

### Faculty Profile

Faculty Name	KamalikaDasgupta
Designation	Assistant Professor
Department	BBA
Contact Number	Should not be provided by faculties
Official Mail ID	kamalika.dasgupta@uem.edu.in
Google Scholar Link	<a href="#">KamalikaDasgupta - Google Scholar</a>
Research Gate Link:	<a href="#">KamalikaDasgupta- Researchgate</a>

#### 1. Projects completed/ongoing: \*Attached ( Ongoing 3, Completed 11)

NA

#### 2. Seminars / conferences attended and presented:

##### Attended & Presented:

SL NO	Organizing Institute	Topic Name	Date	Attended By	Department
1	NabadwipVidyasagar College	Development and The role of Local Self-Government: Indian Perspective	December 11 <sup>th</sup> & 12 <sup>th</sup> , 2015	K. Dasgupta	Dept. of Economics
2	Jadavpur University	Indian Social Sciences and Humanities Congress, 2019	September 8 <sup>th</sup> and 9 <sup>th</sup> , 2019	K. Dasgupta	Dept. of Library and Information Science, Jadavpur University
3	University of Engineering and Management, Kolkata	Sustainable Marketing - Delivering Value (SMDV '21)	March 5 <sup>th</sup> – 7 <sup>th</sup> , 2021	K. Dasgupta	Dept. of Business Administration. UEMK
4	University of Engineering and Management, Kolkata	Sustainable Marketing - Delivering Value (SMDV '22)	April 2 <sup>nd</sup> – 4 <sup>th</sup> , 2022	K. Dasgupta	Dept. of Business Administration. UEMK
5	University of Engineering and Management, Kolkata	International Conference on Paradigm Shift : Transformative Strategies in the Business World	May 10 <sup>th</sup> – 12 <sup>th</sup> , 2024	K. Dasgupta	Dept. of Business Administration. IEMK and UEMK

### 3. Papers/articles/books published:

- a. Article written for online news portal “Youth kiAwaaz” titled “The Discourse of Online Education System in India” (Link to the article : <https://www-youthkiawaaz-com.cdn.ampproject.org/c/s/www.youthkiawaaz.com/2023/08/the-discourse-of-online-education-system-in-india-2/amp/>)
- b. Article written for online news portal “Youth kiAwaaz” titled “LGBTQ+ Inclusion for Economic Development” (Link to the article : <https://www-youthkiawaaz-com.cdn.ampproject.org/c/s/www.youthkiawaaz.com/2023/07/lgbt-inclusion-and-economic-development/amp/>)

#### Published Journal Article:

SL No	Department	Topic of Publication	Authors	Journal Name	Volume	Pages	Status
1	BBA	Strengthening Social Capital through Self Help Groups (SHGs) - Issues and Challenges Faced in the Indian Context	K. Dasgupta	Teachers' Journal - A Multidisciplinary and Multilingual Peer Reviewed Research Journal	Vol. 6 No. 1		Published

#### Published Book Chapter:

SL No	Department	Name of the Book	Authors	Name of Publisher	Status
1.	BBA	Child at Stake (Chapter name: Economic Perspectives of Child Labour)	K. Dasgupta	New Delhi Publishers	Published
2	BBA	Poverty, Income Distribution and Religious Conflict in Independent India	K. Dasgupta	PAILOCK	Published

#### Published Conference Paper:

SL No	Topic of Publication	Authors	Conference Name	Status
1.	Factors Triggering Panic Buying Behaviour among Indian Consumers during COVID-19 Pandemic	K. Dasgupta , I. Dasgupta	Sustainable Marketing - Delivering Value (SMDV '21)	Published

2.	Influencing Consumer Decisions Through Nudge Marketing: Evidence from the Indian Fashion Industry	K. Dasgupta, J. Datta, U. Chawla	Sustainable Marketing - Delivering Value (SMDV '22)	Published

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

Sl No	Date	Topic	Organized by	Attended by	Department
1.	May 3 <sup>rd</sup> - 4 <sup>th</sup> and May 11 <sup>th</sup> - 12 <sup>th</sup> , 2023	Five Days Faculty Development Programme on Case Writing I, 2023	HRDC, IEM – UEM Group	K. Dasgupta	Business Administration Dept. UEM Kolkata
2.	April 15 <sup>th</sup> – 19 <sup>th</sup> , 2024	Advancing Academia Through Artificial Intelligence: Exploring Opportunities, Challenges and Ethical Implications	HRDC, IEM – UEM Group	K. Dasgupta	Dept. of Management, IEM Kolkata
3.	March 11 <sup>th</sup> – 15 <sup>th</sup> , 2024	Artificial Intelligence for Social Good	HRDC, IEM – UEM Group	K. Dasgupta	Department of Computer Science and Technology (CST) & Computer Science and Information Technology (CSIT), UEM Kolkata
4.	January 15 <sup>th</sup> – 19 <sup>th</sup> , 2024	RECENT TRENDS IN ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	HRDC, IEM – UEM Group	K. Dasgupta	Department of Electronics & Communication Engineering, UEM Kolkata
5.	February 19 <sup>th</sup> – 23 <sup>rd</sup> , 2024	Applications of Machine Learning in Various Research Fields	UEM, Kolkata	K. Dasgupta	Dept. of CSE
6.	August 5 <sup>th</sup> – 12 <sup>th</sup> , 2022	5-Day FDP on Understanding MATLAB	HRDC, IEM – UEM Group	K. Dasgupta	HRDC, IEM – UEM Group

## Workshop:

Sl No.	Department	Organizing Institutes	Name	Date	Attended By
1.	Dept. of Economics	Jadavpur University	ICSSR sponsored Research Scholars' Workshop titled "Contemporary Issues in Empirical and Theoretical Economics"	April 23 <sup>rd</sup> and 24 <sup>th</sup> , 2024	K. Dasgupta
2.	AICTE	Chitkara University, Punjab	AICTE- Examination Reforms Workshop	July 8 <sup>th</sup> – 10 <sup>th</sup> , 2021	K. Dasgupta

## 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	Paid / Free	Certificate	Published/Draft	Type Of Course (Conventional/Fdp/Bridge Course/Skill Development)

## 6. Acted as resource persons:

- I. Conducted thematic photography exhibition as the faculty coordinator of the Economics club "ECONSPIRE" at UEM, Kolkata
- II. Conducted Intra college debate competition "SPEAKATHON" as the faculty coordinator of the Economics club "ECONSPIRE" at UEM, Kolkata
- III. Published quarterly newsletters from "ECONSPIRE" – the Economics club of UEM, Kolkata along with the student members.
- IV. Conducted 2-days workshop on "Advanced MS-Excel" for the students of MBA 2<sup>nd</sup> year at UEM, Kolkata
- V. Rapporteur of Sustainable Marketing - Delivering Value (SMDV '21) organized by Dept. of Business Administration. UEM, Kolkata
- VI. Rapporteur of Sustainable Marketing - Delivering Value (SMDV '22) organized by Dept. of Business Administration. UEM, Kolkata

VII. Mentored the students of BBA 2<sup>nd</sup> year

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