in India towards management of Non Performing Assets.
2. Ms. Umama Haque (Registered Scholar at UEM on 15 February 2019), Topic: Role of Perceived Value and Satisfaction in determining Customer Loyalty towards Online Shopping of Electronic Goods among young adults.
3. Ms. Rooprekha Baksi Maiti (Registered Scholar at UEM on 16 April 2016 and pre - submission of thesis submitted), Topic: Organizational Commitment in School Education Sector: An Exploratory Study.
4. Ms. Pritha Ghosh (Registered Scholar at UEM 20 April 2016), Topic: Customers’ attitude towards private label brands against National brands of men’s apparel.
5. Mr. Soumik Das (Registered under MAKAUT on 13 December 2019), Topic: Risk perception in online shopping: A cross cultural study on purchase pattern of luxury products.