

PROFILE OF THE TEACHERS

1. **Name: PROF. ANAND
SENGUPTA**
2. **Father's Name: LATE
SRI A. SENGUPTA**
3. **Mother's Name: LATE
SMT BANI SENGUPTA**
4. **Department:
COMMERCE**
5. **Date of Joining the
University: 15 – 11- 1984**

Photo



6. **Total Teaching Experience: UG- 39 YEARS PG-35 YEARS**
7. **Total Research Experience: 39 YEARS**
8. **Area of specialization: MARKETING, ADVERTISING, RETAILING,
INTERNATIONAL MARKETING, STATISTICS.**
9. **Academic Qualifications:**

UG	1980 I DIV. GOLD MEDALIST
PG	1982 I DIV. GOLD MEDALIST
Ph.D.	A CRITICAL STUDY INTO THE WORKING OF STATE TRADING CORPORATION OF INDIA 1988
PDF	
Any Other	

10. International/National fellowship/financial support for advance studies/research

S. No.	Name of the fellowship/ financial support	Year of Award	National/International	Awarding Agency
	XXX			

11. International/National award/recognition for academics

S. No.	Name of the award/recognition	Year of Award	Title of the innovation	National/International	Awarding Agency
	XXX				

12. Extension activity participation

S. No.	Name of activity	Year
	XXX	

If any award/recognition received-

S. No.	Name of activity	Name of the award/recognition	Year of Award	National/International	Awarding Agency
1	TEACHER AWARD	BEST TEACHER UNIVERSITY	2021	UNIVERSITY	D.D.U.GORAKHPUR UNIVERSITY

13. Ph.D. supervised

Sl.No.	Name of Scholar	Title & Year of Award
1	Sri. Ashish Kumar Srivastava	Advertising and Consumer Reaction -2002
2	Sri. Parmatama Prasad Yadav	A Study into the marketing Problems of Small Scale Industries of Gorakhpur District (in Hindi)-2002
3	Sri Roop Kumar singh	A Critical Study of the Working of NABARD (in Hindi)-2003
4	Sri. Sanjay kumar Tripathi	Marketing of Consumer Durables in Gorakhpur District (in Hindi)-2003
5	Sri. Nitin Kumar Bakshi	Impact of Advertising on Brand Awareness and Consumer Preference with special reference to Toothpaste, Toilet Soap & Soft Drinks (in Hindi)-2003
6	Mrs. Sanghamitra Arya	A Study into the Ethical Practices of Indian Advertising – 2006
7	Sri. Jai Prakash Yadav	A Study of the Consumer Behaviour of Urban Analogues Villages (in Hindi)
8	Sri Sunil kumar Pandey	A Study of the Role of The State Trading Corporation of India in Export Promotion.
9	Sri. Manish Kumar Bhardwaj	Sales Promotion in Consumer Durables
10	Sri. Saiduzzama	A Study of Advertising and Social Turbulence (in Hindi)

11	Sri Prashant Tripathi	A Study of the Impact of Advertising on Kids.
12	Mr. Lata Murjani	A Study of the Role of Point of Purchase Advertising in Promotion
13	Ms. Nupur Agrawal	A Study of the Impact of Advertising of Select Women Products on Brand Awareness and Consumer Preference
14	Sri Rajiv Mishra	A Study of the Impact of advertising on Rural Consumption with Special Reference to Gorakhpur District
15	Ms. Priyanka Tripathi	Marketing Strategies of Life Insurance in India
16	Ms Sadaf Athar	“A Study of Impact of Advertising on Urban and Rural Women Consumer- A Comparative Study (With Special Reference to Gorakhpur District)”.
17	Mr Amit Kumar Tripathi	“A Study of the Consumer Awareness About Counterfeits in Select Product Groups with Special Reference to Gorakhpur City”
18	Mr Zafar Alam	A Study of the Reasons of Closing of MSMEs Units from Eastern Uttar Pradesh (Thesis submitted foe evaluation)

14. Research/Review Papers published

1	Economic Reforms-A Retrospect, with Special Reference to Regional Disparity	Human Face of Economic Reform, - Edited Book, Gorakhpur-2007
2	Brand Building in Rural India	Economic Reforms in India Issues & Challenges, Edited Book, AMU-Aligarh-2007 ISBN:81-7708-131-4
3	Building Lasting Relationship: With Special Reference to B2B E-Commerce	Management Insight, Journal of IPSAR-Cuttack, Jan-April- 2007
4	Impact of Advertising on Brand Awareness and Consumer Preference (With Special Reference to Men's Wear)	GUMBAD Business Review, H.N.B. Garwal University, Srinagar (Garwal) Jan-June, 2007 ISSN0973-6158
5	Point of Purchase- An Important Promotion Tool in Organised Retailing	The Manager-Journal of Institute of Co-operative & Corporate

		Management, Research and Training ,Lucknow- Jan.-June 2007 ISSN 0973-8231
6	Marketing; It's Relevance to SSI's of India; A Study of the SSIs of Gorakhpur District in Eastern U.P.	Management Insight, Journal of IPSAR- Cuttack, Jan-April-2008
7	In store Promotion & Organised Retailing	Advertising Express – June 2008 ISSN 0972-5326
8	E-Advertising; An Astute Way for Brand Positioning	Advertising Express – August 2008 ISSN 0972-5326
9	Orientation Plans- The New Mantra for5 Entrepreneurs for Developing Global Corporate Citizens	Effulgence – Jan-June 2009, Delhi ISSN 0972-8058
10	Identifying and Analyzing the Impact of Key Factors leading to Brand Confusion in Advertising- A Micro Analysis	Delhi Business Review, Jan-June 2009, Delhi ISSN0972-222X
11	Handling Generation –X is no Child's Play	The Times of India, Supplement

12	Explicit Impact Of On-line (Internet Advertising)on Sagacious Brand Positioning	"IBR-2011-1-2-111"
13	Increasing Role of Children in Family Purchase Decision	Indian Journal of Marketing- 2011 Oct 2011 ISSN0973-8703
14	Non Store Retailing – A New Archtype	IJAR, Dec, 2011 ISSN-2249-555X
15	Lure of Rural Indian	The International Journal of Research in Economics and Social Sciences, ISSN 2249-7382, vol 1(3) Dec, 2011
16	Brand Awareness and Consumer Preference	Synthesis-The Journal of BLS Institute of Management July-Dec 2006 ISSN 0973-2357
17	Marketing Strategies for the SSIs	GUMBAD Business Review, H.N.B.Garwal University, Srinagar (Garwal) Jan-June,2006 ISSN0973-6158

18	OPs – A new Mantra for Arresting Employee Turnover	Management Insight, Journal of IPSAR-Cuttack, Jan-April- 2006
19	Internet Advertising , the Innovative Genre of Advertising	The Vision – Journal of Management & Allied Science –Shivpur ,Howrah Oct-Dec 2006
20	Apposite Marketing Strategies for SSIs for Vibrant Rural Consumers	The Vision – Journal of Management & Allied Science –Shivpur ,Howrah April- June 2006
21	Bhramak Vigyapan ka Niyaman evam Niyantaran	Dainik Jagran, Guruvariya, May 2002
22	Export Organisations in Ancient India	Vedic Science & Tradition , Edited Book, New Delhi, 2005
23	A Decade of Privatisation in India,	Effect of Disinvestment Policy in India, Edited Book, Gorakhpur-2004
24	Every thing is Fair in Love & War but what about Advertising?	Ethics and Advertising –Edited Book

		Warrangal-2005
25	Ethics Advertising and Regulatory Frame work in India	Synthesis-The Journal of BLS Institute of Management Jan-June 2005 ISSN 0973-2357
26	A Study of POP Advertising an Important Tool for Retrieving Information and Ultimate Choice Making	Aatmabodh, Journal of Rajashi School of Management& Technology, Varanasi Spring 2005 ISSN 0972-1398
27	Role of State Trading Corporation of India Ltd. In Exort Promotion in the LPG Regime	Indian Journal of Applied Economics, , Lucknow Jan- 2005
28	How Right it is to say that Advertising causes Social Turbulence	Management Insight, Journal of IPSAR-Cuttack, Sep-Dec 2005
29	Understanding Rural Consumers,	Management Insight, Journal of IPSAR-Cuttack,

		Sep-Dec 2004
30	Interactive Advertising and Ps of Marketing Mix	Management Insight, Journal of IPSAR- Cuttack, Jan-April 2004
31	Marketing Problem for Entrepreneurs	Entrepreneurship Development in India- Edited Book – Varanasi2003
32	Brand Promotion through Interactive Advertising	Brand Building The New Survival Mantra, IPS Indore-2003
33	A Peep into the Mindset of Consumers	Indian Journal of Marketing- June 2004 ISSN0973-8703
34	Big , Bad Parallel world of Counter felts and Lookalikes	Indian Journal of Marketing- June 2004 ISSN0973-8703
35	Ethics in Advertising is Passé	Indian Journal of Marketing- AUG- 2002 ISSN0973-8703

36	Illusive World of Advertising	Indian Journal of Marketing- Feb- 2002 ISSN0973-8703
37	STC and Export Promotion	Indian Journal of Marketing- Jan 1984
38	B2B E-Commerce	Aatmabodh, Journal of Rajashi School of Management & Technology, Varanasi Autumn 2006 ISSN 0972-1398
39	FDI in Indian Markets, Issues, Challenges and Opportunities	Edited Book: Emerging Issues in Foreign Direct Investment- 2013 ISBN 978 -93- 82171 -43- 0
40	Interactive Advertising and Innovative Positioning	Edited Book: Entrepreneurship Development Challenges Ahead 2011 ISBN 978 -93- 82171 - 42- 3

41	Rural Consumption New Thinking New Possibilities	Present Economic Environment of India 2012 ISBN-978-81- 921516-0-2
42	Increasing Role of Children in Family Purchase Decision -Prof Anand Sengupta Dr. Prashant Tripathi p-24-28	Indian Journal of Marketing- 2011 Oct 2011 ISSN0973-8703
43	Non Store Retailing – A New Archtype Prof Anand Sengupta Dr. Prashant Tripathi p-104-108	IJAR, Dec, 2011 ISSN- 2249-555X
44	Lure of Rural Indian Prof Anand Sengupta p-29-44	The International Journal of Research in Economics and Social Sciences, ISSN 2249- 7382, vol 1(3) Dec, 2011
45	FDI in Indian Markets, Issues, Challenges and Opportunities Prof Anand Sengupta Amit Tiwari p-56-62	Edited Book: Emerging Issues in Foreign Direct Investment- 2013 ISBN 978 -93- 82171 -43- 0
46	Interactive Advertising and Innovative Positioning Prof Anand Sengupta Amit Tiwari p- 179-199	Edited Book: Entrepreneurship Development Challenges Ahead 2011 ISBN 978 -93- 82171 - 42- 3

47	Rural Consumption New Thinking New Possibilities Prof Anand Sengupta Dr Jai Prakash Yadav Amit Tiwari p- 119-126	Present Economic Environment of India 2012 ISBN-978-81- 921516-0-2
48	Explicit Impact Of On-line (Internet Advertising)on Sagacious Brand Positioning Prof Anand Sengupta Dr. Prashant Tripathi p- 101-106	: "IBR-2011-1-2-111"
49	Advertisement Effect on Pester Power Prof. A. Sengupta Dr Nitin Kumar Bakhshi p- 123-127	International Journal of Developmental Studies – Jan-June 2017 ISSN 0975-5799 U.G.C. Approved Journal
50	Future Prospects of Online Stores and e-Business in India Prof. A. Sengupta Dr Nitin Kumar Bakhshi p- 80-86	VIDYAWARTA July-Sept 2017 ISSN- 2319 9318

51	Ethics, Advertising and Regulatory Framework in India Prof. A. Sengupta Dr Nitin Kumar Bakhshi p- 17-20	CHETANTA 2017 ISSN 2554-1575
52	Logistics services in Purvanchal, Uttar Pradesh – A promising area of wealth generation Prof. A. Sengupta Dr. Maneesh Kumar	Shodh Sarita Jan-Mar 2021 UGC Care listed journal ISSN 2348.2397
53	Financing for economic growth of Purvanchal Prof. A. Sengupta Rudraashish Sengupta	Peer reviewed IJRSR DOI 10.24327/IJRSR ISSN 076 - 3081

PAPERS CONTRIBUTED IN CONFERENCES AND SEMINARS

- 1. Rural Consumer Behaviour in the Fringe Areas of Gorakhpur City in the National Seminar on Future of Rural India organized by M.P. Degree College, Gorakhpur, 2006.**

- 2. Internet Advertising, The Innovative Face of Advertising A Peep into How it Shapes up STP & Marketing Mix. In 58th All India Commerce Conference organized by M.G. Kashi Vidyapeeth, Varanasi,2005**
- 3. Innovative Marketing Strategies for SSIs that can be consequential for the Rural Consumers in Immediate Hinterland to cities in 58th All India Commerce Conference organized by M.G. Kashi Vidyapeeth, Varanasi,2005.**
- 4. Orientation Curriculum – Effective New Mantra for Entrepreneurs to Motivate New Entrants and Arrest Employee Turnover in the Globalised Regime in 58th All India Commerce Conference organized by M.G. Kashi Vidypeeth, Varanasi 2005.**
- 5. Role of The State Trading Corporation of India Ltd. In Export Promotion In the LPG Regime Regime in 56th All India Commerce Conference organized by North Maharashtra Univeristy, Jalgaon,2003.**
- 6. Performance of SSIs on the Export Front in the Globalised Regime in 56th All India Commerce Conference organized by North Maharashtra University, Jalgaon,2003.**
- 7. Understanding Rural Consumers of Urban Analogues in 55th All India Commerce Conference organized by M.S. University, Udaipur,2002.**
- 8. From advertising to Brandvertising in International Seminar on Marketing on Internet organized by Invertis Institute of Management Studies , Bareilly.**
- 9. E-Commerce, Building Lasting Relationship – The Role of Organisational Customer in National Seminar organized by Sardar Patel Univeristy, Vallabh Vidyanagar, Gujrat.2004.**

- 10.W.T.O. Cancum Failure – Indian Agriculture Upgrade or Perish, organized by Faculty of Commerce Lucknow University, Lucknow,2004.**
- 11.Economic Reforms- A Retrospect, with Special Reference to Regional Disparity in National Seminar organized by H.R.P.G. College, Sant Kabirnagar,2004.**
- 12.A Decade of Privatisation in India in National Seminar organized by H.R.P.G. College, Sant Kabirnagar, 2002.**
- 13.Export Organisations in Ancient India in National Seminar organized by H.R.P.G. College, Sant Kabirnagar,2004.**
- 14.Marketing Strategies for SSIs Apposite for the Rural Consumer in Immediate Hinterland to Cities. In National Seminar organized by VBS Purvanchal University, Jaunpur,2006.**
- 15.Orientation Plans – The Mantra for Entrepreneurs to developing Global Corporate Cities, in National Seminar organized by Amity Business School, Manesar, Gurgaon.**
- 16.SEZs, Is it a Smooth Takeoff in India? National Seminar organized by H.R.P.G. College, Sant Kabirnagar,2007.**
- 17.Every thing is fair in Love and War, but What about advertising, in National Seminar on Ethical Values in Business organized by Chaitanya Post Graduate College, Warangal 2004.**
- 18.Point of Purchase Promotion, An Important Tool in Organised Retailing in National Seminar organized by University of Lucknow, Locknow.**
- 19.SEZs, Is it a Smooth Tafeoff in India? National Seminar organized by H.R.P.G. College, Sant Kabirnagar,2007.**

**20. Emerging Rural Indian Consumer- A real Depiction of Shining India
Paper Presented International Conference on Business &
Technology, F.R.I. University, Dehradun, Nov. 2011**

18. Research projects sponsored by government agencies

S. No.	Name of the principal Investigator	Name of the Research Project	Name of funding agency	Amount/Fund provided	Year of sanction	Duration of the project	Status (Completed/Ongoing)

19. Research projects sponsored by non-government sources such as industry, corporate houses, international bodies

S. No.	Name of the principal Investigator	Name of the Research Project	Name of funding agency	Amount/Fund provided	Year of sanction	Duration of the project	Status (Completed/Ongoing)

20. Patents filed/granted

S. No.	Name of the patent filed/granted	Patent Number	Year of filing/award/publish of patent

21. Collaborative activities with other institutions/ research establishments/industry for research and academic development

Title of the collaborative activity	Name of the collaborating agency with contact details	Year of collaboration	Duration	Nature of the activity

22. Functional MoUs with institutions/ industries in India and abroad for internship, on-the-job training, project work, student / faculty exchange and collaborative research

Name of the Organisation/ Institution/ Industry with whom MoU is signed	Year of signing MoU	Duration of MoU	Actual activities under each MOU year wise

23. E-content is developed

i. For e-PG-Pathshala, ii. For CEC (Under Graduate), iii. For SWAYAM, iv. For other MOOCs platform, v. For NPTEL/NMEICT/any other Government Initiatives

Name of the module developed	Platform on which module is developed	Date of launching e content	Link to the relevant document and facility available in the institution	List of the e-content development facility available	Provide link to videos of the media centre and recording facility

24. Consultancy and corporate training-

Consultancy

Name of consultancy project	Consulting/Sponsoring agency with contact details	Year	Revenue generated (amount in rupees)

Corporate training

Title of the corporate training program	Agency seeking training with contact details	Year	Revenue generated (amount in rupees)	Number of trainees

25. Details of Conference/Seminar attended –

Year	Name of the conference/workshop	International/National /State	Name of the professional body for which membership	Amount of support (in INR)

			fee provided	

26. Any other information: