

## Career Profile

1. **Name:** Dr. Santimoy Patra
2. **Present Designation:** Associate Professor in Commerce
3. **Contact Info:** Mobile-9434652406, Email: dr.smpatra@gmail.com
4. **Qualification:** M.Com, Ph.D, Qualified in SLET
5. **Specialization :** Finance & Control
6. **Teaching Experience:** UG- 24 Years  
PG(Commerce & MBA,VU) - 08 Years
7. **Research Experience:** 20 Years
8. **Area of interest in Research-** Financial Management of Corporate Sector
9. **Research Activities:**

(a) **Research Project Undertaken:** Completed three **UGC Sponsored Minor Research Project as Principal Investigator** (Details given below)

Sl. No.	Title of MRP	Sanctioning Authority	Status
1.	Financial Performance of Public Sector and Private Sector : A comparative Study of Some Selected Units of Steel Industries in India	UGC	Completed
2.	Profitability of Selected Indian Industries: An Empirical Study	UGC	Completed
3.	Analyzing Efficiency in Utilizing Assets : A Firm Level Study of Selected Indian Industries	UGC	Completed

(b) **Publication:** Published Ten Papers in Reputed National & International Journals ( List given below)

### **List of Publications**

- i) Published a Paper titled “Analytical Approach to Liquidity Management of a Firm by Ratio Analysis” in *Vidyasagar University Journal of Commerce* (ISSN 0973-5917) Vol. 1, March, 1996

- ii) Published a Paper titled “Depreciation Accounting and its Impact on Decision Making” in *Vidyasagar University Journal of Commerce* (ISSN 0973-5917) Vol. 2, March,1998
- iii) Published a Paper titled “Effect of Debt Financing on Capital Structure Decision” in *The Management Accountant* (ISSN 0972-3528) Vol. 35, No.9, September 2000
- iv) Published a Paper titled “Leverage and Earnings Per Share - A Case Study” in *The Management Accountant* (ISSN 0972-3528) Vol. 1, No.12, December 2002
- v) Published a Paper titled “Accounting and Reporting for Environment -A Case Study” in *The Management Accountant* (ISSN 0972-3528) Vol. 38, No.6, June, 2003
- vi) Published a Paper titled “Financial Leverage, Earnings and Dividend - A Case Study” in *The Management Accountant* (ISSN 0972-3528) Vol. 38, No.6, June, 2003
- vii) Published a Paper titled “Liquidity Vs. Profitability ” in *Indian Journal of Accounting* (ISSN 0972-3528) Vol. XXXV(2), June, 2005
- viii) Published a Paper titled “A Comparative Study of Return on Investment of Selected Public Sector and Private Sector Companies in India” in *International Journal of Research in Commerce, Economics and Management* (ISSN 2231-4245) Vol. 1,No.8, December,2011
- ix) Published the Abstract of Doctoral Dissertation on “Financial Performance of Iron and Steel Industry in India: An Analytical and Comparative Study of Some Selected Companies During 1995-1996 to 2004-2005” in *Finance India* (ISSN 0970-3772) Vol. XXVI, No.2, June,2013
- x) Published a paper titled “Fixed Assets Utilization in Selected Manufacturing Industries in India: An Empirical Study ” in *Indian Journal of Accounting* [ ISSN : 0972-1479 (Print) 2395- 6127 (Online) ] Vol. XLVIII (2), December, 2016

**c) Editorship in Journal:** Act as **Chief Editor**, *Indian Journal of Research in Multidisciplinary Studies* (ISSN 2348-2524 & Impact Factor 2.045), a National Level Peer Reviewed Journal Published by Garhbeta College.

**10. Publication of Book:** Published a Book titled “Profitability of Selected Indian Industries: An Empirical Study”(ISBN 978-3-659-18504-5) as single Author with an International Publisher **Lambert Academic Publishing, Germany**.

**11. Resource Person : Delivered speech as Resource Person** in the Industrial Training Programme, 2009 organized by the UG Board of Studies in Commerce, Vidyasagar University on 06.02.2009

**12. Paper Presentation / Complementary Speech:**

- i) Presented a paper entitled “Individuals’ Investment Opportunities in India with Special Reference to Small Savings Scheme available in Post Office” in the National Seminar of the Dept. of Commerce, Vidyasagar University held on March 28, 1999
- ii) Delivered a speech on “Challenges of Higher Education in the 21<sup>st</sup> Century: Some Contemporary Issues” in the 1<sup>st</sup> Reunion of Ex-Students, Dept. of Commerce with F.M., Vidyasagar University held on March 14, 2004 which was also published in its Souvenir.

- iii) Delivered a speech on “Contemporary Crisis in Commerce Education: New Vision for Bright Future” in the 13<sup>th</sup> Biennial Conference of W.B.C.U.T.A, Midnapore West District Committee held on March 19-20, 2005 which was also published in its Souvenir
- iv) Presented a paper entitled “Managing Corporate Performance through Balanced Score Card -- The Case of TATA STEEL & SAIL” in the National Seminar on Corporate Performance Measurement and Management Organized by the Dept. of Commerce, Vidyasagar University on February 11, 2006
- v) Delivered a speech on “Commerce Education in the New Era: A Gateway to the Profession” in the UGC Sponsored State Level Seminar on Professionalization of Commerce Education in the Context of Squeezing Enrolment of Students in W.B. organized by the Dept. of Commerce, Garhbeta College on April 10, 2007
- vi) **Rapporteur in the Seminar:** Acted as Rapporteur in a Technical Session of a National Level Seminar on Trends in Contemporary Management Functions held at the Dept. of MBA, Vidyasagar University on 23-24 March, 2011

### 13. Seminar/Workshop Organized:

- (i) Acted as **Organizing Secretary**, UGC sponsored State Level Seminar on **Professionalisation of Commerce Education in the Context of Squeezing Enrolment of Students in West Bengal** held at Garhbeta College on 10<sup>th</sup> April, 2007
- (ii) Acted as a **Member of the Organizing Committee** in a National Level Seminar on **Trends in Contemporary Management Functions** held at the Dept. of MBA, **Vidyasagar University** on 23-24 March, 2011
- (iii) Acted as a **Member of the Organizing Committee** in four National Level Seminar held at the Dept. of Bengali, Dept. of Physics, Dept. of Botany, Dept. of Chemistry, Garhbeta College
- (iv) Acted as **Organizing Secretary**, Two-Day International webinar on **Emerging Need of Digital Education in the Context of Covid19 Pandemic** organized by the Department of BCA, Garhbeta College on 3<sup>rd</sup> & 4<sup>th</sup> October, 2020

14. **Seminar/Workshop Attended:** Attended & participated dozens of Seminars, Conferences & Workshops at State, National & International level over past few couple of years.

### 15. Contribution in Designing Curriculum:

- (a) **Contribution to Educational Innovation :** Conceptualized the introduction of Practical orientation in the B.Com Honours & General Curriculum of the Affiliating University in the year 2006
- (b) **Designing new Curricula:** Designed and framed the UG curricula on:

- i) Project Work & Case Studies (Honours Paper-17 ) - 100Marks
- ii) Business Practices & Personality Development (Paper- 4) - 100 Marks
- iii) E-commerce (Paper-2) -- A portion of 50 Marks

*[These were in vogue in the UG Commerce Curriculum w.e.f. the session 2006-07 to 2013-14]*

(c) **Framing new Curricula at PG Level:** Framed the curriculum on Business Policy & Strategic Management for MBA Course of Vidyasagar University

**16. Involvement in the Professional Organisation:** (i) Life member, Indian Accounting Association, Midnapore Branch

(ii) Member, Executive Committee, IAA, Midnapore Branch (2009-10)

**17. Some Important Academic and Administrative Responsibilities Performed:**

i) Acted as Member (being University Nominee) in UGC Building Committee of VS Mahavidyalaya, Manikpara, Paschim Medinipur during X<sup>th</sup> Plan Period

ii) Acted as Member (being University Nominee) in UGC Building Committee of Midnapore College during XI<sup>th</sup> Plan Period

iii) Acted as Member, NSS Advisory Committee of K.D. College of Commerce & General Studies, Midnapore

iv) Acted as Member, UG Board of Studies in Advertisement, Sales Promotion & Sales Management (Vocational Degree Programme), Vidyasagar University

v) Acted as Member, UG Board of Studies in Marketing Management (Honours Degree Programme), Vidyasagar University

**18. Major Administrative Responsibilities in the College:**

Formerly:

- i) Member, Governing Body as Teachers' Representative (2006-2010)
- ii) Joint Convener, UGC Subcommittee
- iii) Joint Convener, Income Tax Subcommittee
- iv) Joint Convener, Seminar Subcommittee
- v) Joint Convener, Extension Activity Subcommittee
- vi) Member, NAAC Steering Committee

Presently:

- i) Member, Governing Body as Teachers' Representative
- ii) Member, Finance Committee
- iii) Member, IQAC
- iv) Member, NAAC Sub Committee
- v) Coordinator, Department of BCA
- vi) Joint Convener, UGC Subcommittee
- vii) Joint Convener, Leave Register Subcommittee

**19. Commitment towards Social Responsibility:**

- (a) Acted as NSS Programme Officer during the period of four years from 2004-05 to 2007-08 and organized seminars, conducted survey, awareness campaign on Health, Hygiene, Environmental and Social issues from time to time
- (b) Donated Blood Voluntarily for two times as a commitment towards social responsibility
- (c) Acted as Joint Coordinator, UGC Sponsored Food Processing Training Centre, Garhbeta College (as an initiative towards self employment)