

FACULTY MEMBERS' ACADEMIC PROFILE

- 1. Name of the Faculty member:** Dr. MAHUYA CHAKRABARTI
- 2. Designation:** Associate Professor in Economics (W.B.E.S.) &
Head of the Department of Economics
- 3. Qualification:** M.Sc. (C.U.); Ph.D. (C.U.)
- 4. Specialization:** Statistics and Econometrics
- 5. E-mail address:** mohua.econ@gmail.com
- 6. Date of Joining in W.B.E.S.:** 18.10.2001
- 7. Date of Joining in this College:** 04.10.2016
- 8. Total Teaching experience in College level:** 21+ years (UG + PG)
- 9. Research interests:** Marketing Management, Development Economics
- 10. Title of thesis (Ph.D.) with year:** “A Study on Media Dependent Entertainment Industry of India with Special Emphasis on West Bengal” (Awarded in 2017)
- 11. Research guidance:** Nil
- 12. Research Projects (Completed):** 01



Year	Name of PI	Title of Project	Amount (in Rs.)	Duration	Funding Agency with date
2015 - 2017	Dr. Mahuya Chakrabarti	Future Pricing Strategy for the Emerging Digital Distributors of Television Content in India: A Case Study in West Bengal	2 lakhs	2 years	UGC, F. No. PHW-054/14-15(ERO) dated 03.02.2015

13. List of publications:**A) Published papers in Journals:**

1. “Modern Retailing of Food and Grocery Items vis-à-vis Consumer Electronic Goods - A Demand Side Analysis in Kolkata”, R. Chakrabarty, A. Chattopadhyay and **M. Chakrabarti**, *Global Vistas*, **2010**, Vol. 9, 1-13 [ISSN 0975-2110].
2. “A MIMIC Model Approach for Viewers’ Response Analysis of General Entertainment Television Channels”, R. Chakrabarty and **M. Chakrabarti**, *The Strategist: Journal of Business Management*, **2010**, Vol. 1, No. 1, 30-35 [ISSN 0976-0393].
3. “Future Marketing Strategy for the Emerging Digital Distributors of Television Channels in India: A case Study in Kolkata”, **M. Chakrabarti** and R. Chakrabarty, *International Journal of Development Management*, **2013**, Vol. 2, No. 2, 75-104 [ISSN 1838-3149].

4. "Television Industry in the New Digital Environment in India – Some Issues", **M. Chakrabarti**, *Heritage*, **2014**, Vol. 1, 65-73 [ISSN 2349-9583].
5. "Two-Sided Market Competition in Television Industry – The Way Forward in India", **M. Chakrabarti** and R. Chakrabarty, *Research Journal of Economics and Business Studies*, **2014**, Vol. 2, No. 11, 27-36 [ISSN 2251-1555].
6. "Viewers' Platform Preference and Implications for Film Marketing Strategy: A Study on Bengali Film Viewers", **M. Chakrabarti** and R. Chakrabarty, *The IUP Journal of Marketing Management*, August, **2015**, Vol. XIV, No. 3, 56-82 [ISSN 0972-6845].
7. "Millennium Development Goals Achievement in Different States of India (2003-2004 to 2013-2014)", R. Chakrabarty, **M. Chakrabarti** and A. Chattopadhyay, *World Journal of Science, Technology and Sustainable Development*, October, **2016**, Vol. 13, No. 4, 275-299 [ISSN 2042-5945].

14. Membership of Learned Societies/ Editorial Boards, etc.: NA

15. Patents: NA

16. Awards: NA

17. Other notable activities: NA

18. A) Participation in Seminars/Symposia/Conferences/Workshops:

Seminars:

1. Participated in the UGC sponsored **National Seminar** on 'Trade Liberalisation and its Impact on Indian Economy', organised by the Department of Economics, Ramakrishna Mission Vidyamandira on **25th August, 2007**.
2. Presented paper titled "Marketing Constraints and Price Disincentives for Small and Marginal Farmers – A Case Study in Purba Medinipur", in the **National Seminar** organised by Department of Business Management, University of Calcutta on **29th March, 2008**.
3. Participated in the UGC sponsored **National Seminar** on 'Quantitative Techniques in Economics', organised by the Department of Economics, Ramakrishna Mission Vidyamandira, in collaboration with Indian Statistical Institute on **2nd April, 2009**.
4. Participated in the UGC sponsored **International Seminar** on 'Globalization, Capitalist Crisis and Inclusive Development: Myths and Reality', organised by Departments of Economics, Political Science and Sociology, Lady Brabourne College on **22nd-23rd December, 2009**.
5. Participated in the **National Seminar** on 'Education Scenario in West Bengal: Implications for Human Development', organised by Centre for Human Development and Human Rights, Rabindra Bharati University, Kolkata, on **7th March, 2011**.
6. Presented paper titled "Ever Growing Economy on a Finite Planet – Conceptual Limitation and Way Forward" in the **International Seminar** on 'Planetary Crisis and Human Liberation', organized by International Society for Intercultural Studies and Research, held at Ramakrishna Mission Vivekananda Centenary College, on **29th December, 2019**

Workshops:

1. Participated in a **Workshop** on 'Teaching of Development Economics', organised by Institute of Development Studies, Kolkata, in collaboration with Department of Economics, University of Calcutta, on **17th-18th October, 2003**.

2. Participated in a UGC sponsored **National workshop** on '*Advances in Economics: Some New Directions in Theory and Policy*', organised by Department of Economics, Ramakrishna Mission Vidyamandira in collaboration with Ramakrishna Mission Vivekananda University on **22nd-23rd December, 2006**.
3. Participated in a **Workshop** on '*Globalization, the WTO and the Developing Nations*', organised by UNCTAD-JUECON Programme, Department of Economics, Jadavpur University, Kolkata in collaboration with UNCTAD-India, NewDelhi on **18th January, 2008**.
4. Participated in a **Workshop** on '*Structural Equation Model*', organised by Institute of Development Studies, Kolkata, in collaboration with Economics Department, University of Calcutta and SPSS South Asia Pvt. Ltd., on **20th-21st July, 2009**.
5. Participated in a **Workshop** on '*Data Mining*', organised by Department of Business Management, University of Calcutta in collaboration with SPSS South Asia Pvt. Ltd. on **30th October, 2009**.
6. Participated in **All India Survey on Higher Education (AISHE) Workshop** on '*Demystifying the New Data Capture Format (DCF)II (2013-14): Challenges and Solutions*', organised by **Internal Quality Assurance Cell**, University of Calcutta on **12th August, 2014**.

B) Participation in OP/RC:

1. Participated in UGC sponsored **Orientation Programme**, organized by UGC-Academic Staff College, Jadavpur University from **5th February to 5th March, 2007**.
2. Participated in UGC sponsored **Refresher Course** on '*Women's Studies*', organized by UGC-Academic Staff College, Jadavpur University from **7th to 28th January, 2008**.
3. Participated in UGC sponsored **Refresher Course** on '*Business Studies*', organized by UGC-Academic Staff College, University of Calcutta from **10th to 29th September, 2012**.
4. Participated in UGC sponsored **Refresher Course** on '*Economics*', organized by UGC-Academic Staff College, University of Calcutta from **30th July to 22nd August, 2015**.