

Professor (Dr) Susanta Mitra

Professor, Department of Commerce &
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Dr. Susanta Mitra is presently serving as Professor of Commerce and Dean, Faculty of Commerce and Management at Kazi Nazrul University, Asansol, West Bengal. His teaching experience is over 32 years in UG and PG level. His area of interest is Business Studies which includes Financial Management, Business Ethics, Stakeholder Theory, Corporate Social Responsibility and Accounting Theory. He has contributed extensively in reputed journals and presented a good number of research papers in national and international conferences. He did his graduation and post-graduation from Calcutta University and Ph.D from University of Burdwan on the topic Accounting Information System: A Welfare Approach.

Published Papers in Reputed Journals: Selected

1 *Ethical Perspective in Accounting*, The Accounting World,(ISSN 0972-5164), Icfai University Press, June, 2009, Page no:45-48

2 *Accounting and Accountability: A Stakeholder-Agent Perspective*, The Icfai Journal of Accounting Research and Audit Practices, IUP, (ISSN 0972-690X), July-October Issue, 2009, Page no: 07-19, jointly with Professor Amit Kumar Mallik, Vice Chancellor, The University of Burdwan

3 *A SWOT Analysis of Accounting Education and Research in India*, JIS Management Vista (ISSN 0974-0872), Vol:III, No 2, July-December,2009 Page no: 45-50 jointly with Dr. Sudipti Banerjee, Professor, Dept of Commerce, Calcutta University, Dr Arindam Gupta, Professor, Dept of Commerce with Farm Management, Vidyasagar University and Pradip K Samanta, Sr Lecturer, Dept of Commerce, Kalyani University

4 *An Inquiry into the State of Academic Researches in Accounting and Finance: A Case Study of the University of Burdwan (1968—2008)*, The FedUni Journal of Higher Education, IUP, (ISSN No 0973-3744), February Issue, 2010, Page no;82-90

5 *CSR: An Overview of the Performance of the IISCO Steel Plant*, NSHM Journal of Management Research and Applications, (ISSN 0975-2501, June 2010, Page no; 70-78 jointly with Dr Sandip Kumar Ghatak, Associate Professor, Dept of Political Science, Asansol Girls' College, Burdwan.

6 *Business Risk Analysis through Ginni's Coefficient: A Study of Select IT Companies in India*, International Journal of Research in Computer Application and Management(ISSN No 2231-1009), Volume No 1(2011), Issue No 1(March), Page no: 49-55 jointly with Dr Debasish Sur, Professor, Dept of Commerce, University of Burdwan

7 *Corporate Governance and Ethical Values: The Indian Scenario*, CALYX, Journal of Business Management (ISSN No 2229-4260), Volume 2, December 2011, Page nos:76-83

8 *A Critique of the User Orientation Approach to Corporate Reporting*, The Icfai Journal of Accounting Research and Audit Practices, IUP(ISSN No 0972-690X), July-October Issue, 2012, Page nos: 58-66

9 *Work Life Balance: A Study of the Perceptions of the college teachers in the district of North Hooghly of West Bengal*, Indian Journal of Commerce(ISSN 0019-512X), Vol 65, No 2, April-June,2012 , Page nos: 79-82 jointly with Dr Debasish Sur, Professor, Dept of Commerce, University of Burdwan and Dr Kaushik Chakraborty, Assistant Professor, Netaji Mahavidyalaya, Arambag,Hooghly

10 *Business Risk in NTPC Ltd during the Pre-liberalisation and Post-Liberalisation Periods: A Comparative Analysis*, The Management Accountant (ISSN: 0972 – 3528), February, 2013, Vol 48, No 2, Page nos; 206-212 with Dr Debasish Sur, Professor, Dept of Commerce, University of Burdwan and Deep Banerjee, Guest Faculty, Dept of Commerce, Khandra College,Burdwan

11 *Linkage between Liquidity, Risk and Profitability*, The Journal of Institute of Public Enterprise (ISSN 0971-1856), Volume 36,No 3 & 4, Page no: 29-48, July – December, 2013 jointlywithDrKartikChandraNandi,AssistantProfessor,B.B.College,Asansol,Burdwan

12 *A Critique of the Fair Value Approach to Corporate Reporting*, DBM Social Science Reporter (ISSN 2347-1905), Volume 1, June 2013 Page no: 06-11 jointly with Dr Debasish Sur, Professor, Dept of Commerce, University ofBurdwan

12 *Profitability Trends in Selected FMCG Companies in India during the Post-Reform Era*, FOCUS(ISSN 2278-1501)Vol 4 March, 2013 jointly with Dr Debasish Sur, Professor, Dept of Commerce, University of Burdwan and Subhasis Sarkar, Research Scholar, Dept of Commerce, University ofBurdwan

13 *Business Risk in FMCG Companies in India during the Post-liberalisation Era: An Empirical Analysis*, ANWESHAN, Journal of Dept of Commerce North Bengal University, (ISSN 2321-0370), Page no: 26-50, March, 2014 jointly with Dr Debasish Sur, Professor, Dept of Commerce, University of Burdwan and Sumit Maji, Assistant Professor, Dept of Commerce, University ofBurdwan

14 *Analysing Business Risk through Ginni's Coefficient of Concentration: A Comparative Study of Select Domestic and Multinational Companies in Indian Pharmaceutical Industry*, Research Bulletin(ISSN 2230-9241), Volume:XXXIX, June 2014, Page no: 87-104 jointly with Dr Debasish Sur, Professor, Dept of Commerce, University of Burdwan and Dr Kaushik Chakraborty, Assistant Professor, Netaji Mahavidyalaya, Arambag,Hooghly

15 *Disintegrating Return on Equity using DuPont Model: A Case Study of Tata Steel Ltd*, Journal of Management Research in Emerging Economies, ISSN 2229-4252, Vol 2, Issue 2, December, 2014 Page No: 1-22 jointly with Sumit Maji, Assistant Professor, Dept of Commerce, University of Burdwan and Dr Debasish Sur, Professor, Dept of Commerce, University ofBurdwan

16. *Profitability Trends in ITC Ltd during the Pre and Post- Diversification Periods: A Comparative Study*, Jamshedpur Research Review, ISSN 2320-2750, Year III, Vol III, Issue XII, September-November 2015, Page No 20-30 jointly with Dr Debasish Sur, Professor, Dept of Commerce, University of Burdwan and Surovi Gupta, Assistant Professor, Dept of Commerce, Asansol Girls' College

17 *EVAverses Traditional Accounting-based Financial Performance Measures: An Evaluation of Relative and Incremental Information Content in explaining Variation in Stock Return*, ANWESHAN, Journal of Dept of Commerce North Bengal University, (ISSN 2321-0370), Vol 5, No 1, March, 2017; Page no: 53-70, jointly with Dr Debdas Rakshit, Professor, Dept of Commerce, University of Burdwan and Mr. Mahesh Kumar Kurmi, Assistant Professor, Dept of Commerce, Netaji Mahavidyalaya, Hooghly.

18 *EVAReporting: Analysis of its disclosure practice in Indian Corporate Sector*, PANCHAKOTESAYS (ISSN-0976-4968), Vol 8, No. 2, 2017, Page 82-98 jointly with Dr Debdas Rakshit, Professor, Dept of Commerce, The University of Burdwan and Mr. Mahesh Kumar Kurmi, Assistant Professor, Dept of Commerce, Kazi Nazrul University, Asansol

Research Supervision:

1. Ph.D Thesis Awarded: 02 (Two)

- 1(One) at the University of Burdwan under his supervision jointly with Professor Debasish Sur, University of Burdwan in 2017; Scholar's Name: Surovi Gupta, Assistant Professor, Asansol Girls College, Asansol
- 1(One) at the University of Burdwan under his supervision jointly with Professor Debdas Rakshit, University of Burdwan in 2019; Scholar's Name: Mahesh Kumar Kurmi, Assistant Professor, Kazi Nazrul University, Asansol

2. 1(One) research scholar is pursuing his Ph.D Degree under his supervision at The University of Burdwan; Scholar's Name: Sukumar Paitandi, Govt. Approved PTT, Raniganj Girls' College, Raniganj

3. Another 3(three) research scholars are pursuing their Ph.D Degree under his supervision at Kazi Nazrul University ; Scholar's Name: Ranjit Kumar Paswan, Assistant Professor, Kazi Nazrul University, Asansol; Sanjit Sarkar, Govt. Approved PTT, MMM College, Durgapur; Sampreeti Mondal, Guest Faculty, TDB College, Raniganj

Paper presented in Conferences, Seminars, Workshops and Symposia: Selected

1. **Presented Paper** titled: "Corporate Governance In India: An Overview" in State-level Seminar on Corporate Governance organised by Khandra College in 2007
2. **Presented Paper** titled: "Common Properties and The poor people" in State-level Seminar on Common Property Resource Management organised by Khandra College in 2008
3. **Presented Paper** titled: "Business Excellence: Converging Agency Theory Into a Broader Stakeholder Model" in International Conference on Achieving Excellence in Business Organisations: Issues and Challenges organised by Centre for Management Studies, The University of Burdwan in 2009

4. **Presented Paper** titled: “Corporate Culture, Corporate Excellence and Good Governance” in National Conference on Emerging Issues in Accounting organised by Dept of Commerce, The University of Burdwan in 2010
5. **Presented Paper** titled: “CSR: A Stakeholder Perspective” in National Conference on Corporate Social Responsibility organised by Centre for Management Studies, The University of Burdwan & IAA, Midnapore Branch in 2010
6. **Presented Paper** titled: “Corporate Governance And Ethical Values: The Indian Experience” in National Conference on Emerging Issues in Accounting organised by Dept of Commerce, The University of Burdwan in 2010
7. **Presented Paper** titled: “The Essence of Entrepreneurship” in State-level Seminar on Entrepreneurship Development organised by MMM College, Durgapur in 2010
8. **Presented Paper** titled: “Achieving Six Sigma in Education Sector through UGC API Score” in National Conference on Emerging Issues in Business Studies organised by IBSA, Durgapur in 2011
9. **Presented Paper** titled: “Linkage between Product Diversification and Financial performance” in National Conference on Contemporary Issues and Challenges of Modern Management organised by Dept of Management, North Bengal University in 2011
10. **Presented Paper** titled: “Innovative use of ICT in Financial Inclusion: An Overview” in National Conference on Contemporary Issues and Challenges of Modern Management organised by Dept of Management, North Bengal University in 2011
11. **Presented Paper** titled: “Corporate Corruption Corporate Governance & Stakeholders Justice” in National Conference on Emerging Issues in Business Studies organised by IBSA, Durgapur in 2011
12. **Presented Paper** titled: “IFRS: A Real Challenge before The Stakeholders” in National Conference on Emerging Issues in Accounting and Taxation organised by Dept of Commerce, The University of Burdwan in collaboration with ICAI, New Delhi, in 2011
13. **Presented Paper** titled: “Place of Ethics in Business” in National Conference on Research in Business Studies: Modern Trends organised by IBSA, Durgapur in 2012
14. **Presented Paper** titled: “An Overview of Fair Value Accounting (FVA) and its Impact on Financial Reporting” in National Seminar on International Financial Reporting Standard: Emerging Issues in Corporate Reporting organised by Deshabandhu Mahavidyalaya in association with Bidhan Chandra College, in 2012
15. **Presented Paper** titled: “Essence of Micro Credit in India” in National Seminar on Micro finance through Self Help Groups and Women Empowerment organised by Panchmura Mahavidyalaya, Bankura, in 2013

16. **Presented Paper** titled: “A Study on the impact of Operating Leverage on Profitability with reference to Select companies in Indian Steel Industry” in National Conference on Contemporary Issues in Business Studies organised by IBSA, Durgapur in 2013
17. **Presented Paper** titled: “Linkage between Liquidity Risk and Profitability: A Study with reference to Eastern Coalfields Ltd” in International Conference on Innovations in Engineering and Management organised by Birla Institute of Technology, Patna Campus in 2013
18. **Presented Paper** titled: “An Empirical Study on the Impact of Operating Leverage On Profitability with reference To Indian Paper Industry” in National Conference on Recent Trends in Management Studies and Practices in the Context of Liberalised Regime organised by Dept of Management, North Bengal University in 2013
19. **Presented Paper** titled: “On Education: Ideas and Opinions of Swami Vivekananda” in National Seminar on Bahumukhe Sammukhe: Swami Vivekananda organised by Raniganj Girls’ College in 2014
20. **Presented Paper** titled: “FDI in the Retail Sector: An Appraisal” in National Conference on Business in the new Millennium: Emerging Trends organised by IBSA, Durgapur in 2014
21. **Presented Paper** titled: “Practicing regular industry Academia interface reduces The gap between expected employability skills by the industry and the present skills of the fresh graduates from 2nd ranked B-schools: A Study” in National Conference on Creating Employability and Meeting Employers Needs: A Challenge for Today’s Education System organised by DSMS Business School, Durgapur in 2014
22. **Presented Paper** titled: “Vivekananda’s Philosophy of Education” in State-level Seminar on Relevance of Vivekananda’s Philosophy of Education organised by Deshabandhu Mahavidyalaya, in 2014
23. **Presented Paper** titled: “Business Education and Employability Skills: A Case Study of West Midnapore” in 68th All India Commerce Conference organised by Vinobha Bhave University in 2015
24. **Presented Paper** titled: “Human Rights: A Capability Approach” in National Seminar on Human Rights: Challenges and Responsibilities organised by Saldiha College in 2015
25. **Presented Paper** titled: “The Information Content of EVA and Traditional Accounting Based financial performance Measures in explaining corporations’ Change of market value” in 5th All India Conference on Business Studies, IBSA organised by TDB College, Raniganj in 2016
26. **Presented Paper** titled: “Foreign Direct Investment(FDI) in Banking Sector in India” in International Conference on Dynamic Evolution of Management Paradigm organised by Vidyasagar University in 2016

27. **Presented Paper** titled: “Compilation of Research Work In the Dept of Economics, HPU” in National Conference on Education, Encouragement& Enlightenment organised by Dept of Education, Kazi Nazrul University, Sponsored by ICSSR, 2017 in 2017
28. **Presented Paper** titled: “Superiority of EVA over traditional financial performance measures: An evaluation of relative and incremental information content” in International Business Research Conference, 2018 organized by DSMS College of Tourism and Management, Durgapur in 2016

Invited Lectures and Chairmanships at National or International Conference/Seminar

1. Invited Lecture (Series of Six Lectures) on ‘Community Development UGC Career Oriented Programme’, at Asansol Girls College, Asansol 2006-07
2. Invited Lecture on ‘Conflict Management’ in MBA 2nd Semester, at DSMS Business School, Durgapur, 2010
3. Invited Lecture on ‘Motivation’ in MBA 2nd Semester, at DSMS Business School, Durgapur, 2011
4. Invited Lecture on ‘Organization Structure’ in MBA 2nd Semester, at DSMS Business School, Durgapur, 2011
5. Invited Lecture on ‘Leadership’ in MBA 2nd Semester, at DSMS Business School, Durgapur, 2011
6. Invited Lecture on ‘Strategic Management’ in MBA 4th Semester, at DSMS Business School, Durgapur, 2011
7. Acted as Visiting Faculty in MBA 1st & 3rd Semesters, at North Bengal University, Darjeeling, 2011
8. Acted as Chairman in National Seminar on “International Financial Reporting Standard: Emerging Issues in Corporate Reporting” at Deshabandhu Mahavidyalaya in association with Bidhan Chandra College in 2012
9. Acted as Co-Chairman in National Seminar on “Microfinance through Self-Help Groups and Women Empowerment” at Panchmura Mahavidyalaya in 2013
10. Invited Talk on ‘Creating Employability and Meeting Employers Needs: A Challenge for today’s education system’ at DSMS Business School, Durgapur, 2014
11. Acted as Keynote speaker in State-Level Seminar on “Swami Vivekananda O Manab Unnayaner Tatva” at Deshabandhu Mahavidyalaya sponsored by Department of Higher Education, West Bengal, 2014
12. Invited Talk in National Level Seminar on ‘Human Rights: Challenges and Responsibilities’ at Saldiha College, Bankura in 2015

- 13.** Invited Talk in National Level Seminar on ‘Choice Based Credit System’ at TDB College in association with Kazi Nazrul University,Ranigang 2016
- 14.** Acted as Chairperson in National Seminar on “Performance Evaluation” at Azad Hind Fouz Smriti Mahavidyalaya, Howrah in association with Sovarani Memorial College, Howrah,2016
- 15.** Acted as Resource Person in National Level Seminar on “Microfinance and Rural Livelihood Diversification Issues in Corporate Reporting” at Sonamukhi College in association with DRD Cell Bankura Zilla Parishad, Bankura in2017
- 16.** Acted as Chairperson in National Seminar on “Women’sEconomic Empowerment Inclusive Growth” at Kazi Nazrul Islam Mahavidyalaya in association with Deshbandhu Mahavidyalaya, Chittaranjan,2017
- 17.** Acted as Chairperson in National Seminar on “Spatio-Food-Insecurity Vulnerability: Economics and Politics” at Panchakot Mahavidyalaya in association with Kulti College in2017
- 18.** Acted as Chairperson in University Level Workshop on “Introduction of Various Management Courses in the University” at Kazi Nazrul University in2018
