



Curriculum Vitae

Dr. Debarshi Mukherjee MBA, Ph.D.

Associate Professor & Head

Department of Business Management

Tripura University (A Central University)

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CAREER SNAPSHOT

- *Evangelized Management Education in the North East India through various successful innovations in the realm of teaching and industry connect during the last five years.*
- *Enjoying Teaching & Research over the last two decades with extensive knowledge dissemination and contribution in Curricula and Innovative Andragogy Development using the design thinking approach.*
- *Nominated as a Mentor for the newly inducted teachers by the AICTE, New Delhi*
- *Nominated as an Expert by the AICTE, New Delhi for the evaluation NEAT 2.0 courses (National Education Alliance for Technology)*
- *Working as an **Associate Professor and Head (second consecutive term)** of the Department of Business Management, Tripura University, a Central University (Govt. of India) offering BBA, MBA & Ph.D. programmes.*
- *State Coordinator of AICTE's FDP on Student Induction Programme. <http://www.fdp-si.aicte-india.org/document/List%20-%20UC.pdf>*
- *Established the only business incubator of the University fully funded by the Ministry of MSME, Govt. of India as the Coordinator. <http://www.dcsmse.gov.in/schemes/1st%20PMAC%20MoM%20of%20Incubator%20dt.%2025.10.2019.pdf>*
- *Successfully implemented a Moodle-based Learning Management System (LMS) which is so far the only department in the state to achieve this milestone.*
- ***Founding Head (i/c)** of the Department of Tourism Administration, Tripura University, a Central University (Govt. of India).*
- *Contributing to policymaking at the University as a Member of the Board of Faculty Studies (BFS) at Tripura University.*
- *Over 80 publications including a book, research papers, book chapters, popular articles, conference proceedings, and edited books with Springer, Emerald, Indescience, Sage, and Bloomsbury.*
- *4 completed and 4 ongoing sponsored projects, 1 book by an International publisher and 35 research papers, 2 edited books, and 2 theme papers since 2011.*
- *Produced 4 Ph.D. scholars and supervising 4 Ph.D. scholars including one international student.*
- *Chairman of the Board of Post Graduate Studies (BPGS) and Departmental Research Committee (DRC), Department of Business Management at Tripura University.*

- *Delivered over 60 invited lectures at various renowned institutions of India and abroad.*
- *16 popular articles of topical interest in newspapers and participation in talk shows in various TV/FM channels in India and Bangladesh.*
- *Offering the only MBA programme in the state of Tripura with AICTE approval.*
- *Successfully established the first Digital Language laboratory of the University.*
- *Organized 7 conferences, 2 FDPs, and 3 workshops*

RESEARCH INTEREST AREAS

- Developing Strategic Blended Learning Models
- E-Business Models
- E-Learning products

TEACHING INTEREST AREAS

- Digital Marketing
- e- Business strategies with Google analytics tools
- Web Analytics
- Management Information System
- Business Intelligence
- Customer Relationship Management with Salesforce Cloud application
- Decision Making Using Advance Excel Tools

EDUCATION

- Ph.D. (Management) from WISDOM, Banasthali Vidyapith, Rajasthan, India in the year 2011. The title of Ph.D. thesis is *A Study on The Web-enabled Multimedia Instructional System – A Comprehensive Management Framework and A Futuristic Perspective for Strategies in Management Education.*
- Master of Business Administration (MBA) with specialization in Systems Management from the Institute of Modern Management, Kolkata an approved and associate Institute of Visva Bharati University.
- Bachelor of Life Science, Zoology (Hons.), Visva-Bharati University, India
- Pre Degree, Visva-Bharati University, India
- School Certificate, Visva-Bharati University, India

RESEARCH EXPERIENCE (Ph.D. Supervision)

1. Nidhi N Natrajan, Galgotias University, UP. Topic: Impact of Social Media on Virtual Team's performance of Information Technology Companies in India. **(Awarded on 5th January 2017)**
2. Badri N Srinivasan, Galgotias University, UP. Topic: Evaluation of Framework for Agile Software Development Teams and Measurement of Work Outcomes. **(Awarded on 11th June 2018)** <http://hdl.handle.net/10603/209452>
3. Manish Das, Tripura University, Agartala. Topic: Effect of Culture on Consumer Behaviour: A Generational Cohort Comparison of Tripura **(Awarded on 15th September 2020)**

4. Soumen Mukherjee, Tripura University, Assessment of Patient Satisfaction in Tertiary Care Hospitals and Development of a Tertiary Healthcare Infrastructure Map of Tripura, Tripura University, Agartala. **(Awarded on 23rd March 2021)**
5. Anjana Kalai, Tripura University, Agartala. Topic: Cultural Influence on Adoption of Blended Learning affecting Learning Gain among the Students of Management Education in Tripura. **(Pre-submission due in April 2021).**
6. Ranjit Debnath, Tripura University, Development of a Blended Learning Model for Management Education using Complex Adaptive System **(Registered on 21st May 2019)**

DOCTORAL THESIS ADJUDICATION

1. Ph.D. thesis adjudicator of Osmania University, Hyderabad, Telangana.
2. Ph.D. thesis adjudicator of Bharathidasan University, Tiruchirappalli, Tamil Nadu.
3. Ph.D. thesis adjudicator of Assam University (A Central University), Silchar, Assam.
4. Ph.D. thesis adjudicator of ICFAI University, Tripura.
5. Ph.D. thesis adjudicator of Sharda University, Greater Noida.

RESEARCH/ CONSULTANCY PROJECT (8 nos)

1. Impact of Mahatma Gandhi NREGA on Development of Rural Livelihood in Tripura, sponsored by Indian Council of Social Science Research (ICSSR), New Delhi under IMPRESS scheme. The sanctioned fund is **Rs. 10,00,000/-** for two years. The study is aimed to measure the impact of the development of social infrastructure through MGNREGA on the socio-economic conditions of rural folk in Tripura which will be influential in policy decision making at the national level. (Ongoing)
2. Assessment of Impact of Rural Infrastructure and Services vis-a-vis Regional Disparities impairing Socio-Economic Growth: An Analytical Study over Tripura, funded by National Bank for Agriculture and Rural Development (NABARD). The sanctioned fund is **Rs. 11, 23, 600/-** for six months duration. The study is aimed to impact policy decisions at the national level. (Completed)
3. Content uploading and creating for the Online MBA programme of National Institute of Technology Arunachal Pradesh (An Institute of National Importance under Ministry of Human Resource Development, Govt. of India). The duration of the project is two years beginning September 2014 till 2016 with a sanctioned fund of **Rs. 1, 50,000/-**. (Completed)
4. Content digitization and delivery for the Global MBA programme of Manipal Global Education Services, Bangalore. The duration of the project is two months beginning 2016 and the total sanctioned fund is **Rs. 2, 00,000/-**. (Completed)
5. Content digitization and delivery for Global BBA programme of Manipal Global Education Services, Bangalore. The duration of the project is two months beginning 2016 and the total sanctioned fund is **Rs. 1, 75,000/-**. (Completed)
6. Assessment of Influencing Factors Distressing Rural Micro Entrepreneurship Growth of Tripura, funded by **the** Indian Council for Social Science Research (ICSSR), MHRD, Govt. of India. The sanctioned fund is **Rs. 3,00,000/-** for two years duration. The study is aimed to impact policy decisions at the national level. (Ongoing)

7. Entrepreneurship & NGO Management: An ONGC CSR Project funded by Oil & Natural Gas Corporation, Tripura Regional Office. The total sanctioned fund is **Rs.2, 95,000/-** for two years duration. The study is aimed to evaluate training needs and provided ICT training to rural entrepreneurs to facilitate their businesses. (Ongoing)
8. Content uploading for Online MBA programme of National Institute of Technology Arunachal Pradesh (An Institute of National Importance under Ministry of Human Resource Development, Govt. of India). The duration of the project is two years beginning September 2016 till 2018 and the total sanctioned fund is **Rs. 1, 50,000/-**. (Ongoing)

PREPARATION OF STUDY MATERIALS

- The following study materials for Online MBA students of NIT Arunachal Pradesh were prepared for the below-mentioned courses i.e., Management Information System, System Analysis & Design, Enterprise Resource Planning, and E-Business.

LIST OF PUBLICATIONS

BOOK/ EDITED BOOKS (selected)

1. Mukherjee D & Saha M (Eds.) (2020), Purvottaran - The Rise of North East: Paradigms of Development in the VUCA World (Ed.), Bloomsbury Publications, ISBN: 9789390513017 Available at <https://www.bloomsbury.com/in/purvottaran-9789390513017/>
2. Mukherjee D, Luthra R & Gupta R (Eds.) (2013), Management of Innovation and Supply Chain Strategies, Excel Publishers, New Delhi. ISBN: : 978-93-82880-11-0.
3. Mukherjee D & Luthra R (Eds.) (2012), Technology to Common Man 2012: Green Supply Chain Strategies for Sustainable Development, Excel Publishers, New Delhi. ISBN: 978-93-81361-96-2.

RESEARCH PAPERS (JOURNALS) (selected)

1. Mukherjee, D, Saha M, Hasan KK (2021) Learning Continuity during COVID-19 Pandemic using Virtual Classroom – A Cross Border Experimental Multi Case Approach, Journal of Education Culture and Society, ISSN: 2081-1640 (**UGC CARE List, ESCI Indexed, WOS (Accepted)**)
2. Othman, Roslina; Mukherjee, Debarshi; Mostofa, Sk Mamun & Kamrul Hasan, Khandakar (2021). Synchronous Web-based Learning during COVID -19 Pandemic: A Survey on Library and Information Science Students of Bangladesh. Journal of Information Technology Management, 13(2), 93-112. **SCOPUS**
3. Mukherjee D, Saha M, Chatterjee R, Mukherjee S (2020) Assessment of Patient Satisfaction in Tertiary Care Public Hospitals, International Journal of Business Innovation and Research, Inderscience, **SCOPUS, ABDC - C, UGC CARE – II (Accepted)**

4. Mukherjee, D, Hasan KK (2020) Learning Continuity during COVID-19 Pandemic Challenges: A Methodological and Thematic Review, p 56 – 78, Vo. 27.3, ISSN: 0971-5428, **South Asian Journal of Management (ABDC – C), UGC CARE** (Journal ID is 101026392)
5. Hasan, K. K., Mukherjee, D., Mostofa, S. M., & Othman, R. (2020). A Comprehensive Framework of Design Thinking Approach in Knowledge Management: A Review in Academic Context. *Journal of Education Culture and Society*, 11(2), 281-294. <https://doi.org/10.15503/jecs2020.2.281.294>. ISSN: 2081-1640 (**UGC CARE List, ESCI Indexed, WOS**)
6. Mukherjee, D., Das, M. (2020) Ethnic Identity Impact on Consumers' Ethnocentric Tendencies: the Moderating Role of Materialism and Acculturation, *Management and Labour Studies*, Vo. 45.1, p 31-53, SAGE, <https://doi.org/10.1177/0258042X19890245>. **SCOPUS, ABDC, UGC CARE – II.**
7. Mukherjee, D., Natrajan, N., (2019) Managing Virtual Teams through Social Media in Projects-A Multi Case Approach, p 118 – 135, Vo. 26.1, ISSN: 0971-5428, **South Asian Journal of Management (ABDC - C). (UGC CARE List)** (Journal ID is 101026392)
8. Mukherjee, D., Das M., (2019) Cosmopolitanism, Materialism, Consumer Ethnocentrism and Consumer Behaviour: Evidence from Aboriginal Tripuri Tribe of India. *IIM Kozhikode Society & Management Review*, vol. 8.2, p 104-119. <https://doi.org/10.1177/2277975218809207> **SAGE**, ISSN: 22779752, **ICI Indexed. (ABS Listed – B Category) (ABDC - C) (ESCI)**
9. Badri S, Mukherjee D, (2018), Role of Complex Adaptive System (CAS) in Agile Teams, *International Journal of Information Technology*, **Springer. ICI Indexed**, UGC's List of journals, Sl. No. 9769. ISSN: 2511-2104, Springer No. 41870. Vol. 10.3, p 367 - 378. <https://doi.org/10.1007/s41870-018-0122-3>. **SCOPUS**
10. Mukherjee, D., Chatterjee, R., Deb Amit (2018) A Study on Factors Responsible for Growth of Entrepreneurship in North East India with Special Reference to Tripura, Optimization - *Journal of Research in Management*, Vol.10.1, Jan-Jun 2018, p 30-41, ISSN- 0974-0988. Available at <http://www.publishingindia.com/OJRM/109/563/2017/>. UGC's List of Journals Sl. no. 5058.
11. Mukherjee, D., Das M., (2018) Consumer Ethnocentrism, Status, and Consumption Behaviour: Evidence from a Communist Governed State in a Transitional Economy, *International Journal of Management Development*, Vol.2.1, pp.10 – 33, **Inderscience**. UGC's List of Journals Sl. no. 46790. ISSN: 1752 – 8240. DOI: 10.1504/IJMD.2018.093612
12. Mukherjee, D., Chatterjee, R., Mukherjee S (2017) Consumer Satisfaction in a Tertiary Health Care Institution – An Empirical Study on Tripura Medical College, Agartala, *Journal of Academy of Hospital Administration*, ISSN 09709452, Vol. 29.2, July – Dec 2017, p 48 – 58, UGC's List of Journals Sr. No. 26084.
13. Mukherjee, D., Chatterjee, R., Mukherjee S (2017) Patient Discharge Policy At Narayana Super- Speciality Hospital Guwahati - A Case of Conflict of Interest, pp 83-121, *Udaan – International Journal of Management Research*, Vo. 5.2, July – Dec 2017, ISSN 2347 – 9256. UGC's List of Journals Sl. no. 45216.
14. Mukherjee, D, Nidhi, N, (2017), Comparative Analysis of Social Media Tool Used in Software Projects Deploying Virtual Teams, *Vision – the Journal of Leadership*, ISSN 0972-2629,

Vol.21.4, p 397-409 SAGE Publications. <http://vis.sagepub.com/content/18/2/73>.

SCOPUS Indexed. ICI indexed, UGC's List of Journals Sl. no. 8753. **(ABDC - C).**

15. Mukherjee, D., Chatterjee, R., Mukherjee S., (2017) Biomedical Waste Management Practices – A Case of Narayana Super Speciality Hospital, Guwahati, pp 3-28, Udaan – International Journal of Management Research, Vo. 5.1, Jan – Jun 2017, ISSN 2347 – 9256. UGC's List of Journals Sl. no. 45216.
16. Chatterjee, R., Mukherjee, D., Chakraborty G, Deb A., (2017) Factors Influencing Growth of Rural Entrepreneurship in Tripura A Socio-Economic Perspective, Manthan –The Journal of Innovations, Vol. XII.1, Jan-June 2017. P 47 – 57,ISSN: 0976-1713. Indexed by Ulrich. UGC's List of Journals Sl. no. 6673.
17. Nidhi, N, Mukherjee, D. (2016), Social Media: A Tool for Competitive Advantage in Projects Deploying Virtual Teams, International Journal of Strategic Business Alliance, pp 191 – 204, Vol 5, Nos 3 / 4, **Inderscience**, ISSN: 1756-6444. Indexed by Cabell's Directory. A category C journal rated by the Australian Business Deans Council **(ABDC - C)**.
18. Mukherjee, D., Dhir, S. (2016), Net Neutrality Issues and Different Cross-sections of Society - An Indian Perspective, IPE Journal of Management, pp 80-91, Vo. 6.2, July-December 2016, ISSN 2249 -9040. Indexed in **ICI**, Ulrich, EBSCO & ProQuest. UGC's List of Journals Sl. no. 2265.
19. Mukherjee, D. (2014). Factors of Management Education in India as Perceived by Learners and Providers: An Empirical Study. Vision, 18(2), 73–80. <https://doi.org/10.1177/0972262914527872>, UGC's List of Journals Sl. no. 8753.**(WOS)**
20. Mukherjee, D. (2012), Role of Communication Medium in Web-Based Instructional Environment in Indian Management Education, Indian Journal of Open Learning (IJOL), ISSN No: 0971- 2690, Vol. - 21.1, p41-59. **ICI indexed**, UGC's List of Journals Sl. no. 5681. **(UGC CARE List)**

RESEARCH PAPERS (BOOK CHAPTERS) (selected)

1. Badri, S., Mukherjee, D. (2020) Complex Adaptive Systems (CAS) Perspective on Human Resource Management in Agile Teams: An Exploratory Study, Purvottaran – The Rise of North East: Paradigms of Development in the VUCA World (Ed.), Bloomsbury Publication, ISBN: 9789390513017, p 229-236
2. Mukherjee D., Hasan KK (2020) Metaliteracy: A Comprehensive Learning Framework for New Age Students, Purvottaran – The Rise of North East: Paradigms of Development in the VUCA World (Ed.), Bloomsbury Publication, ISBN: 9789390513017, p 393-410.
3. Mukherjee D, Chatterjee R, Mitra S (2020) MGNREGA on People's Health and Quality of Life - Opening of a Novel Market for Health, Purvottaran – The Rise of North East: Paradigms of Development in the VUCA World (Ed.), Bloomsbury Publication, ISBN: 9789390513017, p 111 - 122.
4. Mukherjee D, Saha M, Mukherjee S (2019) Employee Perspective of Factors Influencing Patient Safety in Tertiary Care Hospitals of Agartala, Advances in Business Management: A Contemporary Perspective (Eds.), p 44 - 63, **Emerald Publishing**, ISBN: 978-1-78635-425-9.

5. Mukherjee, D., Chatterjee, R., (2019) An Empirical Study on Livelihood Challenges of Old Age Persons of Tripura with Special Reference to Tribal Population, Development & Tribes – Contemporary Issues & Challenges (Eds.), Serials Publications (P) Ltd., New Delhi, p 415 – 437, ISBN 9789386611635.
6. Mukherjee, D., Chatterjee, R., Mukherjee S (2018) Paradigm Shift in Rural Healthcare Through Tele-health Services - A Case of Tripura, Innovative Health Financing Mechanism Making Healthcare Affordable in India (Eds.), p 85 – 103, Wisdom Publications, New Delhi, ISBN: 17893855044679.
7. Mukherjee, D., Chatterjee, R., (2017) *Simanta Haat* - A Strategic Imperative to Rural Livelihood for the Indo- Bangladesh Border Villages with Special Reference to Tripura, Cases in Management, pp 151- 164, ISBN 9788193100172, Times Of India. ET Cases STG-1-0049 available at <https://www.thecasecentre.org/programmeAdmin/search/results/?s=751851B8C72C72DBA5BDF7B2F4464433>
8. Mukherjee, D. (2009), eLearning a potential learning solution for rural India - A critical analysis, Marketing to Rural Consumers – Understanding & Tapping Rural Market Potential, 1st Ed., Excel Books, p118 -122. ISBN: 978 – 81 – 7446 – 720 – 1. India. **(IIM Kozhikode)** <http://dspace.iimk.ac.in/bitstream/handle/123456789/98/contents.pdf?sequence=1&isAllowed=y>

RESEARCH PAPERS (CONFERENCE PROCEEDINGS WITH ISBN) (selected)

1. Mukherjee D, Chatterjee R, Saha M (2018) Factors Influencing Cashless Payment System in Rural Tripura– A Study on Digital India Initiative, Facets of Business Excellence in IT (Eds.), p 154-167, Bloomsbury, ISBN: 9789388630061, 3rd International Conference on FOBE organized by IMT Ghaziabad 22nd - 26th Nov 2018.
2. Mukherjee D, Chatterjee R, Saha M (2018) User Acceptance to Cashless Payment System – A Study on Digital India Initiative in Rural Tripura, 1st PAN-IITIM Conference organized by IIT Roorkee in associate with Sheffield Hallam University, UK, 30th Nov – 2nd Dec 2018, ISBN: 978-93-5311-935-5, DOMS-IIT Roorkee, p 239. Available at: <https://ssrn.com/abstract=3743412>
3. Mukherjee, D., Anjana K., (2017) Influence of Culture on Adoption of E-learning Technologies among the Students of Management Studies in Tripura – An Empirical Study, 1st International Conference on Management & Business Practices (ICBMP) – 2017, Aliah University, Kolkata, Conference Proceedings, p48, ISBN 9789383463305.
4. Mukherjee, D., Anjana K., (2017) Impact of Culture on Technology Adoption in Tertiary Management Education of Tripura University – An Empirical Study, Management Conclave, NIT Rourkela, Conference Proceedings p 339-340, ISBN: 978-93-5268-051-1.
5. Nidhi, N., Mukherjee, D. (2014), Impact of Social Media on Virtual Teams Engaged in Software Projects- A Critical Analysis, India at the Cross Roads: The Way Ahead (Eds.), LexisNexis, p606 – 617, ISBN: 987-93-5143-105-3, India. **[Elsevier]**
6. Mukherjee, D. (2007), Indian Management Education in eLearning way – A critical analysis, Innovations in Management Practices (Ed.), **Macmillan Advanced Research Series**, 1st Ed., Macmillan India Ltd. p203 – 206, ISBN 10: 0230 -63388 – 9, India.

RESEARCH PAPERS (CONFERENCE PRESENTATIONS) (18 nos)

1. Mukherjee, D, Hasan KK (2021) Learning Continuity in the Realm of Education 4.0: Higher Education Sector in the Post Pandemic of COVID – 19, IMC-2021, Feb. 27-28, 2021, KIIT Bhubaneshwar.
2. Mukherjee, D, Hasan KK, Mokhlesur Rahman, Mahfuza Nasrin, Reazul Karim (2020) A Design Thinking Approach to Reinvent the Role of the Classrooms in Primary Education: A Case of Rajshahi District of Bangladesh, SIMSARC, SIU Pune, 19th – 22nd Dec 2020.
3. Mukherjee D., Hasan KK., Mostafa M., Rosaline O. (2020). Blended learning during pandemic through KM: An analytical study, International Conference on Knowledge Management (ICKM-2020), Durham, USA. December 3rd-5th, 2020.
4. Mukherjee D, Mukherjee S, W Somraj S, Das T (2020) Medication Error - A Case Study of a Super Speciality Hospital Kolkata, International Conference on Business, IT, and Enterprise Architecture (ICBIT 2020): Resurgence of Business and Economy – Post COVID -19, 25th – 26th September 2020, MDI Murshidabad.
5. Mukherjee D., Saha M. (2020). Effects of COVID-19 on E-Commerce: Challenges and Directions for Digital Transformation, IWC on PANDEMIC EFFECT AND GLOBAL ECONOMY: UNSEEN CHALLENGES & OPPORTUNITIES “Post COVID-19 Diagnosis, 31st July 2020 and 1st August 2020, Amity University, Patna.
6. Mukherjee D., Hasan KK (2020). Blended Learning: The New Normal of Indian Education Ecosystem, IWC on PANDEMIC EFFECT AND GLOBAL ECONOMY: UNSEEN CHALLENGES & OPPORTUNITIES “Post COVID-19 Diagnosis, 31st July 2020 and 1st August 2020, Amity University, Patna.
7. Mukherjee, D., Chatterjee, R. (2018) Digital India Initiative Acceptance of Digital Payment Systems– A Case of Rural Tripura, **IIM Indore**, 9th International Conference on Excellence on Research & Education (CERE 2018), 3-6 May 2018.
8. Mukherjee, D., Mukherjee, S. (2018) Safety and Satisfaction in Tertiary Healthcare System of Tripura: A Primordial Challenge, **IIM Indore**, 9th International Conference on Excellence on Research & Education (CERE 2018), 3-6 May 2018.
9. Mukherjee D, Mukherjee S, Chatterjee R (2017) Impact of Satisfaction Level Analysis of the Consumers for Tertiary Care Teaching Hospital: An Empirical Study at Tripura Medical College & BRAM Teaching Hospital Agartala, International Conference on Modern Healthcare: Accessibility & Innovations, Organized by Medica Superspeciality Hospital with CECCI, 8 & 9 April 2017 Kolkata INDIA. Available at <http://www.medicahospitals.in/international-conference2017/Souvenir-International-Conference.pdf>
10. Mukherjee, D., Chatterjee, R., Mukherjee S., (2016) Patient Satisfaction in a Tertiary Care Hospital - An Empirical Study at Tripura Medical College & BRAM Teaching Hospital , Agartala, National Conference on Safe & Sustainable Hospitals (SASH), 11-13 November 2016, AFMC Pune.
11. Nidhi, N., Mukherjee, D., (2015), Redefining Virtual Team Collaboration through Social Media: An Empirical Study, International Conference on Advances in Management and Technology in a Global World (ICAMT-15) in association with the College of IS&T, University of Nebraska, Omaha, December 18-20, 2015.

12. Mukherjee, D. (2009), An ICT Based Model for Indian Unorganized Tourism Business, ICTBM (INFOMS) by AIMS International Al Ghurair University, Dubai.
13. Mukherjee, D. (2009), Transformation of Educational Philosophy and Rise of Ekalavyas – A Conceptual Framework, ICTBM (INFOMS) by AIMS International Al Ghurair University, Dubai, 29th March 2009.
14. Mukherjee, D. (2008), Rabindra Management: Indian Management Thoughts of Rabindranath Tagore towards Self Development, Presented & published in the proceedings, International Conference by AIMS International, IBAGN, UP, India, 29th December 2008.

THEME PAPERS (2 nos)

1. Mukherjee, D. (2013), Innovation in Supply Chain Management Strategies, 5th NCMIS, New Delhi, Excel Publishers, p 1-2, ISBN: 978-93-82880-11-0
2. Mukherjee, D. (2012), Green Supply Chain Strategies for Sustainable Development, NCGSCM, New Delhi, Excel Publishers, p 1-3, ISBN: 978-93-81361-96-2.

POPULAR ARTICLES IN NEWS PAPERS and MAGAZINES (16 nos)

1. Making New Inroads, Times of India – Ascent, 11th April 2016 <http://timesascent.com/hr-zone/Making-new-inroads/153452>
2. Adapting Toward Blended Learning, Deccan Herald, 28th April 2016 <http://www.deccanherald.com/content/543041/adapting-towards-blended-learning.html>
3. Why I Will Never Leave Greater Noida: The City has a Calm Atmosphere – HT City, 12th Feb 2011
4. Blended Learning is the Way forward from the Perspective of Management education. North East Colors, 3rd October 2018 – Part I
5. Blended Learning is the Way forward from the Perspective of Management education. North East Colors, 4th October 2018 – Part II
6. Digital Darwinism – Survival of the Fittest in the Realm of Business. North East Colors, 9th October 2018
7. Reaction Vs Response: A Managerial Perspective, North East Colors, 6th May 2019
8. Education 4.0 – Moving Towards Agility, North East Colors, 8th July 2019
9. It is not important where you come from rather it is important who you choose to be!, North East Colors
10. Rise of *Ekalavyas*: Education in the Post COVID-19 Era, Indian Observer Post, 3rd May 2020.
11. Life Post COVID – 19 Pandemic: Challenges or Opportunities, The Dhaka Times, 7th April 2020 and North East Colors, 25th April 2020. <https://www.dhakatimes24.com/2020/04/07/159400/Life-Post-COVID-%E2%80%93-19-Pandemic-Challenges-or-Opportunities>
12. BharatVarsha over India: Did we miss the Bus? Indian Observer Post, 24th May 2020.
13. Outbound Industrial Tour: An Innovation in Management Education, North East Colors, 4th January 2019.
14. TU MBA Students in Hotbed of Indian Industry, North East Colors, 7th January 2019.
15. Delhi NCR Celebrates Kali Puja, North East Colors, 6th November 2018.
16. Vivek Management: Spiritual Intonations of Swami Vivekanda, Vivek Barta, Vivekananda Socio-Cultural Organization. January 2020.

PRESENTATIONS/ INVITED LECTURES (65 nos)

1. Purvottaran – the Rise of North East as the Chief Guest of the PHOENIX INKED national essay competition organized by the Jaipuria Institute of Management, Jaipur followed by the book launch event on 19.03.2021.
2. Empowering the Youth for a Better Tomorrow -An Economic Perspective on 23rd February 2021 during the National Workshop on “Sustainable Development of North Eastern Region organized by MBB University, Agartala and sponsored by Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Chennai.
3. Prospects & Challenges of Tourism in Tripura, one day national seminar organized by the Tourism Department, Ministry of Tourism, Govt. of Tripura during International Trade Fair on 5th February 2021.
4. IT in Business: Quest for Digitization in the 5 Days National ATAL Workshop sponsored by AICTE, New Delhi and organized by Department of Business Management, Tripura University on 8th February 2021.
<https://drive.google.com/file/d/1kaNHAm4HnHCqo6cPmla0iP3sij2KHR8e/view?usp=sharing> (starting from 23 min.)
5. Towards a Digital India: Prospects and Progress in the 5 Days National ATAL Workshop sponsored by AICTE, New Delhi and organized by Department of Business Management, Tripura University on 9th February 2021.
https://drive.google.com/file/d/1i_yFbIpp2QbzoNhIql4wDvY3IAxW9WGH/view?usp=sharing
6. Moving Forward with Digital Transformation in the 5 Days National ATAL Workshop sponsored by AICTE, New Delhi and organized by Department of Business Management, Tripura University on 11th February 2021.
<https://drive.google.com/file/d/1b5G0BfamUIJ2JtGdnjZ7Emea-aMxK1BR/view>
7. Digital India Initiative: Prospects & Progress in the 5 Days National ATAL Workshop sponsored by AICTE, New Delhi and organized by Department of HSS, NIT, Agartala, on 20th January 2021.
8. Delivered an invited talk on Learning Continuity and Business Research on 13.01.2021 during the 5 Day Gyan Ganga Programme organized by Commissionerate of College Education Jaipur, Rajasthan hosted by Dept. of Economics, SMB Govt. PG College, Nathwara, Rajasthan.
9. Delivered a talk on Online Learning Resilience using Design Thinking Approach on 1.12.2020 during the 14 Day Online Refreshers Course organized by Faculty Development Centre, Tripura University under PMMMT, Ministry of Education, GoI.
10. Delivered a talk on Impact of Mahatma Gandhi NREGA on Social Security Aspects in Tripura during One Day National Seminar on “Rural Livelihood and MGNREGA” organized by Department of Social Work, Assam University, Silchar, Assam, INDIA on 22nd October 2020
11. Fostering Leadership using Design Thinking Approach on 18th November 2020 during the international webinar organized by the Mirwais Neeka Institute of Higher Education, Islamic Republic of Afghanistan.
<https://www.facebook.com/mirwaisneekauniversity/videos/409898510020426/>
12. Resilient Leadership using Design Thinking Approach on 14th October 2020 during the Training of IAS and TCS Probationary Officers of Govt. of Tripura and organized by State Institute of Public Administration and Rural Development (SIPARD).
13. Leadership in Community Mobilization using Design Thinking Approach on 24th September 2020 during the Online International Training on Disaster Risk Resilience Leadership organized by PRTI, AD Nagar, Govt. of Tripura, and NIRDPR Guwahati.
<https://www.youtube.com/watch?v=fbXOrCHmLrI&t=6299s>

14. Learning Continuity in the Realm of Education 4.0: Learning-Unlearning-eLearning on 25th August 2020 during the Online International Training on Learning Science and Impact of e-Learning on Rural Development Training organized by Rural Development & PR Department, Govt. of Tripura and NIRDPR, Guwahati. https://www.youtube.com/watch?v=I_wYxxTOceM&feature=youtu.be&fbclid=IwAR20dmC4jTUWlJvF_MfwZ-idNO31Km3F7ojclnnh1rCenK-Csk_jE09fyac
15. Design Thinking & Creative Intelligence on 11th August 2020 at GNIOT, Greater Noida
16. Design Thinking vs. Creative Intelligence: A Mind of Brilliance on 7th August 2020, National Webinar organized by Holy Cross College, Agartala.
17. Employment opportunity in BFSI Sector on 6th August 2020, National Webinar on Banking and Financial Services Industry: Opportunities and Outlook, Organized by DoBM in association with NIIT Ltd.
18. Attitude & Motivation on 28th July 2020 in the six days national FDP organized by the IQAC of Govt. Narmada College Hosangabad, MP
19. Engaging with Design Thinking Approach: New India, New Challenges on 23rd July 2020 in the webinar organized by SAGE Group of Institutions, Bhopal, Madhya Pradesh.
20. Growing with Sustainability and Agility: An Economic Perspective on 22nd July 2020 in the national webinar titled “Life vs. Livelihood: Impact of COVID – 19 on Indian Economy” organized by Department of Business Management, Tripura University and Indian Economic Association (IEA).
21. Education 4.0 - Moving towards Agility on 28/06/2020 in the National Webinar organized by Ramthakur Govt. Degree College, Tripura.
22. Learning Continuity in the post COVID-19 INDIA on 27th June 2020 in the International Webinar organized by the IQAC of Sidho-Kanho-Birsa University, Purulia, West Bengal.
23. The Education System of the World after COVID-19 on 17th June 2020 organized by ColoursFM 101.6, Bangladesh.
24. Andragogic Innovation using Design Thinking Approach on 13/06/2020 in the national webinar organized by the IQAC of Govt. Narmada College, Hosangabad, MP. <http://highereducation.mp.gov.in/Uploaded%20Document/Workshop/Seminar/09062020123950IQAC%20webinar%20brochure.pdf>
25. Design Thinking Approach to Entrepreneurship, in the 3 day National Webinar organized by Economic & Science Society of Tripura & Ramthakur Govt. Degree College Tripura on 28th May 2020.
26. Education in the post-COVID India on 23/05/2020 in the national webinar titled COVID-19 Pandemic: Think Global – Act Local, experiences & best practices of NE- India, organized Tripura Medical College
27. Learning Continuity in the Realm of Education 4.0 in the webinar organized by Society for Data Science on 22nd May 2020.
28. A workshop on ‘How to Write a Good Research Proposal’ on 13/03/2020 at the School of Business Studies, Sharda University, Greater Noida. <http://www.shardaevents.com/event/workshop-on-how-to-write-a-good-research-proposal-sbs-13th-march-2020/>
29. Scope of Tourism in Tripura, Ek Bharat Shresth Bharat Programme on 20th February 2020 organized by Ministry of Tourism Govt. of India, Agartala, Tripura.
30. Learning Analytics – Measuring Learning Gain in the Two Week Refresher Course entitled, “Advanced Methods in Teaching and Research” under PMMMNTT, Ministry of HRD, Govt. of India organized by FDC, Tripura University on 17.02.2020. <http://nmtt.gov.in/resource/fdc/PMMMNTT-2019-100036>
31. Learning Analytics – Know Thy Students in the 5 Days National ATAL Workshop sponsored by AICTE, New Delhi, and organized by Innovation Cell, Tripura University on 12th February 2020.

32. Understanding Block Chain Technologies – Towards a Secure Future in the 5 Days National ATAL Workshop sponsored by AICTE, New Delhi and organized by Innovation Cell, Tripura University on 11th February 2020.
33. Personality Development to the students of MBB University, Tripura (A State University) organized by the IQAC, MBB University on 27th January 2020.
34. Education 4.0 on 18th September 2019 in the Two-Week Refresher Course on 'Advancement in Higher Education' organized by Faculty Development Centre, Tripura University.
35. Conducted a workshop titled 'Know Thyself' with the middle-level executives of Sperryplast Ltd, Udyog Vihar, Greater Noida on 17th August 2019.
36. Healthcare Analytics: A Sectoral Perspective on 14th August 2019 at School of Business Sharda University, Greater Noida.
37. Social Media Analytics – Pulse of People on 1st July 2019 in the Two-Week Refresher Course on 'Rural Development, New Media and Social Change organized by Faculty Development Centre, Tripura University
38. Application of LMS in Higher Education on 3rd July 2019 in the One Day Faculty Development Programme organized by IQAC of Ambedkar Govt. Degree College, Fatikroy, North Tripura.
39. Regression Analysis, 10 days Research Methodology Workshop sponsored by ICSSR, New Delhi and organized by Department of Psychology, Tripura University on 25th April 2019.
40. Analytics in Business: Quest for Digitization in Institute of Technology and Science, Ghaziabad, 26th March 2019.
41. Healthcare Analytics: Quest for Digitization, National Workshop on "Patient Safety, Legal and Ethical Issues in Hospital Management" at Agartala Government Medical College sponsored by Govt. of Tripura, 27th of February 2019
42. Employment Avenues in NE- Issues and opportunities, National Workshop on "Reskilling of Indian Youth", sponsored by RGNIYD, Sriperumbudur, Chennai, 19th February 2019
43. Learning Management System – A Constructivist Approach in the Refresher Course titled "Naitalim: Gandhi's Vision of Education and Present Scenario – Advanced Teaching and Research Methods" at Faculty Development Centre, Tripura University on 19th January 2019. <http://nmtt.gov.in/resource/fdc/PMMMNM-TT-2019-100036>
44. Application of Machine Learning in Business, School of Business Studies, Sharda University, Greater Noida, 20th September 2018.
45. Paradigm Shift in IT and Management, 3rd Faculty Development Programme under PMMMNMIT scheme at Faculty Development Centre, Tripura University on 10th September 2018
46. Track Chair in the International Seminar on Entrepreneurship and Sustainable Development - Growth, prospect, and challenges in Globalized Era organized by ICFAI University Tripura, 7 – 8 June 2018.
47. Strategic Management – Issues & Challenges, 2nd Faculty Development Programme under PMMMNMIT scheme at Faculty Development Centre, Tripura University on 4th April 2018.
48. Export Opportunities in Tripura, A National Conference organized by Ministry of MSME Institute, Govt. of India, Agartala, Tripura on 21 Dec 2017.
49. Invited lecture on Marketing Management Strategies under National Soft Skill Development programme on Microfinance Entrepreneurship Development Preparation of Business Plan

Project Reports, Packaging and Export Procedures in the Bamboo & Cane Development Institute, Tripura on 12/12/2017

50. Discussant at the National Seminar titled North East India since 1947: Society, Polity and Economy with Special Reference to the State of Tripura organized by Economic Science Society Tripura in association with OKD Institute of Social Change and Development (An Autonomous Research Institute of ICSSR, MHRD GOI and Government of Assam), 22-23 January 2017.
51. Track Chair at International Conference on "Innovations in Technology: A Roadmap for Achieving Global Competitiveness (ICIT-2K16) organized by GLBIMR Greater Noida, 10th September 2016.
52. Track Chair of Social Science & Human Resources tracks at the International Case Conference, FLAME University, Pune, 14th – 16th July 2016.
53. Keynote address at the National Conference titled Emerging Trends in Business and Management held by RBMI, Greater Noida on 27th February 2016.
54. An invited talk at **Indian Institute of Technology BHU** titled India 2030: Issues and Opportunities on 15th February 2016 during Kashi Yatra: Business Talk Series.
55. Track Chair in the National Seminar on Human Rights: Trends and Issues in Contemporary World organized School of Law, IMS Noida, 6th November 2015. <http://www.imslawcollege.com/news-details11.php>
56. Delivered talk and judged a National Summer Training Programme Competition organized by the Institute of Technology and Science, Ghaziabad, UP on 24th September 2014.
57. An invited talk on Technology usage in Tertiary Education in India, 1st National Conference on Education and Health: Special Focus on Uttar Pradesh, 25th & 26th October 2013 at The Glocal University, UP, India. <http://www.enhfoundation.in/speakers-at-the-conference-2/>
58. A talk of Innovations in Supply Chain Management Strategies, 5th National Conference on Management of Innovation & Supply Chain Strategies (NCMIS) 2013 at Galgotias Business School, 9th March 2013 at Greater Noida, UP, India.
59. A talk on Green Supply Chain Strategies –Future and challenges, National Conference titled Technology to Common Man – Green Supply Chain Strategies for Sustainable Development in partnership with Global Compact Network, India (An United Nations organization) at Galgotias Business School, 17th February 2012 at Greater Noida, UP, India.
60. An invited talk on the Potential impact of using MWBIS tools in Management Education in India given to faculty members of Galgotias Educational Institutions, UP, India, 26th July 2011.
61. A talk on ICT practices facilitating skill building for the tourism industry from an Indian perspective, International Conference on Tourism in Global Village, IIM Lucknow, April 2009, UP, India.
62. Chaired a Technical Session on Indian Management in the International Conference organized by AIMS International 28th – 31st Dec 2008, IBA GN, UP, India.
63. A talk on the potential impact of ICT practices in the Indian unorganized tourism sector, during the National Seminar on Marketing Innovations for Reaching Consumers by Institute of Technology & Science, Ghaziabad, UP, India, 5th December 2008.

64. A talk on ‘Technology Innovation in Management Education’ during National Conference on Technology to Common Man – emerging Trends and Practices in Management of Technology by Indian Business Academy, UP, Indian on 1st & 2nd August 2008 and also edited the Conference Proceedings.
65. A talk on ‘eLearning initiatives in the corporate sector & its potentiality in Management Education’ during National Seminar on Changing Landscape of Management Education in India – An eLearning Perspective by Indian Business Academy, UP, Indian on 19th January 2008.

CONFERENCE/SEMINAR ORGANIZED (7 no)

- A 3 Day National Webinar titled Enhancing Digital Skills among the Youths of The North East States: Towards a Digital India sponsored by Rajiv Gandhi National Institute of Youth Development, Tamilnadu from 24th – 26th November 2020.
- Conference Chair (ICBM 2020), 1st International Conference on Business Management titled “Industrial Development in the North Eastern Region: Challenges & Opportunities” organized by Department of Business Management, Tripura University sponsored by North East Council, Ministry of DoNER and NABARD Regional Office, Agartala during 27th – 29th Feb 2020 which was inaugurated by the **Hon’ble Chief Minister, Govt. of Tripura**. Total fund outlay is **Rs. 10,00,000/-** (Ten lacs only) and supported by NABARD, Agartala with a sponsored sum of **Rs. 50,000/-** (fifty thousand only).
- National Webinar titled Life vs. Livelihood: Impact of Covid-19 Pandemic on Indian Economy” on July 2020 in association with Indian Economic Association.
- Conference Co-Chair, 5th National Conference on Management of Innovation & Supply Chain Strategies (NCMIS) 2013 at Galgotias Business School, 9th March 2013 at Greater Noida, UP, India.
- Joint Convener, National Symposium on E-Commerce 2012, E-Commerce: Benefits, Opportunities & Challenges at Galgotias Business School, 15th December 2012 at Greater Noida, UP, India.
- Conference Co-Chair, National Conference titled Technology to Common Man – Green Supply Chain Strategies for Sustainable Development in partnership with Global Compact Network, India (An United Nations organization) at Galgotias Business School, 17th February 2012 at Greater Noida, UP, India.
- Conference Co-Chair, National Conference titled Technology to Common Man - Emerging Trends and Practices in Management of Technology at Indian Business Academy held on 1st & 2nd August 2008 at Greater Noida Campus, UP, India.
- Convener, National Seminar titled Changing Landscape of Management Education in India – An eLearning Perspective at Indian Business Academy on, 19th January 2008, at Greater Noida Campus, UP, India.

FACULTY DEVELOPMENT PROGRAMME AS a RESOURCE PERSON

- ‘How to Teach in Professional Courses: Pedagogy and Perspectives’, IMS Noida on 24th – 25th July 2015. The agenda of the programme was to acquaint the participants with

different andragogic and heutagogic models suitable for professional courses and the therapeutic use of music in classroom teaching. The details are available at <http://imsnoida.com/ims-noida-fdp-faculty-development-programme-2015/> and video available at <https://youtu.be/KrETqfz9VCY>

MANAGEMENT DEVELOPMENT PROGRAMME/ WORKSHOPS ORGANIZED

- 10 days' Research Methodology Workshop in Social Science for doctoral and post-doctoral scholars sponsored by Indian Council of Social Science Research (ICSSR), New Delhi from 18th Feb 2019 – 27th Feb 2019. The sanctioned fund was **Rs. 5, 50,000/-**.
- 'Strategic Cost Management' during 17 – 19 March 2016. The target audience includes the middle and senior management executives from PSUs and private sector companies. The resource person includes a senior professor from IIM-A. Details available at <http://news.chennaipatrika.com/post/2016/03/18/Cost-management-is-Key-to-Indian-Competitive-Advantage.aspx>

CONFERENCE PARTICIPATION

- Participated in the global summit on Emerging Trends in supply chain and logistics management organized by Delhi Management Association, August 2007, New Delhi.
- Participated in the global summit on Retail Strategies for India: How to Win the Battle organized by Delhi Management Association, August 2007, New Delhi.

INSTITUTION BUILDING ACTIVITIES

- State Coordinator of AICTE's Faculty Development Programme of Student Induction Programme for Tripura. <http://www.fdp-si.aicte-india.org/document/List%20-%20UC.pdf>
- Have successfully established the first business incubation center in the Tripura University fully funded by the Ministry of MSME, Govt. of India. <http://www.dcmsme.gov.in/schemes/1st%20PMAC%20MoM%20of%20Incubator%20dt.%2025.10.2019.pdf>
- Have successfully developed the first Moodle-based Learning Management System in the state at the Department of Business Management, Tripura University.
- Successfully managing the only MBA programme in the state with AICTE approval for five consecutive years.

AWARDS & ACHIEVEMENTS

- Received 3rd prize in the best paper category a cash prize of Rs. 5000/- in the IWC on PANDEMIC EFFECT AND GLOBAL ECONOMY: UNSEEN CHALLENGES & OPPORTUNITIES "Post COVID-19 Diagnosis, 31st July 2020 and 1st August 2020, Amity University, Patna.
- Received best paper award in the International Conference 2018- Innovative Health Financing Mechanism Making Healthcare Affordable in India, 19-21 January 2018, Jamia Hamdard University, New Delhi.

- Received a prize of Rs. 5000/- for Outstanding Research Paper in the 2nd National Conference on Management Research ICBM School of Business Excellence supported by IIMP & AMDISA, 28th October 2017, Hyderabad.
- Received 2nd prize and Rs. 10,000/- cash prize in the 4th International Case Conference, Managing Business in VUCA World by ICBM School of Business Excellence supported by IIMP & AMDISA, 17th December 2016, Hyderabad.
- Received best paper award in the International Conference on Innovations in Technology: A Roadmap for Achieving Global Competitiveness (ICIT- 2K16), GLBIMR, 10th September 2016.
- Nominated as a panel member for IT & Software Services by Confederation of Indian Industries (CII) for Western U.P. Zonal Council for 2003 – 2004, UP, India