

Database of teachers

- **Name:** ARIJIT BANERJEE
- **Designation:** GUEST LECTURER
- **Name and Address of Institution:** ACHARYA JAGADISH CHANDRA
BOSE COLLEGE
1/1/ B, A.J.C. BOSE ROAD
KOLKATA 700020
- **Academic Qualification:** M.COM (from Calcutta University)
MBA (specialization in Marketing)
MPHIL (from Calcutta university)
- **Teaching experience:** UG students from 2012
- **Research Experience:** MPHIL RESEARCH PAPER: “A survey on consumer penetration on life insurance in Kolkata.” Under the guidance of Prof (Dr). Rajib Dasgupta, department of commerce, Calcutta University.
- **Research Publication:**

| NAME OF THE JOURNAL | ISSN NO | TITLE OF THE PUBLISHED WORK | DATE OF PUBLICATION |
|--|----------|---|---------------------|
| INTERNATIONAL JOURNAL OF BUSINESS AND MANAGEMENT INVENTION | 23198028 | THE ROLE OF PERSONAL SELLING IN HOME INSURANCE IN INDIAN MARKET | JAN 2013 |
| INTERNATIONAL JOURNALS OF MANAGEMENT IT AND ENGINEERING (IMPACT FACTOR 5.09) | 22490558 | CONSUMER BEHAVIOUR ON ONLINE SHOPPING | MARCH 2013 |
| INDIAN JOURNAL OF MANAGEMENT SCIENCE (IMPACT FACTOR=.479) | 22294686 | CONSUMER BUYING BEHAVIOUR FOR VIRTUAL MARKETING | FEB 2013 |

- **National/International/State Level conference, Seminar, Workshops, Symposium : NIL**
- **Book Publication: Nil**
- **NET/SET: NET (June 2012)**
- **FIP: nil**
- **Research Project: Nil**
- **Awards: Nil**
- **Administrative experience: Nil**
- **Faculty development programs participated (last Five Years): Nil**
- **Participation in Teaching Programmes Participated: Nil**
- **Members of any recognized body: Nil**
- **Participation in University Exam related works: Examiner both Hons. & Gen. papers (UG level 3 years & continuing) & Supervisor of Project Work of UG Level Hons.**