



1. Name: **DR. INDRANI MAJUMDER**
2. Designation: **Assistant Professor**
3. Department : **Economics**
4. Date Of joining: **16.11.2019**
5. Contact Address: **Department of Commerce, Kanchrapara College, Kanchrapara, North 24 PGS**
6. Email: indrani@kpcoll.ac.in
7. Academic Qualifications:

Degree	Stream	College / University	Year of Passing
Ph.D.	Management	University of Kalyani	2012
MA/M.Sc/M.Com	Economics	University of Kalyani	1998
M.Phil	N.A.	N.A.	N.A.
MBA/ MLIS	MBA	University of Kalyani	2005
BA/B.Sc/B.Com	Economics	University of Kalyani	1996
BCA/BBA/BLIS	N.A.	N.A.	N.A.

8. Professional Membership: N.A.
9. Total Experience:
9. a) Teaching Experience: 21 years
9. b) Industry Experience: N.A.
9. c) Research Experience: 16 years
10. Experience Details:
11. Area of Research: Economics & Management
12. Publications:
- 12 a) Number of Publication in International Journal: 08
- 12 b) Number of Publication in National Journal: 09
- 12c) Number of Publication in International Conference Proceedings:
- 12d) Number of Publication in National Conference Proceedings:
- 12e) Number of Books / Books chapters: Book-01, Edited Book-01, Book Chapter-01
- 13) List of Publication:
- 13a) International Journal:

Sl. No.	Author(S)	Title of the Paper	Details Of Journal Or Conference	Publishers
1.	Dr. Indrani Majumder	“Brand Loyalty of Women: A Case Study for Winter Care Products”,	International Journal Of Marketing, Financial Services & Management Research, Vol. 2, No. 1. January 2013 ISSN 2277-3622	The Institute for Business And Finance Research
2.	Dr. Indrani Majumder	"An Appraisal Of Paradigm Shift From Transactional Marketing To Relationship	Jamsedpur Research Review, Vol. 4, Issue 16, 2016, ISSN: 2320-	Gyanjyoti Educational Research

		Marketing: A Case Of Home Appliances In The Geographical Territory Of West Bengal, India"	2750	Foundation, Jamshedpur-83100
3.	Dr. Indrani Majumder	"Power Of Word-Of-Mouth: A Case Of Durable Product"	Researchers World, Vol. VII, Issue 2 (2), April 2016	Educational Research Multimedia & Publications, Maharashtra, India, 423203 ,
4.		Factors Influence Purchase Behaviour Of Life Insurance Policies	Jamsedpur Research Review, Year IX, Vol. V, Issue XLVIII, 2021, ISSN: 2320-2750, September-October, 2021	Gyanjyoti Educational Research Foundation, Jamshedpur-83100
5.		Covid-19 Pandemic And Education In Rural India	Jamsedpur Research Review, Year X, Vol. 2, Issue 51, 2022, ISSN: 2320-2750, March-April, 2022	Gyanjyoti Educational Research Foundation, Jamshedpur-83100
6.		Economical Benefit Of Celebrity Endorsed Advertisement	<i>IOSR Journal Of Business And Management (IOSR-JBM) E-ISSN: 2278-487X, P-ISSN: 2319-7668. Volume 25, Issue 3. Ser. II (March. 2023),</i>	International Organization For Scientific Research
7.		Communication Skill Of Service Provider As The Principal Determinant Of Customer Satisfaction: A Case Of Doctors' Service	International Journal Of Management And Humanities (IJMH) ISSN: 2394-0913 (Online), Volume-9 Issue-7, March 2023	Blue Eyes Intelligence Engineering & Sciences Publication (BEIESP)
8.	Dr. Indrani Majumder	Changing Media Habit in India	Jamsedpur Research Review, Year XI, Vol. II, Issue LVIII, 2016, ISSN: 2320-2750, March-April 2023	Gyanjyoti Educational Research Foundation, Jamshedpur-83100

13b) National Journal:

Sl. No.	Author(S)	Title Of The Paper	Details Of Journal Or Conference	Publishers
1.	Dr. Indrani Majumder	Title Of Paper With Page Numbers	Journal Name & Vol.	
2.	Dr. Indrani Majumder	"Demographic Transition In Rural Vis-À-Vis Urban India With Special Emphasis On West Bengal", 42-59	Artha Beekshan, Vol. 17, No. 2, September, 2008 ISSN: 0972-1185	The Bengal Economic Association
3.	Dr. Indrani Majumder	"Chinese Sweatshops: The Result Of Outsourcing By Global Business Giants", 9-21,40	Prabandhan: Indian Journal Of Management, Vol. 1 No. 1, September-October, 2008, ISSN 0975-2854,	Associated Management Consultants (P) Ltd

4.	Dr. Indrani Majumder	“Guanxi Marketing: An Urge Of 21 st Century By Indian Banking Institutions”, 43-55	Journal Of Business And Economic Issues , Vol. 1, No.1 January, 2009 ISSN: 0974-9144	Department Of Commerce, Barrackpore Rastraguru Surendranath College, WB
5.	Dr. Indrani Majumder	“SHAKTI”:A Strategic Marketing Approach Of FMCG Giant, HUL, Enabling A Journey Towards ‘Business Excellence’ In The Era Of Globalization”	Indian Journal Of Marketing, Vol. XXXIX, No. 9, September, 2009 ISSN 0973-8703	Associated Management Consultants (P) Ltd.
6.	Dr. Indrani Majumder	“Marketing And Economy Interlinkages: View Of Rural India”, 87-102	NICE Journal Of Business, Vol. 3, No. 1 & 2 2009, ISSN: 0973-449X	Shobhit University, Meerut
7.	Dr. Indrani Majumder	“Project Shakti – A Public Private Partnership For Rural Consumers’ Welfare”, 3-10,49	Indian Journal Of Commerce & Management Studies, Volume 2, Issue 1, January 2011 ISSN 2229-5674	Educational Research Multimedia and Publications, India
8.	Dr. Indrani Majumder	“Viewers’ Perception Of Celebrity Endorsed TV Advertisements: A Study In West Bengal”, 79-90	NICE Journal of Business, Vol. 6, No. 2, July-December, 2011 ISSN: 0973-449X	Shobhit University, Meerut
9.	Dr. Indrani Majumder	“Self Help Group—A Dominant Form Of Microfinance Empowering Indian Women”, 175-184	Vidyasagar University Journal Of Commerce, Vol. 17,2012 ISSN 0973-5917	Department Of Commerce With Farm Management, Vidyasagar University

13c) International Conference

Author(s)	Title of the Paper	Details of Journal or Conference	Publishers

13d) National Conference

Author(s)	Title of the Paper	Details of Journal or Conference	Publishers

13e) Book/ Book chapters:

Author(s)	Title of the Book/Book Chapter	Publishers

Dr. Indrani Majumder	Contemporary Technological, Social and Management Issues—Theoretical and Conceptual Perspectives (ISBN: 81 - 925299-2-4	Haldia Institute of Technology, School of Management and Social Science
Dr. Indrani Majumder	Media Fragmentation and Rural Market Potentiality, ISBN: 13-978-620-2-80228-4	Lambart Academic Publishing
Dr. Indrani Majumder	Contemporary Issues In Accounting, Finance & Management, ISBN: 978-93-90873-14-2	Avenel Press, Memari, Barddhaman, West Bengal 713146, India

14. Sponsored Projects: **01, Minor Research Project Titled “Determinants of Health Service Seeking Behaviour of College Students in Rural India –A Case Study of Murshidabad District of West Bengal”, Sponsored by University Grants Commission**
15. Number of M. Phil thesis guided: N.A.
16. Number of Ph. D. thesis guided: N.A.
17. Awards and Honours: N.A.
18. Short term courses / Workshop organized: N.A.
19. Short term courses/ Workshop attended (Minimum One week): **16**
20. Area of Specialization: Econometrics, Marketing Management
21. Additional academic or co- curricular activities undertaken