

SOHINI DUTTA

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Career Objectives

To secure a career in the challenging position of an Assistant Professor in which I can share my knowledge and experience with students and help them to make a bright career which will also help me to gain more experience into education and education fraternity

Academic Background

Years	Qualifications	Boards/University	College/Institutes
2024	Pursuing Ph.D	University of Calcutta	Indian Institute of Social Welfare and Business Management
2024	SET	WBCSC	--
2024	NET	UGC	--
2020	Master In Retail Management	University of Calcutta	Indian Institute of Social Welfare and Business Management
2018	B.sc(Economics)	University of Calcutta	Asutosh College
2013	XII	W.B.C.H.S.E	Patha Bhavan
2011	X	W.B.B.S.E	Loreto Day School, Bowbazar

Professional Experience

- Presently working as an Assistant Professor in the Dept. of Business Administration in B.P. Poddar Institute of Management and Technology
- Worked as a Visiting Faculty in 'Mahishadal Raj College', Mahishadal, E. Midnapore, W.B. in the Department of Retail Management & Operations (B.Voc) affiliated to Vidyasagar University for 2 years.
- Worked in the Business Development of 'ThinkN Learn Pvt. Ltd' (BYJU'S) and 'QualityTutorials Pvt. Ltd.' (Lido)

Professional Training

Company Name	Job Role	Duration
Shoppers Stop Limited	HR Department	2 Months
Aditya Birla Fashion and Retail Limited (PANTALOONS)	Operations Department	45 Days

Project Experiences

Project	Book/Journal	Status
Impact of Visual Merchandising on Customer Buying Behaviour in Select Organised Retail Apparel Outlets in West Bengal	Innovations and Futuristic Practices in Business and Management	Published by Bloomsbury Publications
Store Atmospherics: Key to customers mind	Asian Journal of Business Ethics	-
Staff Motivators In Organised Retail Sectors.	Journal of Business and Retail Management Research, Vol.15, Issue 2 ISSN 1751-8202 (Print) ISSN 2056-6271 (Online)	Published in April 2021.

Workshops & Seminars Attended

Workshops & Seminars	Organisers	Date
Rural Marketing Dialogue	CII	September 20, 2019
AIMS Eastern Regional Conference on New Paradigms in Management	AIMS & BIMS	August 24, 2019
National Conference On Innovations and Futuristic Practices In Business and Management	Dept. Of Commerce and Business Management, University of Allahabad, Prayagraj	Feb 8 & 9, 2020
National Faculty Development Program on "Case Writing & Case Teaching"	AIMS & GlobSyn Business School	Aug 7 & 8, 2020
4 th Academia-Industry Exchange IIBG Symposium 2020 International Business, Innovation & Governance: Shaping the Future of Smart Economy	The Open University of Hong Kong	Dec 4, 2020
5 th International Conference on Globalisation, Entrepreneurship and Emerging Economics (ICGEEEE)	Centre for Business & Economic Research, London, UK	Dec 10 th -12 th , 2020
One-week online National Workshop on Statistical Data Analysis Using SPSS	Department of Statistics, Dibrugarh University, Assam, India.	Nov 4 th -10 th , 2024
National Faculty Development Programme (NFDP)	Centre for Research & Training (CRT), National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu	Nov 27 th – 30 th , 2024

Professional Skills

- Computer Efficiency: M S Word, Excel, Power Point
- Computer Programming Language: 'SPSS', 'R'
- Good in inter-personal skills

(SOHINI DUTTA)