



Name: Dr. Somak Maitra

Designation: Faculty Member in Management

Qualifications/Academia: MBA, Ph.D.

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Biographical Sketch

He is a management professional with 18 Years of corporate experience in the field of Operations, Business Development, and Client servicing in the domain of higher education and IT industry. He has a deep interest in teaching and research and was actively involved in teaching for more than 16 years in graduate and undergraduate level.

He has comprehensive knowledge and experience in planning and delivery of large scale online and offline assessments, university management system (UMS), educational learning Software for higher education and professional bodies.

Areas of Specialisation and Research

His area of specialisation is marketing management and the research interest lies in the field of Disruptive technologies and its impact in the field of social inclusion and education.

Teaching Experience

St. Xaviers University, Kolkata

August 2017 to Till date

Program: Bachelor in Management science

Guest lecturer in management

University of Calcutta - Department of Commerce

January 2014 to May 2015

Program: MBA in Finance

Guest lecturer in marketing management

Indian Institute of Social Welfare & Business Management (Affiliated to University of Calcutta)

February 2014 to August 2014

Program: MBA

Guest lecturer in technology forecasting and policy dynamics

Indira Gandhi National Open University School of Management Studies

April 2005 to April 2013

Program: MBA

Guest lecturer in general management, marketing management, product management and international marketing

Institute for International Management and Technology (Affiliated to Oxford Brookes University U.K.)

January 2006 to September 2006

Program: B.Sc. in Hotel Management and B.B.A.

Guest lecturer in strategic management

A.J.C. Bose College (Affiliated to University of Calcutta)

July 2005 to December 2005

Program: B.Com (Hons) with specialisation in marketing

Guest lecturer in marketing management

George College (Affiliated to West Bengal University of Technology)

January 2005 to June 2005

Program: BBM(H) in Travel and Tourism Management.

Guest lecturer in marketing management

Institute of Cost & Works Accountants of India (ICWAI)

April 2001 to April 2009

Program: Foundation

Guest lecturer in management and organisation

Work Experience

TATA Consultancy Services (SMB iON)

August 2011 to March 2018

Zonal Operations Manager

He has worked in SMB iON, the cloud vertical of Tata Consultancy Services which is the leading digital assessment solution provider in India. He was primarily involved in managing largescale online assessment and allied cloud-based solution to large government and educational bodies like IIT (GATE), CBSE (JEE), IIM (CAT), IBPS etc. He was instrumental in establishing the basic infrastructure for delivery and execution of large scale assessment business for TCS iON in eastern India. Handled the operation and delivery of the eastern India as a zonal head.

JIL Information Technology Limited

July 2005 to July 2011

Consultant

He has Worked in JIL IT Ltd as a business development manager, which was the information technology division of Jaypee Group. He has extensive experience in the business development and implementation of university management system (UMS), E-learning solutions and multimedia solutions for Universities and other institutes of higher education.

Publications

Article published in Peer-reviewed journals

- (2018) Somak Maitra, **A Brief Study of Biometric Passport, Resident Identity Card and Smart Card Based Registration Driving Licence Project in India**. International Journal of Engineering Technology Science and Research, Vol 5(4), pp. 89-96 (ISSN 2394 – 3386).
- (2018) Somak Maitra, **A Brief Primer on Smart Card Operating Systems**. International Journal of Innovations & Advancement in Computer Science, Vol 7(3), pp. 617-624. (ISSN: 2347 – 8616).
- (2018) Somak Maitra and J. K. Das, **Smart Card, Biometric and Mobile Technology: A Game Changer for Socio-Economic Inclusion in India**, International Journal of Exclusive Management Research Vol. Special January Issue 2018, pp. 237-250 (ISSN 2249 – 8672).

- (2018) Somak Maitra, **A Brief Primer on Smart Card Organisations and Standards**. International Journal of Engineering Technology Science and Research, Vol 4(10), pp. 777-790 (ISSN: 2394 – 3386).
- (2017) Somak Maitra, **A Study on the Major Application Segments of Smart Cards in India**. International Journal of Computer & Mathematical Sciences, Vol 6(10), pp. 175-185 (ISSN: 2347 – 8527).
- (2017) Somak Maitra, **An Exploratory Study on the Users' Perception of Smart Card in India**. International Journal of Innovations & Advancement in Computer Science, Vol 6(9), pp. 465–473 (ISSN: 2347 – 8616).
- (2017) Somak Maitra, **A Brief Primer on Smart Card Organisations and Standards**. International Journal of Engineering Technology Science and Research, Vol 4(10), pp. 777-790 (ISSN: 2394 – 3386).
- (2015) Gouranga Mitra and Somak Maitra, **“Compulsive Buying Tendencies of Habitual Shopping Mall Teenage Visitors in Calcutta**. Asian Journal of Management”, Vol 6 (1), pp. 1-4 (ISSN 2321-5763).
- (2016) Dipanjana Bagchi and Somak Maitra, **The Indian Telecommunication Ecosystem: A Brief Overview**. (D. S. Dutta, Ed.) Pursuits, Vol V, pp. 83-90 (ISSN 2322-0643).
- (2011) J.K. Das, Somak Maitra, Dipanjana Bagchi, **“Unique Identification Number: The New Identity Paradigm”**. Globsyn Management Journal, Vol 1&2, pp. 11-18 (ISSN 0973-9181).