

CURRICULUM VITAE

Kallalban2@gmail.com

Mobile No: 9064150797 / 9434316287

<https://vidwan.inflibnet.ac.in/profile/270537>



Title: **Dr.**

Name / Surname: **KALLAL BANERJEE**

Professional Summary:

Results-driven academician and data analytics expert with extensive experience in AI-driven insights, strategic decision-making, and research. Passionate educator with a strong background in curriculum development, examination standardization, and business analytics. Adept at leveraging AI, predictive modelling, and business intelligence to drive innovation in academia and industry.

Professional Experience:

Professor and Ex - Director, School of Management in Swami Vivekananda University (SVU) from 4 th January, 2022 to till date.

Responsibilities:

Teaching different Under Graduate and Post Graduate Students with different specializations, Handling PhD Scholars, Fulfilment of Research Activities, and Academic & Research Administration.

Assistant Professor and Associate Professor in Computer Application as well as MBA Department of Future Institute of Engineering and Management from 5th March, 2005 to 3rd. Jun, 2022.

Responsibilities:

Taking different papers in UG and PG level likes MIS, Business Research Method, operation Research, Management Accounting, E-Commerce, AI, Basic Data Analysis etc. for CA and Business Management Department. Besides that, taking different roles like Programme coordinator in different batches of BCA, MCA and handling responsibilities for conducting Semester Examination in UG, PG levels.

Teaching Associates in Computer Science Engineering/Information Technology & MBA Department of Siliguri Institute of Technology (A degree-based Engineering and Management institute under Techno India Group) from 1st March, 2003 to 3rd March, 2005.

Responsibilities:

Taking different papers like Management information system, Business Research Method, operation Research, Management Accounting of MBA as well as MCA Department, Handling Linux server and Database server for different project experiment, look after the administrative schedules of different lab and conduct different online examination in labs.

Academic Qualifications:

Degree	Year	Institution	University
Ph.D.	2020	Department of Business Management	Calcutta University
MBA(IB)	2009	I.I.F.T (Indian Institute of Foreign Trade)	I.I.F. T
M.Com (Specialization in Accounts & Finance)	2001	Calcutta University	Calcutta University
Passed DOEACC” A and B” level Examination (Equivalent to MCA).	2005	DOEACC SOCIETY, (Govt. of India)	DOEACC SOCIETY
B. Com(H)	1999	Seth Anandram Jaipuria College	Calcutta University
Higher Secondary	1996	Bhandarhati B. M. Institution	W.B.C.O.H.S. E
Secondary Examination	1994	Bhandarhati B. M. Institution	W.B.B.O.S. E

Certificate Courses:

- Certificate course (from Aug, 2021 to Jun, 2022) on Data Science using Python from Ardent Computech Pvt Ltd.
- Advance Certification Program in Data Analytics from IRA EDU TECH

Key Skills:

- **Data Analytics & AI:** Predictive Modelling, Machine Learning, Power BI, DAX Functions
- **Strategic Decision-Making:** Business Intelligence, Data-Driven Solutions
- **Software & Tools:** Python, R, SQL, Google Sheets, PowerPoint, NVivo
- **Education & Research:** Teaching, Training, Academic Content Creation

Publication Details:

Journals (Published)

1. Environment-related Trade Barriers: An Analysis of Indian Leather Sector, TERI Press, 3 (2), pp 12-17, 2009, https://bookstore.teri.res.in/docs/newsletters/GALT_March_2009.pdf
2. Trade in Energy Services under Different Regional Agreements BCIM, BIMSTEC+1 and ASEAN+4, International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS), UGC Listed, ISSN 2278-2540, Volume VI, Issue XII, December 2017.
3. Trade in Energy Services in BCIM, BIMSTEC + 1 and ASEAN + 4 Regions-potentials and Challenges, SSRN (Elsevier), Energy Engineering e-journal, Vol 1, No 7: Apr 20, 2018.
4. Economic cooperation and trade potential of Indian energy sector products between India and BCM region, Journal of Management Research and Analysis, DOI: 10.18231/2394-2770.2018.0027, UGC Listed ISSN No: -2394-2762, Volume: 5, Issue: 2, Year: 2018, Page 170-177.
5. Economic Cooperation between India and ASEAN+3: A Study of the Trade Potential of India's Energy Sector Products, IOSR Journal of Business and Management (IOSR JBM), UGC Listed, e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 20, Issue 1. Ver. VI (January. 2018), PP 56-70.

6. A brief Analysis of the Patents associated with the Indian Electrical energy sector, International Journal of Advanced Scientific Research and Management (IJASRM), UGC Listed, ISSN 2455-6378, Volume3 Issue 6, June 2018.
7. Trade in energy services in BCIM, BIMSTEC+1 and ASEAN+4 regions-potentials and Challenges, International Journal of Management, IT & Engineering, UGC Listed, ISSN: 2249-0558, Vol. 8 Issue 2, February 2018, PP 161-182.
8. Economic Cooperation between India and BCM Region: A Study of the Trade Potential of India's Energy Sector Products (Jan, 2015). SSRN (Elsevier), International Political Economy: Trade Policy e-Journal, Vol 3, No 6.
9. India and BIMSTEC: A Comparative Study of the Trade Potential of India's Energy Sector Products in BIMSTEC and BIMSTEC 1 Region (Dec,2016). SSRN (Elsevier), Politics and Energy e-Journal, Sponsored by S&P Global Sustainable1, Vol5, No 163.
10. Patent Mapping on Electrical Energy Sector Through Visualization Approach, (Jan. 2018). SSRN (Elsevier), Global business issues e-Journal, Vol 8 No 2.
11. Economic Cooperation between India and ASEAN PLUS 3: A Study of the Trade Potential of India's Energy Sector Products, SSRN (Elsevier), Development economics: Regional and Country studies e-Journal, Vol 6, N0 83, May 4, 2017.
12. Dedicated Freight Corridor (DFC) a Game Changer for The Indian Economy-An analytical study, SSRN (Elsevier), Economics research network: Professional and practitioner papers Institutional and Transition Economics policy paper series, 14(19). Nov 28, 2022.
13. Impact of Third Sector for countries Socio-Economic development particularly for PACS: A study with reference to West Bengal, Journal of Electronics Information Technology Science and Management, (Scopus and UGC Care Journal), ISSN: 0258-7982, 12(7), 2022, pp 54-75
14. Theoretical Framework for Social Media Marketing, Education, Research and Analysis (Kalyani Foundation for Media Science and Community Research), ISSN: 2348-571X, 9(2), 2022.
15. Socioeconomic Benefits of Dedicated Freight Corridor: An Analytical Study, The IUP Journal of Supply Chain Management (IJSCM), ISSN: 0972-9267, IUP publication (A division of ICFAI Society), 19(2), June 2022.
16. FDI flow in Energy Sector among BCIM, BIMSTEC+1 and ASEAN+4 sub-regional alignments, Journal of Environmental Science and Economics (Web of Science index), ISSN: 2832-6032, 1(3), 2022, DOI: <https://doi.org/10.56556/jescae.v1i3.226>.
17. Assessment of Trade Scenario Among IBSA Member Countries and Way Forward, Journal of International Economics, ISSN 0976-0792 13(1), January-June 2022 pp: 20-64.
18. Health Care Service Trade in the South East Asian Region: particularly in BIMSTEC, International Journal of Advance and Innovative Research, Vol 10, Issue 1(II), Jan-Mar 2023, pp 24-31
19. Impact of Social Media in Women Entrepreneurship - Unlocking Potentials for Business Success, Journal of Mines, Metals, and Fules, Scopus Index, Informatics Publishing Limited and Books & Journals Private Ltd, Volume 71, Issue 5, May 2023
20. AI-Driven Customer Segmentation and Product Recommendation for Super Mall, Journal of Mines, Metals, and Fuels, Scopus Index, Informatics Publishing Limited and Books & Journals Private Ltd, Volume 71 (5), 2023
21. A Study of the Influence of social media on Women Empowerment with Mediating Role of Self-Efficiency in North 24 Parganas, West Bengal: An SEM Approach, 3rd International Conference on Multidisciplinary Research in Current Era, March 2023, Research Solutions Global, Gurugram in association with Department of Psychology, Muralidhar Girls' College, Kolkata.

22. Factors influencing the entrepreneurial intention of students: A review, International Journal of Advances in Engineering and Management (IJAEM), Volume 5, Issue 3, ISSN: 2395-5252, pp 1655-1665
23. Looking at Women Empowerment Through the Window of Entrepreneurial Culture: A Quantitative Analysis on Select Women Entrepreneurs of North 24 Parganas, West Bengal, India, Third Concept, Vol 37, No 436, June 2023, ISSN: 0970-7247, pp 91-101
24. Training and Development Programs in Indian Commercial Banks: Current Status and Implications. VOL.- VIII, ISSUE- II March - 2023 Innovation the Research Concept, ISSN: 2456-5474, RNI No: UPBIL/2016/68367, <http://www.socialresearchfoundation.com/new/publish-journal.php?editID=5373>
25. Importance of UPI in Socio-Economic development: An empirical study, AIMS International Journal of Management, UGC CARE listed Volume 17, Number 1, 2023, pp 27-39, DOI: 10.26573/2023.17.1.3
26. Credit Risk Management in Indian Banking Sector: Issues and Challenges, Vol.- VII, Issue- XII March – 2023, Anthology the Research, ISSN: 2456–4397, <http://www.socialresearchfoundation.com/anthology.php#8>
27. Economic Cooperation And Integration Among BIMSTEC: A Study On Organic Agricultural Products, Journal of Survey in Fisheries Sciences, SCOPUS Index, vol 10 (1S) 2023, Special Issue 1, <https://doi.org/10.53555/sfs.v10i1S.2294>
28. A study on smartwatch users in Kolkata: Health consciousness or fashion statement, International Journal of Financial Management and Economics, <https://doi.org/10.33545/26179210.2024.v7.i1.270>, Vol 7(1), pp 127-120, 2024
29. Evaluation of the effectiveness of current employees' training and development programs adopted by the commercial banks, International Journal of Research in Management, <https://doi.org/10.33545/26648792.2024.v6.i1b.132>, 6(1), pp 121-125, 2024.
30. Evaluating the impact of employee engagement activities on employees of steel and heavy metal industries in West Bengal, International Journal of Research in Management, <https://doi.org/10.33545/26648792.2024.v6.i1b.134>, 6(1), pp 131-138, 2024.
31. Data visualization approach for business strategy recommendation using power BI dashboard, International Journal of Research in Management, <https://doi.org/10.33545/26648792.2024.v6.i1b.138>, 6(1), 168-175, 2024
32. Economic and Geopolitical influence of India through BRICS summit: A brief analysis, International Journal of Foreign Trade and International Business, <https://doi.org/10.33545/26633140.2024.v6.i1a.101>, 6(1), pp 38-43, 2024
33. An analysis on health service trade among Bimstec region, International Journal of Financial Management and Economics, <https://doi.org/10.33545/26648792.2024.v6.i1b.135>, 6(1), pp 139-144
34. Sentiment analysis using different machine learning models: A study for the prediction of customer's review, International Journal of Research in Marketing Management and Sales, <https://doi.org/10.33545/26633329.2024.v6.i1a.150>, 6(1), pp 43-49, 2024
35. Importance of Argo-Chemical Companies in Indian Agri Sector: An Analysis, International Journal of Agriculture and Food Science, <https://doi.org/10.33545/2664844X.2024.v6.i1b.169>, 6(1): pp 88-96, 2024
36. Green marketing and sustainable development in India: A comparative study, International Journal of Advanced Academic Studies, <https://doi.org/10.33545/27068919.2024.v6.i4a.1136>, 6(4): 01-04, 2024
37. Impulsive purchasing patterns among women consumers: A study, International Journal of Research in Marketing Management and Sales,

<https://doi.org/10.33545/26633329.2024.v6.i1b.159>, 6(1): 117-119, 2024

38. A comparative analysis on entrepreneurial intentions among the students of MBA and M.Com programmes of a state-aided university in West Bengal, *International Journal of Research in Management*, DOI: <https://doi.org/10.33545/26648792.2024.v6.i1d.158>, 2024; 6(1): 301-306
39. Change management through the ages: Lessons from historical transitions and revolutions, *International Journal of Research in Management*, DOI: <https://doi.org/10.33545/26648792.2024.v6.i1d.159>, 2024; 6(1): 307-310
40. Women in small and medium enterprises: Embracing social media for women entrepreneur's economic empowerment and well-being: A qualitative analysis on select women entrepreneurs of North 24 Parganas, West Bengal, *International Journal of Financial Management and Economics*, DOI: [10.33545/26179210.2024.v7.i1.284](https://doi.org/10.33545/26179210.2024.v7.i1.284), 2024, Vol. 7, ISSUE 1, 181-186
41. A study on adaptation of youth preference in green cosmetic industry, *International Journal of Research in Marketing Management and Sales*, DOI: [10.33545/26633329.2024.v6.i1b.163](https://doi.org/10.33545/26633329.2024.v6.i1b.163), 2024; 6(1): 137-141
42. Chat-GPT & Its impact on writing skill development: A case study on students of private colleges in north 24 parganas, *International Journal of Multidisciplinary Trends*, DOI: [10.22271/multi.2024.v6.i4b.415](https://doi.org/10.22271/multi.2024.v6.i4b.415), 2024; 6(4): 89-94
43. Unveiling Cultural Diversity in Indian Literature: A Comparative Analysis, *International Journal of Cultural Studies and Social Sciences*, Vol. XX, No. XXIII, ISSN No. 2347-4777 (Peer-Reviewed, UGC-CARE listed Journal)
44. Crisis Management in History: How Leaders Handled and Overcame Adversity in Different Time Periods, *International Journal of Financial Management and Economics*, 2024, Vol 7 Issue 1, <https://doi.org/10.33545/26179210.2024.v7.i1.268>
45. An empirical investigation into contemporary sustainable business models and the strategic integration of modern corporate practices for organizational growth, *International Journal of Economics Practices and Theories (IJEPT)*, ABDC -C, ISSN: 2247-7225
46. Comparative study of credit risk management practices in MSME lending: an analysis of five Indian public sector banks, *Global Journal of Engineering Science and Researches*, ISSN No: 2348-8034, 12(3), 2025
47. Evaluation Of MSME Loan Monitoring and Recovery Systems in Five Public Sector Banks in India: Building Early Warning Systems for Enhanced Asset Quality Management, *International Journal of Engineering Researches and Management Studies*, ISSN No: 2394-7659, 12(6), 2025
48. Importance Of West Bengal and North-East State for Promoting Healthcare Service Trade: A Study, *International Journal of Management Practices (IJMP)*, Volume 2, Issue 1, January-June 2025, pp. 7-21, Article ID: IJMP_02_01_002, Journal ID: 2635-1222; DOI: https://doi.org/10.34218/IJMP_02_01_002
49. Entrepreneurial intention of post-graduate business administration students of a public university of West Bengal: an empirical study, *International Journal of Indian Culture and Business Management*, Inder science Enterprises Ltd, Vol. 34, No. 2, pp 204-223 <https://doi.org/10.1504/IJICBM.2025.144468>

Book Chapters:

1. Importance of Supply Chain Management in Healthcare Service: An Overview, *International Conference on "Green Supply Chain Management: New Challenges to Sustain Green Environment"* sponsored by University Grants Commission (Under KNU UGC STRIDE Project Component-I) in collaboration with the Department of Mathematics and Department of Business Administration, Kazi Nazrul University, Asansol, West Bengal, India, November 18-19, 2022.
2. Impact of Artificial Intelligence (AI) and Internet of Things (IOT) on Health care Sector, *Book*

Chapter in the Edited Volume titled Green Industrial Applications of Artificial Intelligence and Internet of Things (IoT) by Bentham Science Publishers Pvt. Ltd.,2022.

3. Post-Covid Transformation in Banking Environment: Emerging Needs for Training and Development Programs, Book Chapter in the Edited volume titled “Sustainable Strategies for Economic Growth and Decent Work: New Normal” publisher Ermington, New South Wales: Lincoln Research and Publications Limited, 2022, ISBN 9780648879886Libraries Australia ID 72742631
4. Assessing the Strategies of Human Resources Management within the Context of Employee Engagement in Steel and Heavy Metal Industries of West Bengal, Advances in Business and Management in the VUCA World, Red ‘Shine Publication, London, UK, ISBN: 978-1-812-45972- 4, DOI: 10.25215/1312459727
5. Assessment and recognizing the impact of employee engagement on job satisfaction in the steel and heavy metal industries of West Bengal, International Conference on Digital Transformation in Sustainable Growth (DTSG 2022), Kripa-Drishti Publications, ISBN: 978-81-19149-52-0.
6. Influence of religious culture on entrepreneurial intention of post-graduate students: An empirical study in West Bengal, Third Concept, Vol 37, No 436, June 2023, ISSN: 0970-7247, pp 37-49
7. Exploring the Integrity in Cultural Diversity of Indian Literature: A Comparative Study, Third Concept, Vol 37, No 436, June 2023, ISSN: 0970-7247, pp 169-185.
8. A Quinquagenarian Exploration of the Vestiges of Structural Transformation: Linkage between Indian Culture and Economic Development, Third Concept, July 2023, 37(437), pp 53-62
9. Impact of Social Media in Women Entrepreneurship - Unlocking Potentials for Business Success, Journal of Mines, Metals, and Fuels, Scopus Index, Informatics Publishing Limited and Books & Journals Private Ltd, Volume 71, Issue 5, May 2023
10. Evaluation of Trade Potentialities Using Panel Data Analytics Method Concerning Asia Pacific Regions, Application of Data Analytics in Modern Business Decisions, Swami Vivekananda University, ISBN 978-93-5980-076-9, <https://doi.org/10.5281/zenodo.11181360>
11. A Study on Use of AI Enabled Technologies amidst Healthcare Sector in North 24 Parganas, West Bengal, India, Coherence 2024: International Management Conference on Application of Emerging Digital Technologies in Business Management Research & Practices, 2024, 978-81-19524-67-9
12. An investigative study of past 50 years on Relies of Structural Changes: Exploring the connections between Indian Tradition and Economic progress, Through the Postcolonial Lens an Anthology of Critical Essays, Aadi Publications, ISBN: 978-93-92586-82-8, pp 120-135
13. Navigating the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) of Green Cosmetics for Youths in India, Exploring the Dynamics of Business Decisions in Present VUCA World ISBN No: 978-93-3406575-6
14. A Study on Use of AI Enabled Technologies amidst Healthcare Sector in North 24 Parganas, West Bengal, India, Proceedings of Coherence 2024: International Management Conference on Application of Emerging Digital Technologies in Business Management Research & Practices, 2024, ISBN – 978-81-19524-67-9
15. Regional trade and international production Network: The context of Automobile industry in Asia, Trade in Transition from Agriculture to Innovation, Trade, Industry and Society, ISBN: 978-81-974325-8-3
16. Understanding Sustainable Development Goals from Students' perspective in India: a Case Study approach, Trade in Transition from Agriculture to Innovation, Trade, Industry and Society, ISBN: 978-81-974325-8-3
17. The evolution of e-WOM and its implication for consumer purchasing behavior, Trade in Transition

from Agriculture to Innovation, Trade, Industry and Society, ISBN: 978-81-974325-8-3

18. Hr. managers dilemma in VUCA business environment: A comprehensive review, Transformative Human Resource Management: Strategies for Modern Workplace, ISBN: 978-93-81231-47-0
19. Cases of Export Instability of Agriculture Export in India among Competitive Economic Environments, Transformative Human Resource Management: Strategies for Modern Workplace, ISBN: 978-93-81231-47-0
20. Management Practices in Military Organizations: Lesson from History, Transformative Human Resource Management: Strategies for Modern Workplace, ISBN: 978-93-81231-47-0
21. An India China FTA: Potential economic Implications for the Asian and North American Economics, Innovative Marketing Paradigms Trends, Strategies and Consumer Insights, ISBN: 978-93-91741-78-5
22. Understanding Consumer purchasing behaviour and adapting strategies for organic food products, Innovative Marketing Paradigms Trends, Strategies and Consumer Insights, ISBN: 978-93-91741-78-5
23. Work from home or Work from Office: a study on female workforce preferences in Kolkata, Innovative Marketing Paradigms Trends, Strategies and Consumer Insights, ISBN: 978-93-91741-78-5
24. FDI flows in Health Care Sector among Different Sub-Regional alignments in the context of SEA Region, Economic Frontiers Contemporary Analysis and Implications, ISBN: 978-93-92586-40-8
25. AI and its impact on human Creativity in Content writing: A Study, Economic Frontiers Contemporary Analysis and Implications, ISBN: 978-93-92586-40-8
26. The impact of Electronic Word-of-Mouth (eWOM) on consumer purchasing behavior in organic food products market, Economic Frontiers Contemporary Analysis and Implications, ISBN: 978-93-92586-40-8
27. Extended Analytics in Research Methodology across Various verticals: A Review, International Conference on Multidisciplinary research methodology & IPR 2023, ISBN 9788197653568
28. A Generic platform-independent Research Methodology Framework Converging in Product commercialization, International Conference on Multidisciplinary research methodology & IPR 2023, ISBN 9788197653568
29. Sustainability Practices in Value Chain Analysis: A Study on Indian Tea Industry, *Swami Vivekananda University Press*, Mar. 2026, pp. 6-27, <https://doi.org/10.65525/SVUP.9788199651562.2026.6-27>
30. Stress Management: The Key to Work-Life Balance”. *Swami Vivekananda University Press*, Mar. 2026, pp. 91-100, <https://doi.org/10.65525/SVUP.9788199651562.2026.91-100>
31. Harnessing Artificial Intelligence for Environmental Sustainability: A Promising Path Forward”. *Swami Vivekananda University Press*, Dec. 2025, pp. 6-16, <https://doi.org/10.65525/SVUP.9788199651548.2026.6-16>
32. Compensatory Restrictions and National Treatment in Services Trade: An Example from Banking Sector”. *Swami Vivekananda University Press*, Dec. 2025, pp. 17-33, <https://doi.org/10.65525/SVUP.9788199651548.2026.17-33>
33. The Impact of AI-Powered Personalization on Consumer Purchasing Behavior in the E-Commerce Landscape”. *Swami Vivekananda University Press*, Dec. 2025, pp. 40-60, <https://doi.org/10.65525/SVUP.9788199651500.2026.40-60>
34. Indian Plastic Industry and Its Export Performance: A Sectoral Strategy Report”. *Swami Vivekananda University Press*, Dec. 2025, pp. 16-33, <https://doi.org/10.65525/SVUP.9788199651524.2026.16-33>

35. Green Finance and Sustainable Development: Global Trends and Future Prospects". *Swami Vivekananda University Press*, Dec. 2025, pp. 34-52,
<https://doi.org/10.65525/SVUP.9788199651524.2026.34-52>
36. Decoding the Importance of Engraved Numbers on Plastic Water Bottles in India: Awareness Versus Ignorance". *Swami Vivekananda University Press*, Dec. 2025, pp. 81-94,
<https://doi.org/10.65525/SVUP.9788199651524.2026.81-94>
37. Sustainable Supply Chain Management for Entrepreneurial Success, Entrepreneurial Ecosystem, ISBN: 978-93-341-6690-3

Conference/Seminar/Workshop/Symposia:

1. Economic cooperation in BCIM: Trade potential, in BCIM conference (12-13.01.2017) organized by Kolkata society for Asian Studies, IFPS (University of Calcutta) and Indian Council of world Affairs, New Delhi.
2. Economic Cooperation between India and ASEAN: A Study of the Trade Potential of India's Energy Sector Products, Bhavishya-International Conference on Management, Health care and Media, 2017.
3. Economic Integration and movement of FDI among BIMSTEC regions: Evaluation of trade potential in Organic Cosmetics, SOBE conference, Adamas University, Kolkata, March 16-17, 2023.
4. Assessment of Quality in IPD and OPD services in Health care Sector: An empirical investigation, 2023 IEEE R10 Humanitarian Technology Conference (HTC), 2023
5. Intra-regional trade on organic cosmetics and current status of value Chain among BIMSTEC regions, International Conference of KSAS and AnSI, February, 2024.
6. Transforming Organic Farming in India: Leveraging Emerging Technologies For Sustainable Agricultural Development, International Conference on Global Socio-Economic Outlook: Strategies for Sustainable Business Development (ICGSEO – 2025), Organized by: School of Management, Swami Vivekananda University, 4th to 5th Feb, 2025.
7. Agri-Entrepreneurship as A Viable Career Option: A Study, World Conference on Economy, Business and Agricultural Development (WCEBAD)
Date: 27 – 28 January, 2024. (Virtual -Online mode), Research Culture Society' (RCS) International Scientific Research Institute.
8. The Impact of Social Media Platforms on Political Discourse using Meta-Analysis, International Conference on JMC, Organized by: School of journalism, Swami Vivekananda University, 4th to 5th Feb, 2024
9. Women in Small and Medium Enterprises: Embracing Social Media for Women Entrepreneur's Economic Empowerment and Well-being in West Bengal, International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023) on 28th – 30th September 2023, SOM, SVU
10. As a Resource Person for a 5-Day Faculty Development Programme (FDP) on the theme: "From Research Design to Research Visualization: A Journey through Systematic Literature Review and Bibliometric Tools", scheduled from 4th to 8th August 2025, in online mode, SOM, SVU
11. Invited Speaker to deliver a talk on the Research Methodology workshop on "The Fundamental Research Approaches of Social Science for Academic Inquiry" scheduled to be held at Department of Anthropology and Tribal Studies, MSCB University, Odisha, India during 08-13 December, 2025.
12. Attend National Faculty Development Programme in Entrepreneurship organized by

Entrepreneurship Development Institute of India (EDII) and AICTE at Ahmedabad from 19 to 30 September 2022.

13. FDI Flows in the Healthcare Sector among Different Sub-Regional Alignments in the Context of the SEA Region, International Conference on Transformation and Sustainable Growth for Business Development (ICTSGBD-2024), Organized by: School of Management, Swami Vivekananda University, 22nd to 24th Feb, 2024
14. Attend National Conference on Next Generation GST Reforms and India's Economic and Social Transformation: Reimagining Fiscal Policy, Digital Compliance and Inclusive Growth on March 13th to 14th, 2026, Organized by SVU and ICAI.

Patent Details:

1. Examining the effects of product descriptions, reviews, and ratings on consumer purchase decision
Inventor(s): 1. Prabhakar Bethapudi 2. Shivani Hazra 3. Prof. Nagashree 4. Dr. Kallal Banerjee 5. Sourav Chatterjee 6. Dr. Vijaya Lakshmi V 7. Nilima Das 8. Dr. Pratheep K Published: 2023-05-05
2. An innovative time management system for increased productivity
Inventor(s): 1. Dr. Ashok D Tedmal 2. Shivani Hazra 3. Malar Velze M 4. Dr. Kallal Banerjee 5. Sourav Chatterjee 6. Dr. Nazia Jamal 7. Dr. Santhini S 8. Dr. Shishina Srinirasa, Published: 2023-06-02
3. Computing Device for Supply Chain Optimization through Advanced AI and Machine Learning.
Swami Vivekananda University, Inventor(s): Dr. Kallal Banerjee, Mr. Soumen Nath, Dr. Mainak Chakraborty, Mr. Ayanangshu Mondal, Ms. Soumi Chakraborty, Mr. Sourav Saha, Mr. Sourav Chatterjee. Intellectual Property Office, Government of India. [Design Application Number 6341361]
4. Innovative Wearable Sociometric Device for Enhanced Analysis and Optimization of Workplace Team Dynamics.
Swami Vivekananda University, Inventor(s): Neelanjana Mitra, Amitabha Gupta, Dr. Anirban Hazra, Dr. Kallal Banerjee, Sourav Saha, Tanmoy Mazumder, Soumen Nath, Soumi Chakraborty, Saheli Ghoshal. Intellectual Property Office, Government of India. [Design Application Number 409213-001]
5. A system for leveraging AI and data analytics for predictive modeling of consumer green purchasing behavior and method thereof.
Inventor(s): Dr. Kallal Banerjee, Mr. Soumen Nath, Dr. Mainak Chakraborty, Mr. Ayanangshu Mondal, Ms. Soumi Chakraborty, Mr. Sourav Saha, Mr. Sourav Chatterjee. Intellectual Property Office, Government of India. [Patent application number 202331042494 A]
6. Technical writing with AI in BM platforms, Inventor(s): Swami Vivekananda University, Inventor(s): Neelanjana Mitra, Amitabha Gupta, Dr. Anirban Hazra, Dr. Kallal Banerjee, Sourav Saha, Tanmoy Mazumder, Soumen Nath, Soumi Chakraborty, Saheli Ghoshal. Intellectual Property Office, Government of India. [Patent application number [IND 409213-001]

Book Details:

1. Marketing Management (Referencing the Hospital Industry)

Author: Sourav Pal and Dr. Kallal Banerjee

ASIN: B0C7RZ8NQP

Publisher: Taurean Publications

Language: English

2. The Fundamentals of Research Methodology,

Authors: Prof. (Dr.) Kallal Banerjee, Dr. Mainak Chakraborty, Mr. Soumen Nath, Mr. Sourav Chatterjee

Publishers: Infinity Publication Pvt. Ltd

ISBN: 978-93-92917-22-6 ISBN-10: 93-92917-22-8 DIP: 18.10.9392917228

DOI: 10.25215/9392917228

3. Management Principles and Practices: Concept and Cases

Author: Abanti Aich, Dr. Kallal Banerjee and Dr. Pikash Pratim

Maity

ISBN: 978-81-975031-0-8

Publisher: Taurean Publications

Awards & Honors:

- Rank Holder in IIFT MBA Examination
- Member of the Editorial Board of Various International Journals
- Reviewer of Various International & National Journals
- Invited Talk and Session Chair at Various Conferences, Workshop etc.

Areas of Research Interests:

- a. International Business and Business Analytics
- b. Unorganized Sector
- c. Corporate Social Responsibilities
- d. E- Waste Management
- e. Trade Analytics particularly in goods and services

Independent research studies:

1. Evaluating entry plans for children's shoes in the US market through different business analytical methods.
2. Comparative analysis of a few selected public sector banks based on CAMEL rating.
3. An emerging project on “Export Potential and Market Access Limitation. (Tariff escalation, environmental measures) for Leather Industries in India.
4. An emerging project on “Implementation issues for the Eastern region arising from Singapore CECA with special reference to West Bengal”.
5. Towards BIMSTEC –Japan Comprehensive Economic Co-operation –Possible Opportunities and Challenges.

Other skills / Accomplishments:

- Worked as a Research team member of the project, 'A spatial analysis of Myanmar's economy and explore the opportunities and assess the risks for Indian business in Myanmar', Client: the Economic Diplomacy Division, Ministry of External Affairs, and Government of India. March, 2019.
- Worked as a Research team member of the project, 'Identification of export potential of small and medium tea gardens of Upper Assam', Client: Tea Board, Status: Submitted report March 2020.
- Worked as a Research team member of the project, 'Bangladesh @50 –India-Bangladesh Relation: A Special Journey and the Way Forward', Client: Asian Confluence, India East Asia Center, Shillong, India, and March 2021.
- Worked as a Research team member of the project, 'Data Analysis for Enhancement of Exports of Lather Products', Client: Engineering Export Promotion Council (EEPC).
- Worked as a PI on the project, 'Capacity Building for Tribal Women in Selected Districts of West Bengal', funded by Swami Vivekananda University, Kolkata

Scholar Details:

Name of Scholars	Name of University	Research Title	Status
Sourav Paul	Swami Vivekananda University	Entrepreneurial intention and execution of students of higher education institutions: a study of select universities in West Bengal	Awarded
Jayanta Biswas	Swami Vivekananda University	Impact of Training and Development Programmes on Employee Performance: A Comparative Study between Public Sector and Private Sector Commercial Banks	Awarded
Sourav Chatterjee	Swami Vivekananda University	Impact of Electronic Word of Mouth (eWOM) Strategy on the Sustainable Adaptation of Organic Food Products in West Bengal: A Study	Awarded
Argha Saha	Swami Vivekananda University	Assessing the impact of employment engagement activities on employees of steel and heavy metal industries in west Bengal	Awarded
Abanti Aich	Swami Vivekananda University	Health care service trade in BIMSTEC region: a study with reference to West Bengal	Awarded
Sreejaya Chatterjee	Swami Vivekananda University	Role of Social Media in the Empowerment of Women Entrepreneurs	Awarded
Kajal Chandra Debnath	Swami Vivekananda University	Credit Risk Management Practices in Indian Banking Industry: A Study with Reference to MSME Sector of Public Sector Banks	Awarded

Personal Details:

Address Village & Post Office- Mandra; Mandra Hospital Road; District- Hooghly; State- West Bengal; Pin code-712301; India.

D-O-B 19/04/1978

Sex- Male

Category General

Marital Status Married

Extra curriculum activities & interest Represented College football team in an inter-college tournament, enjoyed playing different games in the computer and singing songs.

Other Relevant Information:

- Working as a Guest Faculty, in the MBA Dept. University of Calcutta Science 2020.
- Title of my PhD Thesis: Benefits of selected sub-regional trade alignments for Indian Energy sector.

References:

Sl no	Name of the Person	Designation	Organization	Phone No	E-Mail ID
1	Prof. Dipankar Dey	Professor, Dept of Management	Techno India Group, Kolkata	9433887819	dipankardey64@gmail.com
2	Prof. Alope Kumar Ghosh	Executive Director	FIEM, Kolkata	7980352626	akg_here@rediffmail.com
3	Prof. Ashish Kuman Sana	Professor	Dept of Commerce, CU	6289669904	aksanacu@gmail.com

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience.

Kallal Banerjee.

Dr. Kallal Banerjee.