

Faculty Profile

Faculty Name	Doyel Mukherjee Prodhan
Designation	Assistant Professor
Department	Department of Business Administration (BBA)
Contact Number	Should not be provided by faculties
Official Mail ID	doyel.mukherjee@iem.edu.in
Google Scholar Link	https://scholar.google.com/citations?user=8mRshjsAAAAJ&hl=en
Research Gate Link:	https://www.researchgate.net/profile/Doyel-Mukherjee-Prodhan-2

1. Projects completed/ongoing: None

2. Seminars / conferences attended and presented:

Attended & Presented:

SL NO	Organizing Institute	Topic Name	Date	Attended By	Department
1	St. Xavier's University, Kolkata	INTERNATIONAL CONFERENCE on Innovation and Sustainability: Research and Practice	22 nd & 23 rd March, 2024	Doyel Mukherjee Prodhan	BBA
2	University of Engineering and management, Kolkata	5 th International Conference on Green Computing	25 th april, 2024	Doyel Mukherjee Prodhan	BBA
3	Chandigarh University	Media Dynamics in the digital age:Navigating challenges and opportunities	20 th & 21 st Sept, 2024	Doyel Mukherjee Prodhan	BBA
4	REVA University	Innovating for Sustainability: The integration of ESG, AI & modern Management Practices	4 th & 5 th Oct, 2024	Doyel Mukherjee Prodhan	BBA
5	Institute of Engineering & Management (IEM), Kolkata	4 th International Conference on Innovative Research Practices in Social Science	17 th Jan, 2025	Doyel Mukherjee Prodhan	BBA
6	School of management sciences, Varanasi	Happiness and well-being amidst polycrisis: Insights from Indian Knowledge Systems	1 st & 2 nd March, 2025	Doyel Mukherjee Prodhan	BBA

3. Papers/articles/books published:

a.

Published Journal Article:

SL No	Department	Topic of Publication	Authors	Journal Name	Volume	Pages	Status
1	BBA	Optimizing Returns and Mitigating Risks: AI-Driven Dynamic Portfolio Rebalancing in India	Abhijit Biswas, Dr. Meghdoot Ghosh, Chandrim Banerjee, Dr. Moumita Saha, Titas Roy Chowdhury, Doyel Mukherjee Prodhan	Advances in Consumer Research	2	459-478	Published
2	BBA	AI-Powered Content Personalization in Streaming Platforms and the Ethical Challenges and Implications: A Bibliometric Analysis	Doyel Mukherjee Prodhan, Amrita Mitra Mukherjee	Globsyn Management Journal	XVIII	1-29	Published

Published Book Chapter:

SL No	Department	Name of the Book	Authors	Name of Publisher	Status
1.	BBA	Green Practices & Business Augmentation: Hosting the Green Card	Soumik Gangopadhyay, doyel Mukherjee Prodhan	Allied Publisher	Published
2	BBA	Business Strategies in India: emerging Issues & Prospects	Indranil Bose, Archan Mitra, Doyel Mukherjee, Amrita Mitra Mukherjee	Singh Publication	Published

Published Conference Paper: Nil**4. FDP / RC / OC / Training Program/Workshop:**

Sl No	Date	Topic	Organized by	Attended by	Department
1.	16 th -20 th Jan, 2023	Inculcating Universal Human Values in Technical Education	AICTE	Doyel Mukherjee Prodhan	BBA

2.	10 th -14 th May, 2024	Convergence of Media: Challenges & opportunities in the digital era	University Institute of Media Studies, Chandigarh University	Doyel Mukherjee Prodhan	BBA
4.	24 th - 28 th June, 2024	Qualitative Techniques for Management and Social Science research	Amity University, Kolkata	Doyel Mukherjee Prodhan	BBA
4.	24 th - 28 th June, 2024	Corporate Social Responsibility enabling Sustainable Growth with Business Performance- Case Study Analysis	Amity University, Kolkata	Doyel Mukherjee Prodhan	BBA
5.	30 th – 31 st Aug, 2024	Advanced Case Study Workshop: From Creation to Classroom Excellence	NSHM, Kolkata	Doyel Mukherjee Prodhan	BBA
6.	17 th -21 st Feb, 2025	Research and Write with AI Assistance	Institute of Public enterprise (IPE)	Doyel Mukherjee Prodhan	BBA
7.	23 rd -27 th June, 2025	Contemporary Approaches to Research and Education	IEM, Kolkata	Doyel Mukherjee Prodhan	BBA

Workshop:

Sl No.	Department	Organizing Institutes	Name	Date	Attended By
1.	BBA	University Institute of Media Studies, Chandigarh University	Research Practices in Media and Social sciences	20 th Apr, 4 th May, 18 th May, 2024	Doyel Mukherjee Prodhan

5. Preparation of E-learning materials/ Content: None

6. Acted as resource persons: Nil

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