

ARUNIMA HAZRA

Faculty of Business Management

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PROFESSIONAL SUMMARY

Dedicated and organized professional with a strong academic background and proven interpersonal skills. Currently pursuing a Ph.D. in Business and Economics while serving as a Teaching Assistant and Public Relations Manager. Demonstrates a dynamic approach to work, consistently achieving results through effective teamwork and a commitment to continuous learning. Determined and decisive in driving projects to completion.

WORK HISTORY

- **Teaching Assistant and Public Relations Manager** – Swami Vivekananda University, Department of Management
- **Assistant Professor** – iLEAD Kolkata, Department of Management
- **Visiting Lecturer** – Adamas University – School of Business and Economics (Human Resource Management, Marketing, Business Communication, Digital Marketing)
- **Administrator: Academics and Corporate Relation** – Brainware University (UGC and NAAC guidelines, corporate relation, corporate outreach, fund generation, collaboration)
- **Operations Manager, Hub In-Charge (1)** – Flipkart, Kolkata (Implemented process improvement to shape internal operations, organizational culture, optimize procedures for higher efficiency, and help the company evolve and grow; partnered with project team members to identify and quickly address problems; adjusted project plans to account for dynamic targets, staffing changes, and operational specifications; responded effectively to changes in project requirements by recalculating deliverables; maintained tactical control of project budgets and timelines to keep teams on task and achieve schedule targets)
- **Project Officer** – Centre for Environmental Education (CEE), Under Ministry of Environment and Forest, Kolkata
- **Management Trainee Intern** – SATS Academy, Kolkata (3-month internship as Operations Executive on healthcare management; completed a project on the conceptualization and establishment of a paramedical institute in India; gained knowledge of company policies, protocols, and processes)
- **Management Trainee Intern** – Deloitte, Kolkata (Power team; completed a project on the energy efficiency of Bangladesh and its future, a World Bank project; assisted management staff with operational oversight, business development, and process improvement strategies; acted with integrity, honesty, and knowledge to promote culture of company; identified and communicated customer needs to supply chain capacity and quality teams; power management)
- **Management Trainee Intern** – ONGC, Kolkata (Petroleum exploration, extraction, and sustainability techniques; controlled resources and assets to comply with industry standards and government regulations)
- **Guest Lecturer** – Future Institute of Technology, Kolkata (Maintained engaging and interesting lectures by combining different media in the Department of Civil Engineering for Environmental Science and Geology)

EDUCATIONAL BACKGROUND

- **Ph.D. in Management: School of Business and Economics** – Adamas University – Barasat
- **MBA in Public Systems Management** – Indian Institute of Social Welfare and Business Management (IISWBM), Calcutta University – Kolkata
Major Subjects: Human Resource Management, Marketing, Financial and Management Accounting, Management Information System, Management Process and Principles, Managerial Economics, Organizational Behavior, Production and Operations Management, Research Methodology, Data Analytics, Project Management.
Specialized Subjects: Environment Management, Energy Efficiency and Budgeting, ISO, Solid Waste Management,

Risk and Disaster Management, EIA, Fire Health and Safety, Sustainability, OHSAS.

Additional Experience: Worked with State Urban Development Agency (SUDA) and several municipalities as a management trainee; delivered lectures and training to government officers, DMs, and chairmen about Environment Management Systems, waste management, and renewable energy sources; took special classes at Adamas University, IISWBM, and various schools in and around Kolkata; completed dissertation on *EMS Implementation on HCL Technologies*; worked on a project with UNICEF on plastic pollution. (GPA: 68%)

- **M.Sc. (Hons.) in Geology** – Presidency University – Kolkata (GPA: 81.5%)
- **B.Sc. (Hons.) in Geology** – Presidency University – Kolkata (GPA: 67%)
- **12th** – Kalyani University Experimental High School – Kalyani (GPA: 86% | A DST INSPIRE Scholar of SHE Scholarship 2011–2016, Reg. No. 4196/2011; participated in DST-INSPIRE Internship Science Camp, 2010, held during June 22–26 at University of Kalyani, sponsored by Department of Science and Technology, Govt. of India)
- **10th** – Kalyani University Experimental High School – Kalyani (GPA: 89% | Awarded Radharani/Amulya Chakraborty Memorial Award for Excellence in Madhyamik, 2009, and Late Meena Dutta Memorial Award for Excellence in Bengali, 2009, by Kalyani Municipality)

SKILL HIGHLIGHTS

- **Core Competencies:** Teaching & Academic Administration, Public Speaking, Complex Problem Solving, Effective Communication, Task Management, Reliability, Public Relations, Corporate Outreach, ISO standards
- **Technical & Software:** MS Word, PowerPoint, Advanced Excel; Data Science (Elementary); LaTeX with Overleaf (International Workshop completed via Kolkata Bidhannagar Society for Academic Advancement & Vidyanagar College)
- **Languages:** English, Hindi, Bengali, German (Elementary)

RESEARCH PUBLICATIONS & BOOK CHAPTERS

1. Research Articles

- Hazra, A. (2026). Empowering Women Workers in West Bengal: Unravelling the Impact of Financial Literacy and Socioeconomic Factors on Wellbeing. *Advances in Consumer Research*, Published, February 2026, Volume 3 Issue 1, ISSN: 3049-317X (Online).
- Hazra, A. (2026). Evolution in Energy Utilisation in the Era of Industry 5.0. *Balaji Journal of Management Research*, ISSN 0974-7095, December 2025, pp. 47–56, DOI: <http://doi.org/10.53555/jab.v11si9.1197> (ISSN 2405-710X) Vol. 11, No. 9s.
- Hazra, A. (2025). Place Image Formation and Public Diplomacy: Product-Country Image, Tourism Destination Image, and Regional Identity in an Integrative Framework. *Perspectives on Management, The Heritage Business School, Kolkata, India*, ISSN 0974-7095.
- Hazra, A. (2025). Modelling the Effects of Digital Engagement on Patient Trust and Loyalty: A PLS-SEM Approach in Healthcare Services. *Journal of Applied Bioanalysis*, December 2025, pp. 47–56, DOI: <http://doi.org/10.53555/jab.v11si9.1197> (ISSN 2405-710X), Vol. 11, No. 9s.
- Hazra, A. (2023). Role of Effective Talent Management in Organizational Performance and Retention: An Empirical Study. *Journal of Informatics Education and Research*, ISSN: 1526-4726, Vol. 3, Issue 2 (2023), DOI: <https://doi.org/10.52783/jier.v3i2.2471336>.

2. Book Chapters

- Hazra, A. (2025). Transforming HR through Digital Intervention: A Conceptual Study. *Brain Bloomers (Volume 5)*, Edited by Prof. (Dr.) Amitava Basu, Dr. Santanu Mallick, Dr. Amalendu Samanta, Prof. (Dr.) Mary Conway Dato-On, ISBN: 978-1-2579654-7-2, DOI: 10.25215/1257965476, published by Redshine Publication, London, UK (July 2025).
- Hazra, A. (2026). Scroll, Click, Buy: Investigating the Dynamics of Social Media and Impulse Buying Behavior in India. *Social Media Dynamics in Digital Era*, ISBN: 978-93-5525-464-1, published by Swami Vivekananda University Press (2026).

- Hazra, A. (2026). Digital Feminism and Sustainable Leadership: A Comparative Study of Women Redefining Power in Global and Indian Contexts. *Digital Transformation Strategies for Sustainable Business Growth*, ISBN: 978-93-5980-987-8, published, June 15, 2026.

CONFERENCES, SEMINARS & PRESENTATIONS

- **Occupational Wellbeing and Job Satisfaction among Women Textile Workers in India & A Deep Dive into the West Bengal Context and South Asian Comparisons** – Presented at Dialogues on Resolving Challenges in Business Management, The First Doctoral Colloquium, Adamas University, Kolkata (12–13 June 2026).
- **Service Robots and the Transformation of the Hospitality Industry: A Bibliometric-Systematic Review and Research Agenda** – Presented at the 12th IBS Conference on Marketing & Business Strategy (ICOMBS 2026), ICFAI Business School, Hyderabad (13–14 March 2026).
- **National Conference on Next-Generation GST Reforms and India's Economic & Social Transformation: Reimagining Fiscal Policy, Digital Compliance, and Inclusive Growth** – Organized by School of Management, Swami Vivekananda University (SVU) in collaboration with ICMAI (13–14 March 2026).
- **2nd International Conference on Global Socio-Economic Outlook: Strategies for Sustainable Business Development (ICGSEO 2.0)** – Swami Vivekananda University (20–21 January 2026).
- **Evolution in Energy Utilisation in the Era of Industry 5.0** – Presented at the 19th ISDSI Global Conference 2025, IMI Kolkata (2025).
- **One Day Online Lecture Series on 'Sustainable Growth, Industrial Resurgence and Social Inclusion'** – School of Management, MIT University of Meghalaya, Shillong (8 February 2025).
- **Management Education and Research Colloquium (MERC)** – Presented research paper at IIM Kashipur (31 May – 2 June 2024).
- **International Conference on Industrial Resurgence and Contemporary Innovation in Business 4.0 & 5.0** – Presented paper at iLEAD Kolkata (27–28 July 2024).
- **ISDSI Global Conference** – Presented research paper at Indian Institute of Management, Ranchi (2023).
- **ICCIGS-2023** – Presented paper at the International Conference on Creativity, Innovation, Growth and Sustainability: Future Perspectives, Adamas University, Kolkata (2023).
- **15th International Conference** – Presented paper at Prestige Institute of Management & Research, Gwalior (M.P).
- **ICSSR Sponsored National Seminar** – Presented paper at Bantra Kailash Bhalotia College, Asansol (8–9 January 2024).
- **International E-Conference on Advances in Business and Management in the VUCA World** – Presented paper at Kazi Nazrul University, Asansol.
- **International E-Conference on Re-Engineering Business Processes in New Normal Landscape** – Presented paper at Adamas University (18 June 2022).

WORKSHOPS & FACULTY DEVELOPMENT PROGRAMS (FDPS)

- **Five-Day National Workshop on Data Analysis Using Python Programming** – Centre for Social Science Research (CSSR), Kolkata (5–9 July 2025).
- **Three-Day National Workshop on Intellectual Property Rights** – Kolkata Bidhannagar Society for Academic Advancement in association with the Department of Commerce and IQAC, University of Calcutta.
- **5-Day International Workshop on Data Science and Its Applications** – Department of Computer Science & Engineering and Department of Mathematics, Adamas University.
- **Two-Day National Level Online Workshop on Data Analysis with SPSS** – Asansol Engineering College, West Bengal.
- **5-Day Virtual Faculty Development Program on Research Article Writing and Publishing** – One School of Business in association with Bengaluru North University.
- **FDP on "Enhancing Research Methodology Skills: Navigating Data Analysis with Ease Using R and SPSS"** – International School of Business & Media, Kolkata (4–9 March 2024).

- **Five-Day Online Faculty Development Programme (FDP) on Tools and Techniques for High Impact Journal Publication (Part I)** – Organized jointly by IMI Kolkata, Centre of Applied Blockchain and Digital Transformation, and IQAC (3–7 June 2024).
- **5-Day Online International Faculty Development Program on "Research Methodology & Research Paper Writing in Management & Social Sciences"** – GNIHM, Kolkata (4–8 November 2024).
- **TEQUIP-III Short-Term Course** – Recent Advances in Environmental Biotechnology, jointly organized by IIT Kharagpur.

CERTIFICATE COURSES & NPTEL/MOOC CERTIFICATIONS

- **100-Hour Certificate Course (Blended Mode) on Research Methodology in Social Sciences** – Jointly organized by Kolkata Bidhannagar Society for Academic Advancement and New Alipore College, Kolkata (Completed 30 June 2025; Grade A).
- **Organizational Behaviour** – NPTEL Certification, IIT Hyderabad (Elite Certification, 90%).
- **Marketing Management - I** – NPTEL Certification, IIT Kanpur (96%, Topper, Top 2%).

PATENTS & COPYRIGHTS

- **Copyright Granted by Government of India:** *"Literary/Dramatic Work Business Models of Rural Handicraft in the Context of Pattachitra"* (Field of Rural Handicraft Business Models).
- **Patent Granted by Government of India:** *"An Artificially Intelligent System to Strategize and Predict Employee Attrition and Retention in HR Management"*.

ACCOMPLISHMENTS & AWARDS

- **DST INSPIRE Scholar (SHE Scholarship 2011–2016)** (Reg. No. 4196/2011; participated in DST-INSPIRE Internship Science Camp at University of Kalyani).
- **Fellow and Member** at The Commercial Education Society of Australia (CESA).
- **ATMA Exam:** Secured 99.26 percentile in the All India Management Exam.
- **AIMS Certificate:** Received International Conference Research Paper Presentation Certificate awarded by the Association of Indian Management Schools (AIMS).
- **Sangeet Bhusan Award:** Awarded by Pracheen Kala Kendra (2014); trained classical Bharatnatyam and Kathak dancer.
- **Memorial Awards:** Awarded Radharani/Amulya Chakraborty Memorial Award for Excellence in Madhyamik (2009) and Late Meena Dutta Memorial Award for Excellence in Bengali (2009) by Kalyani Municipality.

INTERESTS

Reading books, singing, dancing, watching movies, cooking, photography, lifestyle influencing.

DECLARATION

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief.

Date: 10.7.2026

Signature: Arunima Hazra