

CURRICULUM VITAE



Dr. Malay Ghosh

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- Mobile 7354728899, 9753463758,
- Date of Birth 02 May 1971
- Residential Address Flat No. M-4, Amardeep Complex, Plot No. 201 'C' Sector Indrapuri, Bhopal (M.P.) PIN-462021.
- Strengths Include Excellent Domain Knowledge, Excellent Communication skills, Team player, Hardworking, disciplined

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Area of Research Interest Neuro Marketing, Hyperlocal customisation, Supply Chain Configuration Networks

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- **Brief Profile:-**
 - Working as Associate Professor in BSSS-Institute of Advanced Studies, Bhopal in Marketing domain.
 - Key skill sets involved , directly involved in Academics, Classroom conduct, examination , liasoning with University AICTE compliance report, Branding activities, submission of Institution reports to rating organization
 - HR Trainer for NSDC Program of GOI
 - Dealing with academics and non academic activities.
 - Chairman- Publication, Library Committee, and Student affairs
 - Taking the Academic sessions for MBA
 - Student's mentor and Project Guide.

- Evaluator of subjects of various prominent Institutions across the major Universities like CSVTU, PTU, BU,
- Associated with consultancy services for the various sectors include rural and retail marketing.

Teaching Profile:-

- 20 years of academic experience in teaching Management subjects through Contemporary Management text processes, Role plays, Group discussions, Case studies , Brain storming, Movie reviews, Management Games, quiz and skill practices which provides opportunities of learning and consolidating the knowledge and skills through added conceptual inputs.
- Course content development of subjects like Retail management, Supply Chain Management, International Business Environment, Sales management, Rural marketing to my credit.
- Certified Trainer for NSDC IN Human Resource Domain, Govt. Of India

ACADEMIC WORK EXPERIENCE:-

- In total 25 Years of Experience (18 Yrs Academics and 7 Yrs Corporate)
- Subjects taught at PG & UG Level:- Business Economics Marketing Management, Sales and Distribution Management, Advertising and Promotion Management, Consumer Behaviour, Brand Management, Rural Marketing, Retail Management. Subject Expertise, Communication skills, Rural marketing, Consumer Behaviour and Retail.
- Conducting Ph.D Course work Classes related to Integrated Marketing & Communication.
- Research Interest;- Cognitive Research, Neuro Marketing, Visual Merchandising, Block Chain, Supply Chain Configuration and Rural Marketing.
- SIP Project mentoring and Program mentoring for various Courses
- Registered Guide at Amity University, 4 Research scholars are undergoing Research on various domain of Marketing

RESEARCH AGENDA;-

- At present working on a book on Strategic issues.

- Research Papers published to my credit in various National & International Journals of repute.
- Involved with core consultants for Industries for Lean Manufacturing, TQM process.

JOB FUNCTIONS APART FROM ACADEMICS;--

- Coordinating with Chairman-Corporate Communications, Responsible for Printing, Media liasoning & Event coverage.
- Also had experience with placement activities.
- Involved as paper setter of various Boards.
- Paper Reviewer for a reputed Journal.
- Involved in Branding activities of the Institution.
- Responsible for initiating CSR activities of the Institution.
- Also involved with development of chapter related to project Management.

ACADEMIC& ADMINISTRATIVE RESPONSIBILITIES -

- Handled the responsibilities related to Course Coordination and Class Coordination for MBA , B Com and PGDM Program
- Involved in Time table committee
- Responsible for Moderation Committee related to Question paper
 - Involved in Branding activity, Public relation and
 - Involved in Sponsorship Committee for Events
 - Involved in Course content creation Committee.
 - Reviewer in the Panel for Syllabus Committee.
 - Chairman- Cultural Club and Student affairs Committee

ACADEMIC DETAILS

Designation	Organization	Experience/ Responsibilities	From	To	Duration
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<p>Working as Associate Professor & Chairman -Student Affairs & Publications , Library Committee</p>	<p>BSSS-IAS, Bhopal</p>	<p>Program Coordinator, MBA, Courses handling separate course and all the functions related to the Course.</p>	<p>2nd, August,2021</p>	<p>Still Working</p>	
<p>Worked as as Associate Professor- Amity University,</p>	<p>Amity University, Madhya Pradesh, Amity Business School,</p>	<p>Program Coordinator, MBA,BBA, B.Com Courses handling separate course and all the functions related to the Course.</p>	<p>July, 2018</p>	<p>30th July, 2021</p>	<p>3 Years</p>
<p>Worked as Associate Professor,</p>	<p>IPER,BHOPAL</p>	<p>Include the Academic and Non - academic responsibilities (Subject interest areas include Retail, Consumer Behavior and Sales Management)</p>	<p>April, 2011</p>	<p>June, 2018</p>	<p>7 years.</p>

		with placement activities, and academics. Involved as paper setter of various boards, has published 1 book on Retail Management			
HOD & Associate Professor	MIM, BHOPAL	Include the Academic and Non - academic responsibilities	28 June,2010	31 May,2011	1 year
Reader	DIMAT, Raipur	Include the Academic and Non - academic responsibilities	August,2009	June,2010	2year
Asst. Professor	Peoples Institute of Management,(PIM R) Bhopal	Include the Academic and Non - academic responsibilities	April,2006	July,2009	3year
Asst. Professor	Crescent Institute of Management, (CIM),Bhopal	Include the Academic and Non - academic responsibilities	April,2003	March,2006	3year

INDUSTRY EXPERIENCE:-

Organization	Experience	From	To	Duration
Designation Help-Age India Sponsored Event Officer	Promotion of Greeting Cards, Arranging work shop, Seminar on Age care, event Mgt. Project programme, NGO identification and Districts, Monitoring, Strategy designing, generating resources, arranging health check-up camps, Ophthalmic camps, AAG, IGP programs, streets shows, strategy making, execution, implementation, Liasoning with NGOs, press, Nodal Agencies, Govt., Dept., Education institutions, Corporate, community as a whole corporate fund raising and school fund raising. Handled various need Training programme and workshop directed towards old age cause. Participated in various community based need assessment program. responsible for fund raising and project execution in 22 districts of M.P.	Dec.1999	Till, March.2003	3 Years

EDUCATIONAL QUALIFICATION:-

COURSE	YEAR	UNIVERSITY/ ACCREDITED INSTITUTION/BOARD	SUBJECTS/SPECIALISATION	MARKS/ CERTIFICATION

Ph.D	2009-2014	D.A.V.V,INDORE,(A+ + University), M.P.	Economics, -"An Empirical Analysis of Consumer Buying Behaviour for Baby care products with special reference to Bhopal".	Awarded Ph.D from D.A.V.V, Indore.
UGC-NET	2005	UGC(NET)	Management/Business Administration	Certification through UGC.2842/(NET-2005)
MBA	1995-97	BARKATULLAH UNIVERSITY	MARKETING&PERSONNEL	2206/3000-I
PGDMM	1994-95	BARKATULLAH UNIVERSITY	MARKETING	630/900-I
B. Sc	1990-93	BARKATULLAH UNIVERSITY	SCIENCE(PCM STREAM)	1006/1800-II
Higher Secondary	1989	M.P BOARD	All Compulsory Subjects(Science Stream)	516/800-I
High School	1987	M.P. BOARD	All Compulsory Subjects(Science Stream)	393/650-I

PUBLICATION:-

- 7 National and 5 International Research Papers published in UGC & Scopus Indexed Journals, indexed in various prestigious indexed Agencies

S.No	RESEARCH PAPER	NATIONAL JOURNAL	YEAR	INSTITUTIONS/ EVEN
1	A study on the Retail formats in India	UTKAL UNIVERSITY JOURNAL,	2009	UTKAL UNIVERSITY, BHUBANESWAR National Publication(UGC Indexed)
2	Attended the Case writing competition	JAGRAN LAKE CITY UNIVERSITY, BHOPAL.	2012	JAGRAN LAKE CITY UNIVERSITY, BHOPAL. National Publication

3	XXXIV, Annual Conference of M.P Economic association, (MPEA), National seminar on Trade & Dev. Organized by School of Economics,	S.O.E, DAVV, INDORE	2014	S.O.E, DAVV, INDORE National Publication
4	Reasoning catapulting reforms in India and revitalizing economy for a sustained and inclusive growth Policies, Procedures and strategies required for revitalizing various sectors of the Indian economy for a sustained and inclusive growth with special focus on Agriculture	BSSS JOURNAL,	2015	BSSS COLLEGE, BHOPAL National Publication
5	Indian Railways & Market Opportunities for Companies (An untapped potential for Companies)	GAP Journal	2018	International Publication
6	Potential emerging retail formats of Indian railway & market opportunities of Companies	International Journal of Research & Analytical Reviews(IJRAR)	2019	UGC Listed Journal National Publication
7	A study on the challenges and opportunities of Health Tourism in India with reference to Public Health,	International Journal of Psychosocial rehabilitation , ISSN No 1475- 7192, VOLUME 24, ISSUE 5, 2020(Scopus Indexed)	2019	Scopus Indexed International Publication

8	Is the world heading towards de-globalisation due to un-certain conditions	University of Belgrade, Technical faculty of Bor, Serbia	2020	International Conference
9	A study of various factors influencing buying decision making of Health Insurance policies	Turkish Journal of Computer & Mathematics Education(Scopus Indexed)	2021	International Publication
10	Changing dynamics of HR practices in the age of Corona Pandemic	International Academy of Sciences , Engineering & Technology	11th June, 22	International Publication
11	Green marketing & its scope	International Journal of Social Science & Management	6th July,22	International Publication
12	Marketing Cases- Book	Archers & Elevators Publishing House , Bangalore.	June, 22	ISBN:978-93-90996-14-8, 1st Edition
13	A Study on the Impact of Leadership Style, Work Culture and Work Environment on Work Performance	Assumption University, Thailand AU Virtual International Conference 2022 Entrepreneurship and Sustainability in the Digital Era, Assumption University of Thailand	October 21, 2022	ISBN :9781032360898

14.	Perspectives in Marketing innovation and strategy	Taylor and Francis publication Thru. Routledge publication		
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TRAINING PROGRAM:-

S.No	Training Program Topic	Conducted by	Participants	Training Outcome
1.	Leadership and skill development Program	On behalf of ABS, Amity University	Students	Motivational session
2.	One day Webinar on "Counseling of Career avenues for students during COVID crisis	On behalf of ABS, Amity University	Students	Providing Career counsel input to students
3.	Training session sponsored by AICTE , related to Marketing	As Resource person in VNS, Bhopal thru. Online Mode	Students & Industry Participants	Research Discussion
4.	Seminar on Scope and Challenges in Higher education https://bsssiaserp.com/Conference/index	As a Coordinator of the Program	Students & Industry Participants	Providing Career counsel input to students
5	Training session for implementation of NEP in higher education sector	As a Resource person for Macmillan Publication	Students & Industry Participants	Providing Career counsel input to students

RESEARCH PROJECTS SUBMITTED:-

S. No	Research Topic	Research Area	Sponsoring/Funding Agency	Sponsoring
1.	A study on the retail location and catchment study	Retail Location Study	AIM	5 Lakhs

2.	"Innovative pedagogies is the solutions for growing challenges of existing education system in India,	Teaching, Education Pedagogy	Spencer Foundation	2 Cr.
3.	Study on Impact of Digital transformation on MSMEs Sector in India	MSME, Digital Transformation	NSTMIS-DST	20 lakh

Profile in Brief :-

Dr. Malay Ghosh, Ph.D, UGC-NET, MBA, PGDMM, B.Sc., currently associated with BSSS- Institute of Advanced studies, Bhopal, a leading Management Institution of Central India run by Christian Diocese, as a core faculty in the area of Marketing. Prior to it, he was associated with Amity University. Madhya Pradesh as Associate Professor- Marketing Core. He worked with prestigious Institution of country which include Peoples University, & DIMAT . Chattisgarh as Associate Professor.

Having expertise of 25 years in Academics and Industry. He is a prolific Academicians, with a blend of Corporate expertise, associated with various forums, he has received his doctoral degree from Devi Ahilya Vishwavidyalaya, Indore, in the year 2005 he has cleared his UGC-NET Exam. collaborated with prominent professors for case development across the Country. He has guided many research scholars under him.

A well known expert in the field of Management, written many books including a book on Marketing Cases, has been associated with International funding agencies. Help Ages India, from yr, 2000 till 2005 worked with Govt. Projects in NRHM, and MGNREGA as Program head at grass-root regions. has several Research paper to its credit which include publications of National and International repute. He has served as an expert, advisor, panel member in several private Organization.

He is also involved in Research and project Consultancy, associated with MP State Cooperative society as Consultant. Involved in editorial board of various Research Societies and reviewer of Research Magazine. Involved as Chairman for Club activity and Publication in present Institution. Conducted various Training programme related to NEP, Self actualization and Motivation, Classroom management, Psycho- analytical skills related to students

DECLARATION:

I hereby declare that the information given above is correct and to the best of my knowledge and belief.

**Dr. MALAY GHOSH
(Bhopal)**