


	Title	First Name	Last Name	Photograph
Name	Dr.	ASIM	MITRA	
Designation	ASSISTANT PROFESSOR			
Educational Qualification	MBA, PhD			
Date of Joining	10.06.2008			
Department	COMMERCE AND MANAGEMENT			
Address				
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Teaching Experiences (Present & Previous)	18 yrs (UG 15.5 yrs and PG 2.5 yrs)			
Research Interests	Consumer behavior, Marketing Research, Application of Structural Equation Modeling, Mediation and Moderation			
Administrative Responsibilities	<ul style="list-style-type: none"> Member of various administrative committees like Admission, Examination etc 			
Select Publications				
<i>Some Major Research Articles In Journals</i>	<ul style="list-style-type: none"> Mitra, A., & Sur,S (2018). A model of investors prepurchase information search in the secondary market , <i>The Management Accountant</i> ,53(8) ,84-91.(ISSN 09723528) DOI: 1 Sur, S., & Mitra, A (2017). Antecedents of Individual Investors' Information Search Behavior in Secondary Market: A structural equation modeling approach. The article published in the proceedings of <i>7th IIM Ahmedabad International Conference on Marketing in Emerging Economies</i> (p.321-23),organized by Indian Institute of Management Ahmedabad during January 11-13,2017.(ISBN978-81-920800-6-2) Bhaumik, A., & Mitra, A. (2015). Cooperative Institutions and Contract Farming: Changing Agri-Produce Marketing Scenario in Rural India, <i>Global Journal for Research Analysis</i>, 4 (3), 1-2. 			

	<p>(ISSN- 2277 – 8160))</p> <ul style="list-style-type: none"> • Mitra, A., & Poomath, J. (2014). A Debt to Repay: Whether end justifies the means? <i>International Journal of Organizational Behaviour and Management Perspective</i> , 3 (2), 1010-1012.(ISSN-2279-0950) • Bhattacharya, D., & Mitra, A. (2013). An Assessment of Foreign Tourists’ Perceptions of Darjeeling as A Tourist Destination:A Factor analytic approach. <i>PARIPEX-The Indian journal of Research</i> , 2 (9), 222-224.(ISSN - 2250-1991) • Mitra, A. (2011). Individual investors’ prepurchase information seeking behaviour in the secondary market. In J. Srirang, R. Sinha, & K. Kamal (Ed.), <i>Proceedings of the 2nd International Conference on Management Practices & Research: Business Strategies for the Next Decade</i> (p. 136). New Delhi: Apeejay School of Management. (ISBN: 978-81-906991-6-7)
<p>Select Chapter’s in Edited Volume</p> <p>Policy Document</p>	<ul style="list-style-type: none"> • Mitra, A. (2016). The great partition in Indian film: A very brief review. In P. Roy (Ed.). <i>The Broken Pens-The Indian partition in literature and film</i>. Jaipur, India: Aadi Publication.(ISBN 978-9382-630-753) • Mitra, A. (2014). A tale of a Toy Train. ICAI - CMA & P.H.D Chamber of Commerce and Industries ‘Knowledge Study Series’ on ‘Heritage Tourism – A Strategic Perspective’ published by I.C.A.I.
<p>Paper Presented In Seminars/ Conferences</p>	<ol style="list-style-type: none"> 1) Presented a paper titled 'Antecedents of Individual Investors' Information Search Behavior in Secondary Market: A structural equation modeling approach' at <i>7th IIM Ahmedabad International Conference on Marketing in Emerging Economies</i> during January 11-13, 2017. 2) Presented a paper titled ‘Antecedents of Individual Investors'

	<p>Information Search Behavior in Secondary Market: A proposed model' in Two days National Seminar Organized by Department of Commerce and Management, West Bengal State University on 'Emerging trends in business management :issues and challenges on 17th -18th March ,2016</p> <p>3) Presented a paper titled 'Stock market investors' information seeking behavior and investment outcome: a binary logistic model approach' in UGC sponsored National Seminar Organized by Siliguri College of Commerce on 'Economic reforms in India with special reference to the socio economic developments of North Bengal' on 16th -17th March ,2013.</p> <p>4) Presented a paper titled 'Darjeeling's Destination Image among foreign tourists :An EPI analysis' presented in 6th International conference on 'Innovative ways of managing business in post globalized era', organized by Bharti Vidyapith Deemed University - New Delhi & Punjab, Haryana and Delhi Chamber of Commerce on 2nd -3rd February,2013.</p> <p>5) Presented a paper titled "Individual Investors' Pre-purchase Information Seeking Behavior in the Secondary Market" at 2nd International Conference on Management Practice and Research organized by Apeejay School of Management on December 28, 2011 in New Delhi.</p> <p>6) Presented a paper titled 'Antecedents of Individual Investors' Information Search Behavior in Secondary Market: A structural equation modeling approach' at 7th IIM Ahmedabad <i>International Conference on Marketing in Emerging Economies</i> during January 11-13, 2017.</p> <p>7) Presented a paper titled 'Antecedents of Individual Investors' Information Search Behavior in Secondary Market: A proposed model' in Two days National Seminar Organized by Department of Commerce and Management, West Bengal State University</p>
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	on ‘Emerging trends in business management :issues and challenges on 17 th -18 th March ,2016
UGC Refresher/orientation Courses	
	<ul style="list-style-type: none">• Attended UGC sponsored Refresher Course and Orientation program at Human Resource Development Centre, North Bengal University in 2018 and 2015 respectively