

## **ANUPAM GHOSH**

### **Supply Chain Management; Marketing**

#### **EDUCATION AND CERTIFICATIONS**

- Ph.D. 2007**  
The Institute of Chartered Financial Analysts of India University, Uttaranchal, India  
Domain area: Supply Chain, Information Systems  
**Thesis supervisor: Dr. A. K. Rao, Dean (Retd.), IIM-Bangalore**
- M.Phil. 2007**  
University of Madras  
Major: Commerce; Marketing  
Thesis: Physical Infrastructure and Development of Secondary Sector: An Econometric Analysis for Six States in India  
Marks/Grade: Commended; Division: II
- MTP 2005**  
**Management Teacher Program (3 year PhD level coursework)**  
The Institute of Chartered Financial Analysts of India University, Uttaranchal, India  
Major: Marketing  
CGPA: 8.43; Division: I
- PGDTLM 2001**  
**Post-Graduate Diploma in Transportation and Logistics Management (2-year full-time)**  
Indian Institute of Social Welfare and Business Management, Calcutta, India  
Major: Transportation and Logistics  
Marks/Grade: 74.09%; Division: I
- M.Com. 1999**  
University of Calcutta, India  
Major: Financial, Cost and Management Accounting  
Marks/Grade: 61.5%; Division: I
- B.Com (H) 1997**  
University of Calcutta, India  
Goenka College of Commerce & Business Administration, Calcutta  
Major: Accounting  
Marks/Grade: 64.0%; Division: I
- H.S. (10+2) 1994**  
West Bengal Council of H.S. Education  
Goenka College of Commerce & Business Administration, Calcutta  
Marks/Grade: 69.10%; Division: I
- I.C.S.E. 1992**  
Council for the Indian School Certificate Exams, New Delhi  
St. Mary's Orphanage & Day School, Dum Dum, Calcutta  
Marks/Grade: 77.83%; Division: I

**Six Sigma Yellow Belt Certified**

**National Scholarship, Govt. of India (1999)**

**Certificate of Excellence, Govt. of West Bengal, India (1997, 1996)**

**Visiting Scholar (2004-05), Bentley College, Massachusetts, USA**

**IBSAF Best Teacher Award, 2009**

## **ACADEMIC EXPERIENCE**

July 2015 to present	Associate Professor, Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata
July 2012 to June 2015	Assistant Professor, Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata
Nov 2007 to May 2012	Assistant Professor, IBS (formerly ICFAI Business School), Kolkata, India
April 2007 to Oct 2007	Assistant Professor, IBS (formerly ICFAI Business School), Hyderabad, India
July 2005 to March 2007	Senior Lecturer, ICFAI Institute for Management Teachers, Hyderabad, India
Sept 2004 to June 2005	Visiting Scholar, Bentley College, Waltham, Massachusetts, USA
October 2002 to August 2004	Research Scholar, ICFAI Institute for Management Teachers, Hyderabad, India
March 2001 to October 2002	Visiting Faculty: Syamaprasad College, BonHooghly College of Commerce, Calcutta, India

## **ACTIVITIES AND ACCOMPLISHMENTS**

### **INSTRUCTIONAL ACTIVITIES**

#### **➤ DOCTORAL**

##### **ICFAI Institute for Management Teachers, Hyderabad**

International Marketing, Advanced Marketing Theory

#### **➤ POSTGRADUATE**

##### **Indian Institute of Social Welfare & Business Management (IISWBM)**

Integrated Model of Supply Chain Management, Supply Chain Management, Warehousing and Materials Management, Logistics Management, Management Accounting and Finance, Research Methodology

##### **IBS (formerly ICFAI Business School)**

Supply Chain Management, Marketing, Industrial Marketing, International Marketing, Customer Relationship Management, Business Strategy, Consumer Behavior

## **INTELLECTUAL CONTRIBUTIONS**

### **Journal articles:**

- a. "Applying DEA for Measuring Efficiency of Warehouse Operations", Indian Journal of Commerce and Management Studies, 2017, vol VIII, issue 1(2) Special Issue, pp. 77-80. (journal listed in Cabell's Directory)
- b. "Dynamic Fare Pricing – an Application for Public Transport in Kolkata", Advances in Management, 2017, vol 10, no. 1, pp.7-14. (jointly with Mitra Dipa, and Sarkar Amitava) (journal listed in Cabell's Directory, RePEc, Ulrich, and ERA )
- c. "Role of Responsiveness and Process Integration in Supply Chain Coordination", Advances in Management, 2015, vol 8, no. 2, pp.1-8. (journal listed in Cabell's Directory, RePEc, Ulrich, and ERA )
- d. Supply and Operations Responsiveness in the Indian Garments Industry, The IUP Journal of Operations Management, 2014, vol.XIII, no.3, pp.18-38 (journal listed in Cabell's Directory)
- e. Infrastructure and development of secondary sector: An econometric study of six states in India, Journal of Developing Areas, Tennessee State University, USA, Spring 2011, vol.44, no.2, pp.207-216 (journal listed in Cabell's Directory)
- f. The Role of Trust in Supply Chain Governance, Business Process Management Journal, 2008, vol.14, no.4, pp.453-470 (jointly with Dr. Jane Fedorowicz) (journal listed in Emerald, Cabell's Directory, DIALOG, Management Reviews, INSPEC, ProQuest, Scopus, TOC Premier (EBSCO)
- g. Regional Trade Organizations and Risk Analysis: A Contemporary Preview, Advances in Management, 2009, vol.2, no.6, pp.13-16 (journal listed in Cabell's Directory, RePEc, Ulrich, and ERA)
- h. Logistics for Middle-Scale Industries in Developing Countries, Icfai Journal of Operations Management, 2004, vol.3, no.1, pp.31-45.
- i. S & S Flooring Solutions Limited: A Case Study on 3PL, ICFAI Journal of Marketing Management, 2004, May, pp.57-71.
- j. Corporate Governance and Environmental Reporting: Practices in India and Abroad, ICFAI Journal of Corporate Governance, 2003, vol.2, no.4, pp.20-36.

### **Book/ Monograph:**

- a. Information Sharing in Supply Chain: The Role of Governance Mechanisms, 2012, Lambert Academic Publishing, Germany, ISBN: 978-3-8484-2715-4

### **Book Chapter:**

- a. "Governance Mechanisms for E-Collaboration", E-Collaboration: Concepts, Methodologies, Tools, and Applications, (jointly with Dr. Jane Fedorowicz), Information Science Reference, New York, USA, 2009, vol. 2, pp.919-925
- b. "Governance Mechanisms for E-Collaboration", Encyclopedia of E-collaboration, Nov 2007 (jointly with Dr. Jane Fedorowicz), Idea Group Reference, New York, USA, pp.319-323

### **Refereed International Conference Proceedings:**

- a. Role of Information Sharing for Supply Chain Responsiveness: A Case Study in HEM Industry, 2011 2<sup>nd</sup> International Conference on e-Education, e-Business, e-Management and e-Learning (IC4E 2011), proceedings published by IEEE and indexed in IEEE Xplore, 2011 January 7-9; co-author: Aashish Deshpande
- b. Governance Mechanisms For Coordination And Information Sharing In Supply Chains: The Role Of Trust; Proceedings of the Eleventh Americas Conference on Information Systems, Omaha, NE, USA, August 11th-14th 2005, (co-author: Dr. Jane Fedorowicz)

- c. Governance Mechanisms For Supply Chain Information Sharing, Proceedings of the Fifth Global Conference on Flexible Systems Management, Dec 27-30, 2005, Bhopal, India, (co-author: Dr. Jane Fedorowicz)

#### **National Conference Proceedings:**

- a. Applying DEA for Measuring Efficiency of Warehouse Operations, 'National Conference on Sustainable Supply Chain Management: An Indian Perspective', March 10, 2017; Kolkata, India
- b. Corporate Governance and Environmental Reporting: Practices in India and Abroad, AIMS Conference, Bhubaneshwar, India, 2003.

#### **Other Articles:**

- a. Logistics: The Hope for Indian Medium-Scale Industries, Management Accountant student edition, July 2003, a magazine of ICWAI.
  - b. Logistics for Marketing in India: An Appraisal, Marketing Mastermind, Sept, 2004, Pp. 46-54.
  - c. The Path to Infrastructure Development in India, MBA Review, 2005
  - d. Education Advertising in India - published (joint) in Advertising Express, a magazine of ICFAI, May '04.
  - e. Advertising for Professional Education in India –published (joint) in Advertising Express, May '04.
  - f. Advertising for Public Utility Services in India – published in Advertising Express, May '04.
  - g. Tourism Marketing in India – Inviting the Domestic Traveller, published (joint) in Advertising Express, April '04.
  - h. Brand Biography – Kingfisher, published (joint) in Advertising Express, June '04.
  - i. Brand Biography – JK Tyres, published (joint) in Advertising Express, April '04.
  - j. Brand Biography – Indian Oil, published (joint) in Advertising Express, March '04.
  - k. Brand Biography – Hero, published (joint) in Advertising Express February '04.
  - l. Brand India – Showcase for the World, published (joint) in Advertising Express January '04.
  - m. Brand Biography – Godrej, published (joint) in Advertising Express December '03.
  - n. Brand Biography – Fevicol, published (joint) in Advertising Express November '03.
  - o. Brand Biography – Emami, published (joint) in Advertising Express October '03.
  - p. Brand Biography – Dabur, published (joint) in Advertising Express September '03.
  - q. Cannes Advertising Festival – Some Notes, published (joint) in Advertising Express August '03.
  - r. Brand Biography – Camlin, published (joint) in Advertising Express August '03.
  - s. Brand Biography – Britannia, published (joint) in Advertising Express July '03.
  - t. Brand Biography – Amul, published (joint) in Advertising Express June '03.
  - u. Book Summary – Renewable Advantage, Jeffrey Williams, (joint), published in Best Books, June '04.
  - v. Research Summary – Message Order Effects and Gender Differences in Advertising Persuasion (Brunel and Nelson) –published in Advertising Express, April '04.
  - w. Research Summary – Email Advertising: Exploratory Insights from Finland (Martin, Durme, Raulas, Merisavo) –published in Advertising Express, March '04.
  - x. Research Summary - Reciprocal Spillover Effects: A Strategic Benefit of Brand Extensions (Subramanian Balachander & Sanjay Ghose) - published in Advertising Express, February '04.
- **OFF- CAMPUS MANAGEMENT DEVELOPMENT PROGRAMME**
- a. Workshop on “Supply Chain Planning and Implementation” at Mendine Pharmaceuticals Pvt. Ltd., Kolkata, for their pan-India employees, Aug 2013.
  - b. Handled sessions on Services Marketing, Innovation Management, for Central Bank Officers' Training College, Kolkata, July 2011 to July 2012
  - c. Handled training sessions on Principles of Sales and Marketing for training program of ICICI Bank, Kolkata, August 2011
  - d. Handled sessions on Materials Management, and Logistics Management for Scientists and Officers of Central Ground Water Board, India, August, 2007.

- e. Handled 10 sessions for Bharat Heavy Electricals Ltd. (BHEL), on BHEL specific transportation and logistics problems; application of mathematical tools and techniques for optimal supply chain performance; January 2008.

➤ **OTHER DETAILS**

Date of birth : 06.12.1975  
Age : 41 years  
Father's name : Ashoke Kumar Ghosh  
Nationality : Indian  
Sex : Male  
Marital Status : Married

➤ **CONTACT DETAILS**

Anupam Ghosh  
C/o Ashoke Kumar Ghosh  
21, A.P.C. Roy Road 2<sup>nd</sup> Lane, Kalyan Co-operative Society,  
Post – Birati, Kolkata – 700051.  
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