



Sanmoy Mallick

**Assistant Professor
& Head of the Department,
Department of Management
University of North Bengal**

Contact Information

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Subject Area

Marketing Management,
Management Consulting,
Strategic Management, Public
Policy, Tourism Research.

Education

Pursuing **Ph.D**(Registered)from
University of North Bengal & NIT-DGP
in Tourism Economy.

MBA in Marketing & Finance from
Symbiosis International University, Pune,
India;

B.Tech in Computer Science &
Engineering from West Bengal
University of Technology;

Certifications

UGC NET-Management.

UGC Sponsored Orientation Programme,
HRDC,NBU.

UGC Sponsored Orientation Programme
SWAYAM ARPIT Online Refreshers
Course, MHRD.

Online Faculty Development Course,
MGNCRE, Govt. of India.

Global Initiative of Academic
Network(GIAN),MHRD, Govt. of
India.

STTP,National Mission on Education
through ICT,MHRD.

SAKSHAM-IT Champion Training
Programme,IQAC,NBU.

AICTE-Internshala Certificate.

Award

Wipro Earthian 2012 on Sustainability
Development being one of the Top Ten
research Paper Globally;

UGC National Scholarship for PG
Studies;

Publications And Presentations

'A Study on the development of online
micro-lending community in North
Bengal,'IJRCM, ISSN: 2231-5756, Vol.4
(2014), Issue No.04 (April), pp.27-31.

'E-Governance in India-Drawbacks and
Prospects in Transparent Administration,'
Idealogue@SIT 2k12, ISBN: 978-81-
924140-3-4, Vol.1 (2012), pp.915-927.

Presented 25 numbers of Research
Papers in different International, National
Seminar, Conference and Symposium on
different environs of Business
Management Studies.

Professional Experience

Sanmoy Mallick has 11years of experience in University level Teaching, Education Management, Training & Placement, Administrative and Development Work, Research in Management Studies. He has industrial expertise like Management consulting, Liaison with top level corporate. He has also the ability to work independently / cooperatively as a part of a large team to meet project objectives & deadlines. He is an effective communicator & team leader with strong analytical, problem solving abilities. Possess a flexible attitude. Comfortable interacting with multiple levels of organization, management & staff from different locations. Sanmoy has strong expertise in research in management studies, competitive analysis, business process management benchmarking, market assessment, entrepreneurship development, management consulting and strategic management.

General Responsibilities

Providing lectures on Strategic Management, Marketing Management, Corporate Governance, Business Ethics, Project Management, Production Management, Travel & Tourism Management, Principles of Management, Entrepreneurship Development.

Research Project Dissertation Guide of Final year MBA students.

Represent University in Industry Level being an active member of University-Industry Linkages, Accumulating Govt. and Industry Consultancy Project for the Department.

Position Responsibilities

Chairman PG Board of Studies of the Department.

Chairman Departmental Committee of the Department.

Chairman Training & Placement Cell of the Department.

Chairman Syllabus Revision Committee of the Department.

Member of Faculty Council for PG Studies in Arts, Commerce & Law of University of North Bengal.

Member of Expert Committee of Under-Graduate BBA studies of University of North Bengal.

Member of Library Committee, University of North Bengal.

Member of Stress Management Cell, University of North Bengal.

Research Project & Consultancy

1. University Sponsored & Funded Research Project Title- 'Assessment of Tourism Infrastructural Strength of Siliguri and Surrounding Areas.' Role: Principal Project Investigator; Responsibilities: Analyzed the existing accommodation, accessibility capabilities; Executed the new opportunities and prospects of destination infrastructure.

2 Research Project Title- 'SEEZ : Future of Green Industrialization',
Role: Project Guide & Team Member; Responsibilities: Analyzed the existing SEZ policy of India. Established the New feasible SEEZ Policy for India in consideration of Kyoto Protocol, Economic Growth & Sustainable business growth.

This Project was awarded by Wipro Earthian 2012, being the Top Ten research paper Globally with prize of Rs.1.5L.

3. Consultancy Project Title-'Feasibility Study of Night Landing Facility at Bagdogra Customs Airport', in collaboration with Help Tourism, Siliguri.

Role: Project Investigator; Responsibilities: Executed the strategic location of Bagdogra Airport for night landing of commercial airliners. Identified the preferred night time period of passengers as per demographic prospects. Established the New feasible business opportunities for the existing and new commercial airliners.

Other Research Projects On: Revenue Assurance in Telecom; Broadband Connectivity Shaping the Future; Minimization of SADMs in Unidirectional SONET/WDM Rings using Simulated Annealing; Analysis of English Text using Turbo C++; Developing Enterprise Applications & Web Services Using J2EE Technologies.

Invited Speaker Refresher Course-UGC-HRDC,NBU; CII-Conference on Education- Industry Interface; MBA Induction Programme- Sidho-Kanho-Birsha University; Career Counseling Session-Govt Polytechnic College DamanUT; Annual Career Meets by Dept of Law,NBU; Seminar on Cost Behavior Analysis & Employment by IILS,Siliguri etc.

Other Key Association

Life Member of Alumni Association of Symbiosis International University,Pune,India.

Life Member of Indian Commerce Association.

Reviewer of Int. Journal of Economics and Business Research (IJEER) in July 2021.

Programme Organized: AHOVAANs(Flagship Programme of MBA,NBU); International & National Conclave, Seminars(AICTE Recognized),Workshops(UGC Sponsored), Symposiums, Career Meets; International & National Webinars & e-Conclave etc.