



Name: Dr. Monirul Islam

Designation: Assistant Professor of Marketing

Qualification: M.Sc., MBA, PGPBM, PGDRD, Ph.D. UGC NET (Management)

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Biographical Sketch

Presently working as an Assistant Professor in the **Xavier Business School (XBS) at St Xavier's University, Kolkata** since July 2018. Dr. Monirul Islam has worked as an Assistant Professor in the Department of Management Studies, **Aligarh Muslim University**, Murshidabad Centre **for 3 years**. Erstwhile he worked with **Aliah University**, Kolkata for **2 years** and **NB St Xavier's College, Rajganj** for **1 year** as a teaching faculty. A **Ph.D.** in the domain of **Rural Marketing** reflects his inclination towards rural area approaches. He received master's degree in Medical Science from **Jamia Hamdard University**, New Delhi. He had finished his **MBA** from **MDU, Rohtak** and PGPBM from **NIILM School of Business**, New Delhi.

Area of Specialisation

Marketing Management

Curriculum development E-content development (MOOCs alike)

*February 28, 2019 - Dr Islam had developed a course curriculum on rural management (4 credits) for **MGNCRE** (Mahatma Gandhi National Council of Rural Education) Hyderabad, an **MHRD institute**.*

Teaching Experience

8 years in teaching and 2 year's industrial experience

Administrative Responsibilities

1. BOS member of Xavier Business School (XBS)
2. Coordinator of Placement Committee portfolio, Xavier Business School (XBS)
3. Faculty in Charge- Marketing Club (MarQuest)
4. XBS Faculty Council- Member

Foreign Conference Participation and Paper Presentation

Participated in 13th Asian Business Research Conference. 26-27 December 2015, at BIAM foundation, **Dhaka, Bangladesh**. Presented Paper titled– Make in India Initiative and its Effects on the Manufacturing Sector: A case Study.

Consultancy Project

Executed Project of WBMDFC (Govt of West Bengal)

Completed a minor project as PI (principal investigator) awarded by Government of West Bengal, WBMDFC (West Bengal Minorities Development and Finance Corporation, Kolkata) for the study on

“Evaluation and Impact Assessment of Pre- Recruitment Coaching Scheme for Combined Services Competitive Examination”. (January 2020)

Academic enrichment & achievements

Conference Chair & Coordinator

- Chaired a session on Marketing in the National Conference “Consumer Choices: Impact of Digital Technology” organized by XLRI, Jamshedpur and Xavier Business School, Kolkata on December 20-21,2019.
- Acts as program coordinators of the conference.

Journal & Book Reviewer

1. **IGI Global (Web of Science, Scopus, Inspec, PsycINFO, Ei Compendex indexed)**
Reviewed 7 papers for the **book Millennial Consumer Trends and Their Impact on the Global Economy. ISBN-978-93-87229-59-4**
2. **International Research Journal of Multidisciplinary Scope (IRJMS)** - peer reviewed, open access & online international journal- **Advisory/Editorial/Reviewer Board Members**

MOOC Course

1. Proposal submitted to SWAYAM on MOOC titled- Entrepreneurship, 6 credit course,50 modules on 25.8.2020
2. Proposal submitted to SWAYAM on MOOC titled- Principles of Marketing, 6 credit course,60 modules on 25.8.2020

Publications

Chapters Published in Edited Books

1. (2020). **Study of Satisfaction Level and Happiness of Students at Leading Educational Institutions in India**. Edited by Pandit, Chakraborty, Published by: ABS Publisher, Delhi, pp 180-192, **ISBN: 978-93-87229-59-4**
2. (2019). **“Rural Procurement Management and Retailing” Block 4**, Rural Management – Marketing Perspective. Edited by Kumar, Anasuya, Published by: Mahatma Gandhi National Council of Rural Education (MGNCRE), Hyderabad, Volume1, **pp 404-547**, ISBN: 978-93-89431-03-2
3. (2017). **“Issues Pertaining to Successful Rural Tourism in the Malda District of West Bengal”**, New Frontiers of Engineering, Science, Management and Humanities, Conference proceeding. pp 863-867, ISBN: 978-81-934288-3-2.
4. (2017). **“Interpretation of customer perception about Life Insurance - A Study of South Delhi area”**. Redefining Business Vision: Issues and Challenges. Edited by Basu, Saha and Dutta, Regal Publications- New Delhi, Volume 1, pp144-166, ISBN: 978 81 8484 652 2.
5. (2016). **“Creation of positive branding positioning of India by corporate social responsibility initiatives”**. Creative Entrepreneurship: A Sustainable Approach for Economic Growth. Edited by Satish Modh and Nisha Pandey. New Academic Publishers- New Delhi, pp 26-42, ISBN: 978 81 8677 291 1

6. (2016). **“Cross border tourism: Analysis of Indian tourism marketing strategies through SERVQUAL matrix”**, Emerging Paradigms of Hospitality and Tourism. Edited by SK Dixit, DPS Publications -New Delhi, pp 157-185, ISBN: 97881 92899 428.
7. (2015). **“Flying Robots -Drones Applications & Future Trends”**, Changing Business Scenario & Evolving Practices, Edited by Patranabis, Gupta. Allied Publishers- New Delhi, pp 25-34, ISBN: 9789 385926 198.
8. (2014). **“Corporate strategies for sustenance in rural marketing”**, Innovative advances and Challenges in Management and Commerce, Edited by Parul Jhaharia and Geeta Mishra. Kalyani Publishers- New Delhi, pp 140-146, ISBN- 978 93272 49 408.

Articles Published in SCOPUS/UGC approved and Peer-reviewed, International/National Journals

1. (2021). **Impact analysis of Covid19 on Secondary sector of Indian economy: A meta-analysis of Textile apparel & Automobile sectors**. International Research Journal of Multidisciplinary Scope (IRJMS) Volume 2 : Issue: 1 : January 2021 ISSN No- 2582-631X (Dol indexed)
2. (2020). **“Examining the Impact of QR Codes on Purchase Intention & Customer Satisfaction”**. Zeichen Journal, Volume 6, Issue 7, July 2020 pp 211-222 ISSN No: 0932-4747, **SCOPUS LISTED; UGC CARE APPROVED GROUP II JOURNAL**
3. (2018). **“Strategic Analysis of Shehnaz Herbals by EFE and IFE Matrix”**. International Journal of Innovative Research & Studies (IJIRS), Volume 8 Issue IV pp 591-597 (e-ISSN: 2319-9725) **Impact Factor: 5.5, UGC Approved Journal Sr.No.48273**
4. (2017). **Issues Pertaining to Successful Rural Tourism in the Malda District of West Bengal**. International Journal of Engineering Technology Science and Research, ISSN 2394 – 3386, Volume 4, Issue 9, pp 272-276, **UGC Approved Journal Sr. No-44431 Impact Factor-2.120**
5. (2017). **“The Status Quo of Agricultural Marketing Infrastructural Facilities in Malda district of West Bengal”**. International Journal of Advanced in Management, Technology and Engineering Sciences (IJAMTES), Volume 7, Issue 12, pp 302-308, ISSN NO : 2249-7455 **Impact Factor: 5.4, UGC Approved Journal Sr.No.47955**
6. (2017). **“Perceptual analysis of customer satisfaction of escorts construction and its competitors towards different parameters”**. Researchers World – Journal of Arts, Science & Commerce, Volume VIII, Issue –2(5) pp 41-50, ISSN: 2231-4172, **Impact Factor (IBI): 3.19, UGC Approved Journal Sr. No. 31844.**
7. (2017). **“A study of comparative analysis of performance improvement of escorts construction equipment and its competitors”**. Researchers World – Journal of Arts, Science & Commerce, Volume VIII, Issue –2(4) pp 25-31. ISSN: 2231-4172, **Impact Factor (IBI): 3.19, UGC Approved Journal -Sr. No. 31844,**
8. (2017). **“Potential Applications of RRA Data Analysis Technique in Rural Areas: A Case Study of Malda District of West Bengal”**. International Journal for Research in Applied Science & Engineering Technology (IJRASET), Volume 5 Issue X, pp 905-909, ISSN: 2321-9653 IC Value: 45.98; **SJ Impact Factor:6.887, UGC Approved Journal Sr.No.45842**
9. (2016). **“Make in India Initiative and its Effects on the Manufacturing Sector: A case Study”**,

International Journal of Advancement in Engineering Technology, Management and applied Science, Vol.3, Issue.1, pp 77-94, ISSN 23493224, **IMPACT FACTOR:3.102**

10. (2016). “**Social Media Impact on Consumer Purchasing Decision: Study of AMU Centre Murshidabad**”, International Journal of Research in Commerce, Economics & Management, Vol.6, Issue3, pp54-61, ISSN 2231 – 4245.
11. (2016). “**Public relations in realm of brand strategy- A qualitative study of Lenovo India**”, International Journal of Advance Research and Innovative ideas in Education, Vol.2, Issue.5, pp 550-557, ISSN: 2395 4396, **IMPACT FACTOR:4.06**
12. (2016). “**Effective and Innovative Medium For Rural Communication In The Outskirts District of Malda**”, South Asia Journal of Multidisciplinary Studies, Vol.2, No.3, pp 1-8, ISSN:2395 1079 **IMPACT FACTOR:3.213 UGC Approved Journal -Sr. No. 47642**
13. (2016). “**Customer Behaviour towards Purchasing Mutual Fund- A Study of Dehradun City**”, International Journal of Computer Engineering In Research Trends, Volume 3, Issue 9, pp. 521-529 ISSN: 2349 7084, **IMPACT FACTOR:4.029**
14. (2015). “**Status Quo: Changing scenario in Human Resource**”, Kindler, Vol.XV, No.II, pp 29-40 ISSN 0973 0486 **UGC Approved Journal -Sr. No. 8163 IMPACT FACTOR:2**
15. (2013). “**Indian Rural market: Cash Cow for companies**”, The Journal of Social Science and Humanity Research, Vol.1, No.1, pp 135-140, ISSN: 2321 8908

Papers presented at International & National Conferences Seminars – National Level

1. National Conference Organized by **Army Institute of Management, Kolkata** Paper Title-Status Quo: Changing scenario in Human Resource” (**Nov 21, 2015**)
2. Organized by **Globsyn Business School, Kolkata** Paper title: Flying Robots-Drones applications & future trends. (**December 18, 2015**)
3. International Conference organized by **IISWBM, Kolkata** Paper title-Social media marketing and its impact on consumer buying decision: A study at AMU Centre Murshidabad. (**January 29, 2016**)
4. International Conference host by **VESIM Mumbai** Paper title-Creation of positive branding positioning of India by corporate social responsibility initiatives. (**Feb12- 14, 2016**)
5. UGC sponsored National Conference at **St Xavier’s College, Kolkata**. Paper title- Interpretation of customer perception about Life Insurance - A Study of South Delhi area. (**March19, 2016**)
6. UGC sponsored International Conference at **Tilka Manjhi Bhagalpur University, Bhagalpur** Paper title- Effective and innovative medium for rural communication in the outskirts district of Malda. (**March11-12, 2016**)
7. International Conference on Advancements in Tourism and Hospitality Marketing organized by **North Eastern Hill University (NEHU), Shillong** Paper title- Cross Border tourism: Analysis of Indian tourism marketing strategies through SERVQUAL matrix.(**May 17-19, 2016**)
8. 69th All India Commerce Conference at **University of Lucknow**, Lucknow Paper title: Rural Tourism in West Bengal: A Case Study Of Issues And Challenges Of Malda District (**11-13 November 2016**)

9. International seminar organized by **AMU Murshidabad Centre** on **26 February 2017** Paper title: Potential applications of RRA data analysis technique in rural areas: A Case Study of Malda district of West Bengal.
10. International seminar organized by **AMU Murshidabad Centre** on **26 February 2017** Paper title: Strategic analysis by EFE and IFE matrix of Shehnaz herbals.
11. International seminar organized by **AMU Murshidabad Centre** on **26 February 2017** Paper title: Problems in marketing of Mangoes of Malda district of West Bengal.
12. 4th International Conference on New Frontiers of Engineering, Science, Management and Humanities organized by **Osmania University, Hyderabad** on **3rd September 2017**.

Seminars / Workshops attended

1. National Seminar organized by **JHEASA** in collaboration with **AICUF** at Chennai from **13-15 January 2013**.
2. UGC sponsored CALEM approved **one-week** Short-term course on "Computer Applications" at **AMU, Murshidabad Centre**, West Bengal. (**15 –21 February 2016**)
3. UGC sponsored CALEM approved **one week** Short term course on "Gender Equality" at **Kaliachak College**, West Bengal. (**May26th – June1st 2016**).
4. 3rd Finance Research Workshop at **IIM Calcutta**. (**18-19 November 2016**)
5. MARCON 2016: International Marketing Conference at **IIM Calcutta**. (**22-24 December 2016**)
6. A Symposium on: Inclusive Education in a Connected World: Social Innovations to Exploit Pedagogical Potentials of Digital Age Learning at **IIM Calcutta**. (**28 December 2016**)
7. 13th International Accounting Conference by **Indian Accounting Association Research Foundation (IAARF)** at Kolkata. (**7-8 January 2017**)
8. FDP on E-commerce, Social media and Marketing by **International Management Institute (IMI)** at Kolkata. (**7 January 2017**)
9. FDP on GST and Employability Skills by **University of Gour Banga**, at Malda. (**10 January 2017**)
10. FDP on Entrepreneurship development (sponsored by Department of Science & Technology, Govt of India) by **EDI Kolkata**. (**9-20 January 2017**)
11. International seminar organized by **AMU Murshidabad Centre** on **26th February 2017**.
12. One day workshop on Empowering minorities using RTI Act, by **AMU Murshidabad Centre** on **27th February 2017**.
13. Hands on training cum workshop on STATA software organized by **AMU Murshidabad Centre** from **13th April to 19th April 2017**.
14. UGC sponsored CALEM approved **one -week "Academic leadership training program"** at **Kaliachak College**, West Bengal. (**April 26th –May 02nd 2019**).

Orientation Program attended

147th Orientation Program attended at Academic Staff College, **Aligarh Muslim University, Aligarh** from **24th October to 22nd November 2017**

FDP sessions attended

1. **5 Days FDP program on Social Enterprise Management** (AICTE Training and Learning (ATAL) Academy sponsored) organized by **Banaras Hindu University** from **23 November to 27 November 2020**.
2. **5 Days FDP on Personal Effectiveness**, (AICTE Training and Learning ATAL sponsored) organized by **IIT Bhubaneshwar** from **02 November to 06 November 2020**.
3. Participation in the webinar on "**NAAC Assessment and Accreditation Process: The Know How**" organized by the **St. Xavier's University, Kolkata** on **17th October, 2020**.
4. **MHRD-UGC-HRDC sponsored Faculty Development Centre 6- days FDP on Using Case Method in Asynchronous Learning Environment**, Organized by **Savitribai Phule Pune University, Pune** from **20th July to 25th July 2020**.
5. **MHRD-UGC-HRDC sponsored Faculty Development Centre 5- days FDP Effective E- content Development, Delivery and Online Evaluation**, Organized by **Savitribai Phule Pune University, Pune** from **3rd to 7th August 2020**.
6. **2 Week FDP** organized by **HSNC University, Mumbai** from **20th July to 31st July 2020**.
7. **5-days FDP** on Digitalisation of Education Content Through Open Source Tools, Organized by Department of Commerce, **Aligarh Muslim University** from **6th to 10th August 2020**.
8. **3-days FDP** on Recent trends in Technology and Teaching Learning Methodology, Organized by **SAGE University, Indore** from **9th July to 11th July 2020**.
9. **7-days FDP** on Recent trends in Management, Organized by **GATES Institute of Technology, Andhra Pradesh** from **13th July to 19th July 2020**.
10. **2 days FDP** on Energy & Sustainability, Organized by **NIT Agartala** from **3-4th August, 2020**.
11. **7 days FDP on Role of Sanskrit in Indian culture with special reference to New Education Policy 2020**, Organized by **BHU- UoU** from **05.09.20 to 11.09.20**
12. **One- day National Webinar** on 'Revival, Survival and Expansion of Tourism & Hospitality Industry', organized by **Uttarakhand Open University, Haldwani (Nainital)** on **21st July 2020**.
13. **One- day Webinar** on Corona Consequences: Self and Society, organized by **IQAC- Prasanta Chandra Mahalanobis Mahavidyalaya (Calcutta University)** on **14 July, 2020**.
14. **One- day Webinar** on Impact of COVID-19 on Physical and Mental Health, organized by **BVICAM, New Delhi** on **26th June 2020**.
15. **One- day Webinar** on 5G - Myth busters and benefits for Indian environment, organized by **BVICAM, New Delhi** on **02nd July 2020**.
16. **One- day Webinar** on BlockChain – Technological Perspective, organized by **BVICAM, New Delhi** on **18th July 2020**.
17. **One- day Webinar** on Internet of Things (IoT) – Industrial Perspective, organized by **BVICAM, New Delhi** on **11th July 2020**.
18. **One- day Webinar** on Digital Business Leadership, organized by **Sri Eshwar Engineering College (AICTE), Coimbatore** on **31st July 2020**.

19. **One- day Webinar** on OBE (Outcome based education)- Competency profile mapping with Courses and Course Outcomes (CO), organized by Sri Eshwar Engineering College (AICTE), Coimbatore on 30th July 2020.
20. **One- day Webinar** on VIDYA (Science of Happiness), organized by Sri Eshwar Engineering College (AICTE), Coimbatore on 1st August 2020.
21. **One- day Webinar** on Rural Development with People's Participation, organized by Sri Eshwar Engineering College (AICTE), Coimbatore on 25th August 2020.

Membership in Professional Bodies

Name of professional body	Membership Status (Life/ Annual)
1. Rural Marketing Association of India (RMAI), Delhi	Life Membership
2. Indian Tourism and Hospitality Congress (ITHC), Chandigarh	Life Membership
3. Indian Accounting Association Research Foundation, Kolkata	Life Membership