

Curriculum Vitae

Name: **Dr. Mrinal Kanti Das**

Designation: Assistant Professor & Head

Department: Department of Commerce,

Date of joining: 25-11-2016

Contact Address: Anandadeep Housing Complex, Flat No. 3C, B 12/4,

P.O. & PS: Kalyani, Dist- Nadia, Pin-741235, West Bengal.

E-mail: mrinal@kpcoll.ac.in

Highest Qualifications: PhD

Professional Membership: Life Member of Calcutta Management Association

Total Experience: 18 years

- Teaching Experience: 17 years
- Industry Experience: 6 months
- Research Experience: 10 years

Experience Details:

- Kanchrapara College as Assistant Professor from 25th November, 2016 to till date
- Centre for Management Studies, JISCE, Kalyani as Assistant Professor and TIC from 11th September, 2006 to 24th November, 2016.

Area of Research: Network Marketing, Brand Management, Marketing Communication, Consumer Behaviour.

Publications:

- Number of Publication in International Journal: 15
- Number of Publication in National Journal: 13
- Number of Publication in National Conference Proceedings: 02
- Number of Books: 04
- Number of Books chapters: 05

List of Publication:

International Journal (last 5 publications):

Author(s)	Title of the Paper	Details of Journal	Publishers
Soumya Mukherjee, Mrinal Kanti Das, Tapan Kumar Chakraborty	Viral Marketing in Increasing Brand Awareness and Predicting Purchase Intention: Exploring Mediating Role of Brand Loyalty in FMCG Sector	Scholars Journal of Economics, Business and Management (2023), 10(4): 61-77	SAS Publishers
Dr. Soumya Mukherjee, Mrinal Kanti Das, Dr. Dipak Saha, Mr. Uttiya Kar	Excavating Important Attributes and Brands Alluring Prospects to Buy Smartphone	Saudi Journal of Business and Management Studies (2023), 8(4): 59-70	SASPR Edu International Pvt. Ltd.
Dr. Soumya Mukherjee & Dr. Mrinal Kanti Das	Exploring the Influence of Brand Awareness on Purchase Intention considering Mediating Effect by Brand Loyalty	Empirical Economics Letters, 20 (Special Issue 4) (December, 2021) , 189-201(ABDC Listed)	Mohammad A. Wadud



Soumya Mukherjee & Dr. Mrinal Kanti Das	Exploring Driving Forces for the Prospects of FMCG Brands', (Jointly with Dr. Soumya Mukherjee).	International Journal of Advance and Innovative Research, Vol. 5 Issue 4(XVIII), October – December 2018, pp. 81-87 UGC Listed Journal No. 63571	Indian Academicians and Researchers Associations
Mr. Uttiya Kar & Dr. Mrinal Kanti Das	A Study on the transformation in administration through evolution of governance	International Journal of Business and Management Invention, Vol. 7 Issue 6, Version III, June 2018, pp. 54-65 (ISSN (Online) 2319-8082). UGC Listed SI No. Journal No. 46889	Invention Journal

National Journal (last 5 publications):

Author(s)	Title of the Paper	Details of Journal or Conference	Publishers
Mr. Uttiya Kar & Dr. Mrinal Kanti Das	A Study on Utilisation of E-governance Initiatives by Government of West Bengal	I.B.M.R – Wakad's Journal of Management Research, Issue 4, October 2016-March 2017, pp. 215-223 (ISSN: 2349-8722)	IBMR, Wakad, Pune
Soumya Mukherjee & Dr. Mrinal Kanti Das	Drivers Behind Purchase Decision: A Study on FMCG Products	Global Vista, Volume 1, July, 2016, pp. 21-30, (ISSN: 0975-2110)	GITAM School International Business
Koushik Dutta & Dr. Mrinal Kanti Das	A Study on Online Buying Behaviour and Influence of Social Media on Customers' Action with special emphasis on Theory of Symbolic Interactionism'	MTC Global Journal of Management and Entrepreneurship, Issue 9, April-June 2016, pp. 77-97, (ISSN: 2231-3710)	MTC Global Trust
Dr. Mrinal Kanti Das	A Study on Reasons for Development of Network Marketing In India and Utilization of Relationship Platform	SIT Journal of Management, Vol. 5, Issue 1, June 2015, pp. 1-11 (Online ISSN: 2278-9111)	Siliguri Institute of Technology
Dr. Mrinal Kanti Das	Factors Affecting Brand Value Bharti Airtel and Customers' Perception towards Selected Telecom Service Providers: An Empirical Study	SIT Journal of Management, , Vol. 1, Issue 1, June 2012, pp. 122-139 (ISSN: 2278-9111).	Siliguri Institute of Technology

Book/ Book chapters:

Author(s)	Title of the Book/Book Chapter	Publishers
Books		
Mrinal Kanti Das and Soumya Mukherjee	Principles of Marketing (Text & Cases)	Shroff Publishers & Distributors
Mrinal Kanti Das	Marketing Management I	Systech Education
Mrinal Kanti Das	Network Marketing: An Awaiting Destination in Kolkata and Outskirts	Lamert Academic Publishing

Soumya Mukherjee and Mrinal Kanti Das	Marketing Communication: Inevitable for Prom Brand Awareness	Lamert Academic Publishing
Book Name/Book Chapters		
Soumee Roy Choudhury Mukherjee, Soumya Mukherjee and Mrinal Kanti Das	Reinventing Business Model – Post Covid 19 Pandemic/Paradigm Shift of Viewership from Traditional Television Program to OTT Platform during COVID 19 Pandemic Situation – An Empirical Study	Sage University, Indore
Koushik Dutta and Mrinal Kanti Das	Redefining Business Vision: Issues and Challenges/ Developing Payout-Loyalty Matrix Telecom Retailers – A Study on Murshidabad and Nadia Districts	Regal Publication
Priyanka Chatterjee, Dr. Swati Pal and Dr. Mrinal Kanti Das	Contemporary Issues in Accounting, Finance & Management/A Study on Consumer Behaviour on Online Purchase of Electronic Devices with Special Reference to Laptop Brands	Kanchrapara College
Soumya Mukherjee, Mrinal Kanti Das, Soumee Roy Choudhury Mukherjee, and Avik Chatterjee	Perspective in Marketing and Consumer Behaviour/Segmentation: A Key To Success of Smartphone Business	Taylor & Francis – Routledge Publication
Mrinal Kanti Das, Soumya Mukherjee, and Dipak Saha	Economic Sustainability/Determinants of Brand Loyalty And Purchase Intention For FMCG Products In The Days of COVID	Taylor & Francis – Routledge Publication

Number of Ph.D. thesis guided: **01** (Awarded on 30th August, 2018 from MAKAUT, West Bengal)

Awards and Honours: Best Paper Presenter of the National Conference on ‘ELT for Management and Technology: Recent Trends (NCEMT 2017)’ organized Narula Institute of Technology, Agarpara, on 27th & 28th February, 2017.

Short term courses / Workshop/Seminar/Conference organized:

Sl No.	From	To	Name of the Seminar/Conference	Sponsored/Self financed	Number of Participants
01	August 28, 2021	August 29, 2021	International E- Conference on Contemporary Issues in Accounting, Finance and Management	Kanchrapara College	76
02	April 27, 2012	April 28, 2012	National Conference on ‘Sustainable Business Growth and Modern Management’	AICTE	57
03	April 21, 2015	May 04, 2015	Faculty Development Programme on ‘Management Research Methodology’	AICTE	53

Short term courses/ Workshop attended (Minimum One week):

Programme Attended	Subject/Title	University	Time Duration
Orientation	40 th OP	HRDC, University of	5 th November, 2019 to 25 th November, 2019 (21

Programme		North Bengal	days)
Refresher Course (RC)	Business Studies	HRDC-University of Calcutta	12th March to 25th March 2021(14 days)
Short Term Course (STC)	Research Methodology in Social Sciences	HRDC- Aligarh Muslim University	26 August 2021 to 02 September 2021(7 days)
Two Weeks Faculty Development Programme	Managing Online Classes and Co-creating MOOCs 3.0	TLC, Ramanujan College, University of Delhi under the aegis of MHRD	25 th July, 2020 to 10 th August, 2020 (14 days)
10 Days Online Skill Development Programme	Social Media Digital Marketing	School of Commerce, Bharathiar Univerity sponsored by RUSA project	2 nd September, 2020 to 12 th September, 2020 (3:00 PM to 6:00 PM)
7 Days Online FDP	Revised Assessment and Accreditation Framework of NAAC	Andhra Christian College in collaboration with Andhra Pradesh State Council of Higher Education	9 th September, 2020 to 15 th September, 2020 (10:00 AM to 1:00 AM)

Area of Specialization: Marketing Management

Date: 01/06/2023

Place: Kalyani, Nadia.

Mrinal Kanti Das

(Dr. Mrinal Kanti Das)