

Faculty Profile

Faculty Name	Dr. Dipak Saha
Designation	Professor
Department	Business Administration
Contact Number	9831655192 / 9434210759
Official Mail ID	dipak.saha@iemcal.com
Google Scholar Link	https://scholar.google.com/citations?user=pYCzr5EAAAAJ&hl=en
Research Gate Link:	https://www.researchgate.net/profile/Dipak-Saha-3

1. Projects completed/ongoing:

2. Seminars / conferences attended and presented:

SL NO	Organizing Institute	Topic Name	Date	Attended/ presented
1	Globsyn Business School	4 TH International Vision Seminar on "Technology in Management in the age of Industry 4.0"	11/12/2020 to 12/12/2020	Attended/ presented
2	Globsyn Business School	Business Resilience in the post COVID-19 World in in association with Association of Indian Management Schools (AIMS)	30/01/2020 to 31/01/2020	Attended/ presented
3	KIIT Deemed to be University	"NATIONAL EDUCATION POLICY 2020"	28th – 30th August, 2020	Attended/ presented
4	Kancharapara College, West Bengal	International e-Conference on Contemporary Issues in Accounting, Finance & Management	27th – 28th August, 2021	Attended/ presented

3. Papers/articles/books published:

Published Journal Article:

SL No	Topic of Publication	Authors	Journal Name and ISSN No.	Volume	Pages	Status
1	Does Unorganized Retail do better than Organized Retail in	Saha D. & Dey S	Journal of the Social Sciences, 0253-1097	48(3)	558-566	Published

	India during the World Pandemic Crisis?					
2	Spousal Decision Making: A Factor Analytic Approach, International Journal of Research and Analytical Reviews	Bhattacharya D. & Saha D	International Journal of Research and Analytical Reviews, 2348-1269	6(2)	274-284.	Published
3	Facets of Family Decision Making using Binary Logistic Approach	Bhattacharya D. & Saha D	VSRD International Journal Of Business And Management Research, 2231-248X	9(6)	1-8	Published
4	Pester Power in Family Decision Making: An Empirical Assessment	Bhattacharya D. & Saha D	International Journal of Research and Analytical Reviews, 2348-1269	6(2)	314-325	Published
5	An Alternative Approach To Study Family Decision Making: An Empirical Investigation	Bhattacharya D. & Saha D	Review of Research, 2249-894X	8(8)	3-12	Published
6	GAP Analysis: A Case of BSNL	Saha D	Globsyn Management Journal, 0973-9181	13(1&2)	24-26	Published
7	Marketing :A Conceptual Framework	Dey S. & Saha D	1 st Edition, Taurean Publication, New Delhi 9788194311386	-	-	Published

Published Book Chapter:

SL No	Name of the Book	Name of the Book Chapter	Authors	Name of Publisher and ISBN No.	Page No.	Status

Published Conference Paper:

SL No	Topic of Publication	Authors	Conference Name	Status
1	e-WOM 3.0 & Its Impact on Consumer's Attitude Towards Selection of Restaurants in Kolkata Metropolis During Covid-19 Period.	Saha D & Dey S.	International e-Conference on Contemporary Issues in Accounting, Finance & Management	Pending

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

1. National Faculty Development Program on Professional Etiquette 31/08/21 to 04/09/21, Institute of Engineering & Management, Kolkata (NAAC Accredited).

2. Short term training program on Entrepreneurship Development, 28/06/21 to 02/07/21, NITTTR-Kolkata, Kolkata, AICTE/MHRD.
3. Outcome Based Assessment, 21/05/18 to 25/05/18, NITTTR-Kolkata, AICTE/MHRD Approved.
4. Effective Communication, 07/1/19 to 11/1/19, NITTTR-Kolkata, AICTE/MHRD Approved.
5. One week national level capacity building program on “Basics of Research Methods and Techniques from 17th-22nd August, 2020, organized by Dept. of Management Studies, G.L.Bajaj Educational Institutions, Greater Noida, Uttar Pradesh.
6. 5 days AICTE approved QIP on Consumer Behavior: Role of Market Research (Under QIP Sponsored) from November 23-27, 2020 at VGSOM, IIT-Kharagpur.
7. “5-day online FDP on DEEKSHARAMBH (Student Induction Program)” organized by NIT Patna during 10-14 August 2020.
8. National level FDP on Fundamentals of Writing a Research Paper, organized by ICBM-School of Business Excellence on 29th May, 2020.
9. National Faculty Development Programme on How to Teach Online conducted by Globsyn Business School, on July, 27., 2020.
10. Two days National Faculty Development Program on Excel Bootcamp, organized by CMS Business School, Jain University, held on (27-28), May, 2020.
11. Faculty Development Programme on The Role of Culture in Management Education in Covid-19 Period, conducted by Globsyn Business School, on July, 31, 2020.
12. National level FDP on Fundamentals of Writing a Research Paper, organized by ICBM-School of Business Excellence on 29th May, 2020.
13. Effective Communication, 07/1/19 to 11/1/19, NITTTR-Kolkata, AICTE/MHRD Approved.
14. National level program on “How to do a Research Projects and write Minor Thesis?” organized by the department of commerce, The Bhopal school of social sciences on 13th August, 2020.

15. 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	U r l	Paid / Free	Certificate	Published/Draft	Type Of Course (Conventional/ Fdp/Bridge Course/Skill Development)
								IEM Learning GymKhanatv	PUBLISHED	Conventional

5. Acted as resource persons:

- Saha D. (2018), 2nd Tata Memorial National Seminar on “Trending Issues in Marketing”, Salesian College, Siliguri, Track-Marketing.
- Saha D. (2019), 3rd Tata Memorial National Seminar “Towards A New India: A Spectrum of Opportunities”, Salesian College, Siliguri, Track-Finance & Economy.

- Saha D. (2020), 4th Tata Memorial National Seminar “Challenge the Change: Business Strategies in the Contemporary Era”, Salesian College, Siliguri, Track-Marketing.

6. **M.Phil.& Ph.D awarded:**

7. **National / International Award:**

Award 2020	AMP-Academic Excellence Award 2020 By Academy of Management Professionals, Hyderabad as Best Professor in Marketing Management-2020
Award 2021	Bharatjyoti Shiksha Ratab Award 2021 by MVLA Bharatjyoti Guru Samman Awards 2021