

DR. RUPAM MUKHERJEE

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Kabi Sukanta Mahavidyalaya, Bhadreswar
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Overview

He is a passionate teacher of Economics and a dedicated researcher with a relentless commitment to cultivating knowledge and fostering a dynamic learning environment. His journey in academia has been defined by his unwavering dedication to innovative teaching methods, rooted in integrity and a profound willingness to adapt to the evolving educational landscape. With over sixteen years of experience in teaching and research, he possesses a wealth of expertise. His research interests encompass Agricultural Economics, Development Economics, and International Economics. Additionally, he currently holds a position as a Guest Faculty at West Bengal State University, Netaji Subhas Open University of Professional Studies, Indira Gandhi National Open University, and Hiralal Majumdar Memorial College for Women. Prior to his role at Kabi Sukanta Mahavidyalaya, he has served at various institutions, including Ramakrishna Mission Residential College Narendrapur, The Institute of Chartered Financial Analysts of India (ICFAI), Barrackpore Rastraguru Surendranath College, Bhairab Ganguly College, among others.

Date of Appointment to the present job:

4th of September 2019

Other Academic / Administrative post:

Currently, he serves as the Convener of the Research & Seminar sub-committee and is an active member of the Internal Quality Assurance Cell of the college. Additionally, he is a member of several other committees, including the Admission Sub-Committee, Library Sub-Committee, Cultural Sub-Committee, Sports Sub-Committee, Result Evaluation Sub-Committee, and NSS Advisory Committee. In the past, he has contributed to the college's initiatives by fulfilling the role of Convener of the Magazine Sub-Committee and as a member of various other committees such as the Academic Affiliation (CBCS) Sub-Committee, Career Counseling & Student Welfare Cell, Anti-Ragging Cell, and RTI Cell.

Academic Background:

His academic journey has been a continuous quest for excellence and a testament to his unwavering commitment to intellectual growth, which commenced at Narendrapur Ramakrishna Mission Ashrama Residential School, setting the foundation for his future endeavors. He achieved his Bachelor's degree in Science with Honours in Economics from Maulana Azad College in 1999. His pursuit of knowledge continued as he completed his Master's degree in 2001 from Calcutta University, specializing in International Economics. In 2009, he earned his M.Phil degree from Annamalai University, further enhancing his academic

credentials. His scholarly pursuits reached a pinnacle in 2017 when he was awarded a Ph.D. from West Bengal State University. To broaden his horizons and equip himself with a multifaceted skill set, he embarked on an MBA journey, specializing in International Business. He successfully completed it in 2023 from Sri Venkateshwara University.

Throughout his academic career, he has been actively involved in research initiatives. As the Principal Investigator, he has received funding for several Minor Research Projects, including those sponsored by the University Grants Commission (UGC), A. K. Dasgupta Centre for Planning and Development of Visva-Bharati University, and the Insurance Institute of India, Mumbai.

His dedication to education is evident through his contributions to curriculum development and innovative teaching style. He was entrusted by the Ministry of Human Resource Development (MHRD), Government of India, to create content for various modules of the UGC CBCS UG Economics Honors course, which is available on the SWAYAM and SWAYAMPHRABHA platforms. Additionally, he has developed study materials for PG Economics courses at Netaji Subhas Open University and authored a textbook on Economics for Rabindra Open School's Higher Secondary level.

In the realm of publications, he has left a significant mark with numerous research articles in Scopus and ABDC-indexed, UGC CARE-listed national and international journals, boasting high impact factors and cite scores. His research contributions extend to peer-reviewed edited books with ISBNs published by esteemed national and international publishers. He has presented his research findings at various international, national, and state-level conferences and workshops, earning multiple "Best Paper" awards. His commitment to the academic community also shines through his role as a peer reviewer and membership on the Advisory Board of prestigious international journals and edited books. He has accomplished the impressive feat of editing three books, each with its own ISBN and DOI, published by reputable international publishing houses.

Notably, he has enriched his academic profile through participation in faculty development programs (FDPs) and short courses, often chairing sessions as a resource person at international conferences and UGC HRDC FDPs. His expertise in economic matters has extended beyond academia as he has provided insights into ongoing economic issues in India through numerous interviews on All India Radio. His multifaceted contributions exemplify a lifelong dedication to education, research, and the dissemination of knowledge. His innovative research findings have earned him the remarkable distinction of securing four patents.

Information about Ph.D.

- **Date of Award:** 7th December 2017
- **Ph. D. Topic:** Impact of Crop Insurance on Agricultural Output in India

Publication in Journals: (Last Three Years)

- Bhakuni S., Kambar M.Y., Rarhod S., Mukherjee R. (2023), '*Female Entrepreneurship: barriers, opportunities, and impact on global economies*', Remittances Review, July, Vol. 8, No. 4, H-Index 5, Cite Score 3.9, Transnational Press London Ltd., ISSN: 2059-6596, pp. 2425-2435 (**Scopus Indexed Q2 Journal**)
- Mukherjee R. (2023), '*Women entrepreneurship and the future of work: Adapting to technological and economic shifts*', Journal of Higher Education Theory and Practice, Vol. 23, Issue No.1, Cite Score: 0.5, North American Business Press, ISSN: 2158-3595 pp: 636-651 (**Scopus Indexed Q3 Journal**)
- Agarwal M., Sharma S., Kashyap A., Mukherjee R., Mahajan D.A. (2023), '*Exploring the Link between Financial Development and Economic Growth: A Comprehensive Review*', Shodha Prabha, Vol. 48, Issue. 03, Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeetha, ISSN: 0974-8946 pp. 155-163, (**UGC CARE Listed journal**)
- Sharma N., Sharma S., Mukherjee R., Qureshi Y., Vinayaka K.S. (2023), '*Environmental Justice and the disproportionate impact of pollution on vulnerable communities*', European Chemical Bulletin, Special Issue No. 8, Cite Score 2.4, Deuton-X Ltd., E-ISSN: 2063-5346 pp. 2762-2774 (**Scopus Indexed Q3 Journal**)
- Reuben G.V., Mukherjee R., Chakravarty H., Mahajan D.A. (2023), '*The Role of Social Media Marketing in Enhancing Customer Engagement and Loyalty*', Shodha Prabha, Vol. 48, Issue. 03, Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeetha, ISSN: 0974-8946 pp. 66-74, (**UGC CARE Listed journal**)
- Mukherjee R. (2022), '*Women Entrepreneur's Boutique Business In Sub-Urban Kolkata Amidst Corona Pandemic: The Socioeconomic Determinants, Challenges Encountered & Survival Strategies*', Journal of Positive School Psychology, Vol.6, No. 6, Impact Factor: 8, H-Index: 5, Society of Psychology and Education, ISSN: 2717-7564, pp: 7486-7495 (**Scopus Indexed Q2 Journal**)
- Mukherjee R., Chattopadhyay S., Mandal K. (2021), '*Factors Affecting Panic Buying during Covid-19: A Case Study of Kolkata, India*', The Journal of Oriental Research Madras, The Kuppuswami Sastri Research Institute, June, Impact Factor: 7.193, ISSN: 0022-3301 pp 93-105 (**UGC CARE Listed journal**)
- Mukherjee R. (2021), '*A Study on the Factors Influencing Farmers' Access to Institutional Rural Credit in West Bengal*', Empirical Economics Letters, Vol. 20 (Special Issue), April, Impact Factor : 0.91, ISSN: 1681-8997, pp: 73-82 (**ABDC Indexed journal**)
- Mukherjee R. (2021), '*Participation of smallholder farmers in rural nonfarm sector: A study in selected villages of West Bengal*', International Journal of Education, Modern Management, Applied Science & Social Science, Vol. 3, No. 1, January- March, Impact Factor: 6.34, ISSN: 2581-9925, pp:19-25 (**International Quarterly Peer Reviewed Reffered journal**)
- Mukhopadhyay D., Mukherjee R. (2020), '*Crop insurance for agricultural turn-around in India*', International Journal of Economic Policy in Emerging Economies, Vol. 13, No. 5, H-Index- 17, Impact Factor: 1.421, Cite Score 2.1, Inderscience Publishers, Switzerland, ISSN: 1752-0452, pp: 496-513 (**Scopus Indexed Q3 Journal**)
- Mukherjee R., Mandal K., Dey A. (2020), '*A study on the factors affecting students' perception and attendance of online college classes during corona pandemic in selected districts of West Bengal*', International Journal of Advanced Research in

Commerce, Management & Social Science (IJARCMSS), Vol.3, No.3, July-September, Impact Factor: 5.26, ISSN: 2581-7930, pp: 114-122 (**International Quarterly Peer Reviewed Reffered journal**)

- Mukherjee R. (2019), A Book Review of ‘*Supporting Indian Farms the Smart Way*, Editors: Gulati A., Ferroni M., Zohu Y., 2018, Academic Foundation, New Delhi, ISBN: 9789332704725’, IASSI Quarterly: Contributions to Indian Social Science, Vol. 38, No. 4, October-December, Indian Association of Social Science Institution, ISSN: 0970-9061, pp: 733-739 (**UGC CARE Listed journal**)
- Mukherjee R. (2019), ‘*Determinants of Marketed Surplus of Food Crops – A Village Level Study in the North 24 Parganas District of West Bengal*’, IASSI Quarterly: Contributions to Indian Social Science, Vol. 38, No. 3, July-September, Indian Association of Social Science Institution ISSN: 0970-9061, pp: 341-359 (**UGC CARE Listed journal**)

Books and Chapters: (Last Three Years)

- **Edited Books:** 03 (by International Publishing Houses)
- **Chapters in peer-reviewed edited books having ISBN:** 19

Seminars, Conferences, Webinars and Workshops, FDPs attended: (For last Five years)

- **Seminars:** 28
- **Conferences:** 32
- **Webinars:** 67
- **Workshops:** 12
- **FDPs:** 10

Membership:

- Indian Association of Social Science Institutions (India)
- International Society for Development and Sustainability (Japan)
- Indian Academic Researchers Association (India)
- Bangiya Arthaniti Parishad (India)
- INSPIRA Research Association (India)
- Alumni Association of Economics Department, Calcutta University (India)
- Kolkata Insurance Institute (India)
- Kolkata Bidhannagar Society for Academic Advancement (India)

Awards / Academic Achievements:

- Rewarded with the **Grant of Indian Utility Patent** for his outstanding work titled ‘Predictive Marketing Analytics Platform for Customer Segmentation’, published in Official Journal of the Patent Office (Issue No. 39/2023) of Government of India, dated September 29, 2023.
- Rewarded with the **Grant of Indian Utility Patent** for his outstanding work titled ‘Data Analytics Platform for Economic Policy Evaluation and Optimization’, published in

Official Journal of the Patent Office (Issue No. 35/2023) of Government of India, dated September 1, 2023.

- Received the '**Best Paper Award**' for his paper titled 'Farmers' participation in rural nonfarm income activities as sustainable livelihood strategy: A study in selected villages of West Bengal' in a Two-Day International Seminar on 'Recent Advancement in Geographical Studies: A Multidimensional Outlook' held on September 1-2, 2023 at Rampurhat College, West Bengal.
- Received the '**Best Paper Award**' for his paper titled 'Factors harnessing the entrepreneurial aspirations of women weavers in the handloom sector of West Bengal' in the One-Day National Seminar on 'Emerging Issues in Entrepreneurship Development' held on August 22, 2023, organized by Department of Commerce and Entrepreneurship Development Cell-Swabalamban, Bawarilal Bhalotia College, Asansol in association with Post Graduate Department of Commerce, University of Calcutta.
- Rewarded with the **Grant of UK Design Patent** for his outstanding work titled 'A Networking Device for Resource Sharing of Collaborative Social Entrepreneurship Network', granted by Comptroller-General of Patents, Designs and Trade Marks, IPO, UK, having the Design Number 6302077, dated August 5, 2023.
- Rewarded with the **Grant of Indian Utility Patent** for his outstanding work titled 'Evaluation of the role of social and economic infrastructure in the promotion of business activities', published in Official Journal of the Patent Office of Government of India, dated May 17, 2023.
- Received the '**Best Paper Award**' for his paper titled 'A study on the factors affecting students' perception and attendance of online college classes during the corona pandemic in some selected districts of West Bengal' in a Three- a Day International Conference on 'Latest Advancements and Future Trends in Commerce, Economics, Management, Education, Social Science and Applied Sciences' held on September 25-27, 2020, organized by Inspira Research Association, Rajasthan.
- Received the '**Best Paper Award**' for his paper titled 'A study on awareness of crop insurance among the farming community in West Bengal' in a One-Day UGC-CPE funded National Seminar on 'Recent Trends in Commerce & Business Research (RTCBR)' held on February 7, 2020, organized by IQAC in association with Department of Commerce, Barrackpore Rastraguru Surendranath College, West Bengal.
- Received the '**Best Paper Award**' for his paper titled 'Challenges of raising productivity of small farmers in the world of VUCA: A study in West Bengal' in a Two-Day Impress ICSSR Sponsored International Conference on 'Innovative Business Practices in a VUCA World' held on January 3-4, 2020, organized by Department of Commerce & Management Studies, St. Xavier's College (Autonomous) Kolkata in collaboration with Department of Commerce, University of Calcutta & Linkon University College, Malaysia.
- Received the '**Best Paper Award**' for his paper titled 'Increase in marketed surplus of food crops to raise farm income in West Bengal – Determinants and challenges' in a One-Day National Seminar on 'Developments in Commerce, Management & Economics in the present milieu of VUCA' on May 27, 2019, organized by Department

of Commerce, The Bhawanipur Education Society College, in collaboration with EIRC, The Institute of Chartered Accountants of India.

- Received the '**Outstanding Paper Award**' for his paper titled 'Moral hazard: How it is making the commercial health insurance premium rate more volatile' in the 3rd Regional Science and Technology Congress, held on December 18-19, 2018, organized by Bidhannagar College & Department of Science and Technology and Biotechnology, Government of West Bengal.
- Received the '**Best Paper Award**' for his paper titled 'Crop Insurance for risk management of rice farming in India' in a Two-Day UGC Sponsored International Conference on 'Research and Innovation in Finance' held on February 15-16, 2018, organized by Department of Commerce with Farm Management, Vidyasagar University, West Bengal.
- Awarded '**Active NSS Programme Officer**' by NSS Cell of West Bengal State University for the year 201-18 for his valuable contribution in the NSS activities and Community Outreach of the College.

Professional Courses:

- Successfully completed one week short term course 'Qualitative Data Analysis' from 21.12.2020 to 28.12.2020 from Teaching Learning Centre, Ramanujan College, University of Delhi, under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on Teachers & Teaching, and obtained Grade 'A+'
- Successfully completed the Orientation Course for NSS Programme Officers from Empanelled Training Institution of Ramakrishna Mission Ashrama, Narendrapur, held from 04.06.2017 to 10.06.2017
- Successfully completed the six-month Certificate course in Information Technology from CMC Limited in 2004 and obtained Grade 'A'

Others / Miscellaneous:

He immerses himself in a world of diverse interests. Music is his soul's solace. Travelling and exploring new destinations feeds his wanderlust. He consistently takes pleasure in savoring a wide array of culinary delights. With a camera in hand, he captures moments frozen in time, turning them into vivid memories. Sports are another love, with cricket and soccer igniting his competitive spirit, and he follows these games with an unflinching zeal. In each of these passions, he finds a piece of himself, shaping his life's vibrant tapestry.

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