

Ujjwal Kanti Paul
FDP (IIMA), Ph D (NIT Silchar)
Assistant Professor II
National Institute of Technology Durgapur
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Education

- 2017 Doctor of Philosophy
 Thesis title: *Role of Marketing in Economic Development: A Case Study of Pineapple in India's northeast.*
 National Institute of Technology, Silchar; Supervisor: Prof. Gurudas Das
- 2015 Master of Business Administration, Pondicherry University
 Specialisation: Marketing
 Percentage: 63
- 2006 Post Graduate Diploma in Business Management (PGDBM), Institute of Rural Management, Jaipur
 Specialisation: a) Marketing b) Rural Marketing
 Grade: 5.2/7
- 2004 Bachelor of Business Management (BBM), Bangalore University
 Specialisation: Marketing
 Percentage: 72.04
- 2001 HSSLC, Assam Higher Secondary Educational Council
 Subjects: Economics, Statistics, Logic and Philosophy, Bengali, English
 Percentage: 72.80
- 1998 HSLC, Board of Secondary Education Assam
 Percentage: 66

Scholarships, Awards and Promotions

- 2015 Doctoral Fellow ICSSR, New Delhi
- 2015 UGC NET
- 2022 Promoted to Assistant Professor II, NIT Durgapur
- 2012 Promoted to Assistant Professor, Lovely Professional University, Punjab

2011 Promoted to Sales Manager, ICICI Lombard GIC Ltd
2001 District topper in Arts stream at the senior secondary level

Projects

2023 A study on the antecedents of Electric Car adoption in India
Awarded by: Indian Council of Social Science Research (ICSSR).
Project value: INR 4.56 Lakh; Role: Project Director

2017 Unleashing the trade potential of pineapple between India's NEER and Thailand.
Awarded by: The Ministry of External Affairs, Government of India.
Project value: INR 5 Lakh; Role: Project Director

Ph D Supervision

Bijoy Kumar Dey (**submitted**), Divya Singh (ongoing), Krishna Roy (ongoing),
Suchi Smita Swain (ongoing)

Teaching and Research Interests

Marketing Management, Digital Marketing, Sustainable Marketing,
Agricultural Marketing, Rural Marketing,

Teaching Experience

Mar 2019- Assistant Professor II
Till date National Institute of Technology Durgapur
Subjects taught: Marketing Management, Digital Marketing, Industrial
Marketing, Strategic Management, Rural Marketing, Principles of
Management
Other duties: Academic Coordinator, Admission Coordinator, Placement
Coordinator

Feb 2018- Assistant Professor II

Mar 2019 National Institute of Industrial Engineering, Mumbai
 Subjects taught: Marketing Management, Rural Marketing
 Other duties: Admission committee member, Member of Unnat Bharat Program, Member E-Governance Committee

Aug 2017- Assistant Professor, Marketing Area

Feb 2018 Symbiosis Centre for Management and Human Resource Development, Pune
 Courses taught: Rural Marketing
 Other Duties: Admission Coordinator, Member of AACSB accreditation team

Mar 2017- Contractual Faculty, NIT Silchar

Aug 2017 Courses taught: Rural Marketing and Research Methodology
 Other duties: Admission Coordinator, Project Coordinator.

July 2010- Assistant Professor, Lovely Professional University, Jalandhar, Punjab

Aug 2012 Courses taught: Marketing Management, Rural Marketing, Business Environment and Research Methodology
 Other duties: Pedagogy coordinator, out campus admission coordinator in Assam and Tripura.

Industry Experience

April 2006- Sales Manager, ICICI Lombard GIC Ltd.

July 2010 Job Profile: Leading a team of 25 sales officer spread over four districts and two states (Punjab and HP). Training, performance evaluation and motivating team members. Channel management. Operations and process management

Publications

Book

- 2017 **Paul U**, Das G and Thomas CJ (Eds) (2017) *ASEAN Calling: Development of India's Northeast through Sub-regional Cooperation*. New Delhi: Pentagon Press (ISBN 978818274)

Book Chapters

- 2018 Das G, Mathur T, **Paul U** and Das SC (2018) What should be the basis for sub-regional cooperation? in Das G and Thomas CJ (Eds.) *BCIM Economic Cooperation: Interplay of Geo-economics and Geo-politics*. New York: Routledge
- Das G and **Paul U** (2018) Is BCIM-EC beneficial for India? in Das G and Thomas CJ (Eds.) *BCIM Economic Cooperation: Interplay of Geo-economics and Geo-politics*. New York: Routledge
- 2017 **Paul U** (2017) *NER-ASEAN: Resources and Trade Potential*. In Paul UK, Das G and Thomas CJ (Eds.) *ASEAN Calling: Development of India's Northeast through Sub-regional Cooperation*. New Delhi: Pentagon Press (ISBN 978818274)
- Paul U** and Das G (2017) Reaping Dividend from India's Act East Policy: What North-East Can Offer? In Thomas CJ and Sarda K (eds.) *Act East and India's North-East*. New Delhi: Pentagon Press (ISBN 9788182749436)
- 2016 Das G, **Paul U** and Mathur T (2016) Making "Act East Policy" to Work for the Development of North Eastern Region of India. In Das G and Thomas CJ (Eds.) *Look East to Act East Policy: Implications for India's Northeast*. New York and London: Routledge. (ISBN: 978-1138100459).

Das G, Das S and **Paul U** (2016) Look East Policy: Economic Engagement with ASEAN and East Asian Countries. In Das G and Thomas CJ (Eds.) *Look East to Act East Policy: Implications for India's Northeast*. New York and London: Routledge. (ISBN: 978-1138100459).

Journal Articles

2023 **Paul U** (forthcoming) Estimation of Technical Efficiency of Chemical-free Farming using Data Envelopment Analysis and Machine Learning: Evidence from India. *Benchmarking: An International Journal* (**ABDC B**)

Dey BK, Das G and **Paul U** (forthcoming) Technical Efficiency and its Determinants of handloom micro-enterprises in the Indian state of Assam: A Two-stage double bootstrap DEA approach. *Indian Growth and Development Review*. (**ABDC B**)

Dey BK, Das G, **Paul U** and Mathur T (Forthcoming) How does Human, Financial and Social Capital Affect Firm Performance? Evidence from the Handloom Enterprises in Assam. *Global Business Review*. (**ABDC C**)

Singh D, **Paul U** and Pandey N (2023) Does electric vehicle adoption (EVA) contribute to clean energy? Bibliometric insights and future research agenda. *Cleaner and Responsible Consumption*. (DOI: 10.1016/j.clrc.2022.100099) (**SCOPUS**)

Dey B and **Paul U** (2023) What Drives the Profitability of Indian Handloom Enterprises? An Insight based on the Seemingly Unrelated Regression model (2023). *Research Journal of Textile and Apparel* (**SCOPUS**)

- Dey B, **Paul U** and Das G (2023) Are handloom micro-enterprises in India efficient? Estimation based on DEA and bootstrap truncated regression approach. *Research Journal of Textile and Apparel* (**SCOPUS**)
- 2022 Mathur T and **Paul U** (2022) Predictors of home insurance purchase: the homeowners' knowledge, perceived benefits and perceived vulnerability towards disaster losses. *International Journal of Housing Markets and Analysis*. (DOI: 10.1108/IJHMA-08-2022-0127) (**ABDC B**)
- 2020 **Paul U**, Das G, Das M and Mathur T (2020) Small Growers' Direct Participation in the Market and its Impact on Farm Income. *Journal of Agribusiness in Developing and Emerging Economies*. (DOI: 10.1108/JADEE-05-2019-0067) (**ABDC C**)
- 2017 **Paul U**, Das G, Ray A and Mathur T (2017) Is the Organic System Economically Viable? The Case of Pineapple in India's Northeast. *International Journal of Fruit Science*. Taylor and Francis. (DOI: 10.1080/15538362.2016.1276507). (ISSN: 1553-8362) (**SCOPUS**)
- Paul U**, Das G, Debnath A and Mathur, T (2017) Market Integration and Price Leadership in India's Onion Market. *Review of Market Integration*, Sage Publications. Vol 8 (1-2): 49-64. (DOI: 10.1177/0974929216687881) (ISSN: 09749292).
- 2016 **Paul U**, Das G, Mathur T and Debnath A (2016) Economic Efficiency and its Effect on Cost: A Case Study of Organic Pineapple Growers in India's Northeast, *Organic Agriculture*, Springer (DOI: 10.1007/s13165-016-0156-4). (ISSN: 1879-4238). (**SCOPUS**)
- Mathur T, Das G and **Paul U** (2016) Convenience, Satisfaction, and Post-Purchase Behavior in India's Health Insurance Market. *Journal of Global Marketing*. (DOI: 10.1080/08911762.2016.1206650) (**ABDC C**)

2015 Das G, **Paul U** and Mathur T (2015) Sub-regional Cooperation for the Development of Landlocked Peripheral Areas: The Case of BCIM, *South Asian Survey*, Sage Publications, 20 (1): 74-93. (ISSN: 0971-5231)

Mathur T and **Paul U** (2015) Reading Perception of the Insured and the Uninsured and Assessment of Factors Influencing Health Insurance Policy Subscription in the Lucknow Region. *Journal of Health Management*. (DOI: 10.1177/0972063415589240) (**SCOPUS**)

2014 **Paul U** (2014) review of Rural Markets and Agricultural Marketing by Kiran Shankar Chakraborty, *Man and Society*, XI (Winter 2014): 186-188. (ISSN: 2229-4058)

Paul U and Das M (2014) A Case Study of Shifting Cultivation in the North Eastern Region of India: Problems and Prospects. *Journal of Advanced Research*, 1(1): 133-139 (ISSN: 2319-6661).

Seminars, Conferences and Workshops

2022 Singh D and Paul U (2022) Significance of Awareness on the Uptake of Electric Vehicles: A bibliometric review. International conference on Shaping the Future of Management Education for Sustainable Emerging Economies, 20-22 November, 2022, IIT Roorkee.

2017 Presented a paper entitled NER: Resources and Trade Potential at XLRI Jamshedpur coordinated Two day national conference on Business Opportunities in NER organized by the Department of Management Studies Manipur University during November 15-16, 2017

Presented paper entitled ASEAN-NER: Resources and Trade Potential at ASC sponsored two day national seminar on ASEAN Calling: Development of

India's Northeast through Sub-regional Cooperation organized by the Department of HSS NIT Silchar during April 18-19, 2017

2015 Market Integration and Price Leadership in India's Onion Market Does Hubli Matter? Paper selected for poster presentation at the 2nd International Conference on *Global Food Security*, 11-14 October 2015 at Columbia University Ithaca, New York.

Presented paper titled "India's border trade: A case study of north eastern region" at UGC sponsored national seminar on Development strategies, issues and challenges in North East India with reference to the southern part of Assam held during February 14-15, 2015 at Karimganj College.

2014 Presented paper titled "BCIM: What should be the basis for cross-country sub-regional cooperation?" at the international conference on *BCIM: Sub-regional cooperation for the development of the peripheral areas at NEHU*, Shillong during November 27-28, 2014

Participated in the workshop on "Basic statistics using software" conducted by ISI, Kolkata held at NIT Silchar during August 14-18, 2014

2013 Participated in the workshop on "Research Methodology in Social Sciences" organised by ICSSR-NERC during November 9-14, 2013

Presented paper titled "Development through the eyes of the doubly marginalised: A case study of Dugla community in the Barak Valley" at the ICSSR sponsored national seminar on *Socio-economic status of marginalised communities in Barak Valley with special reference to schedule caste groups held* at NIT Silchar during August 30-31, 2013

Presented paper titled "Development of marginalised groups in North East India: Can rural marketing be the panacea?" at the international seminar on *Human development and the marginalised sections in north east India: issues,*

challenges, way forward held at Assam University, Silchar during March 18-20, 2013

2011 Presented paper titled “Quantity with quality: Is training helpful?” at PCMA-International business conference held at GSSDGS Khalsa College, Patiala during December 16-17, 2011

Biographical Information

Date of Birth: 08-10-1982

Marital Status: Married

Permanent Address: Flat 2B, Building No 457, Dum Dum Park, Kolkata 700055

References

- Prof. Gurudas Das, Head, Department of Humanities and Social Sciences, NIT Silchar. E-mail: gurudas.nit@gmail.com. Ph. 9435500774
- Prof. Neeraj Pandey, Associate Dean, NITIE Mumbai. Email npandey@nitie.ac.in. Ph. 9869243489
- Prof. Ranjan Chaudhury. Professor, Marketing Area. IIM Ranchi. Email: ranjan.chaudhury@iimranchi.ac.in. Ph. 9969107510