



## BRIEF

**MOB: 8777832248**

DEPARTMENT:  
**Business Management**

SCHOOL OF STUDIES: School of  
Professional Studies

DATE OF JOINING: 20.04.2023

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**DR. ASHOKE KUMAR SARKAR**  
Professor of Business Management  
School of Professional Studies  
Netaji Subhas Open University

**ACADEMIC QUALIFICATION: PH.D., MBM (CU), FICWA,  
PGDCA, DCPM (I.S.I)**

**EXPERIENCE: I) TEACHING (Full Time Post Graduate Level) 18  
YEARS and II) INDUSTRY (FINANCE AREA) in PSU 22 YEARS  
i.e. Total Experience (Teaching + Industry) 40 Years**

### TEACHING EXPERIENCE:

- A. Full time - MBA 18 years:**
- i) Management Institute of Durgapur:  
August 2005 to December 2006  
Sr. Lecturer, Asst. Professor
  - ii) JIS College of Engineering and Management  
January 2007 to June 2007 Asst. Professor
  - iii) Future Institute of Engg. and Management  
July 2007 to September 2012 Professor
  - iv) Central University of Jharkhand, Ranchi  
September 2012 to March 2022  
Asso. Professor, Professor
  - v) Netaji Subhas Open University (NSOU) Since April  
2023 (Continuing) as Professor MBA Department
- B. Part-time teaching in IGNOU (PG): More than 10  
years**

### ADMINISTRATIVE EXPERIENCE

#### A. CENTRAL UNIVERSITY OF JHARKHAND, RANCHI

I) DEAN (SCHOOL OF MANAGEMENT SCIENCES) TWO TERMS EACH  
OF 3 YEARS II) HEAD (DEPT. OF BUSINESS ADMINISTRATION)  
TWO TERMS EACH OF 3 YEARS III) FINANCE OFFICER (ADDNL.  
CHARGE) ONE YEAR TEN MONTHS IV) PROF. (I/C) INTERNAL  
AUDIT (ADDNL. CHARGE) ONE YEAR SIX MONTHS V)  
CONSULTANT (INTERNAL AUDIT) NINE MONTHS

**B. MANAGEMENT CADRE (FULL TIME) IN BIHAR STATE FINANCIAL  
CORPORATION (A PUBLIC SECTOR UNDERTAKING UNDER  
PARLIAMENTARY ACT 1956) 22 YEARS 4 MONTHS (MARCH 1982  
TO JUNE 2004): PROJECT APPRAISAL, LOAN SANCTION,  
DISBURSEMENT, RECOVERY ETC.**

**AWARDS, FELLOWSHIPS And RANKs:**

**\*UGC Junior Research Fellow in the Department of  
Commerce, Calcutta University**

	<p><b>** Rank: 2<sup>nd</sup> in Master of Business Management (MBM)</b></p> <p><b>RESEARCH INTERESTS</b></p> <hr/> <p>Entrepreneurship Development, Health care Industry, Contemporary issues of Finance, General Management, Operations Research</p> <hr/> <p><b>TEACHING ASSIGNMENTS (PG)</b>  MBA Finance Papers (Advanced Corporate Finance, Security Analysis and Portfolio Management, Derivatives and Risk Management, Cost and Management Accounting, Accounting for Managers etc.) and Operations Research for MBA since 2005</p> <p><b>No. OF Ph.D. CANDIDATES AWARDED: FOUR (4)</b></p> <p><b>TITLE OF THE THESES:</b></p> <p><b>1. INFLUENCE OF NONMEDICAL AND FINANCIAL FACTORS ON CUSTOMER’S CHOICE OF HOSPITAL</b></p> <p><b>2. AN ASSESSMENT OF FINANCIAL INCLUSION AND ITS IMPACT ON RURAL ECONOMIC GROWTH: A COMPARATIVE ANALYSIS OF JHARKHAND AND CHATTISGARH</b></p> <p><b>3. THREE-DIMENSIONAL APPROACH TOWARDS ENTREPRENEURSHIP DEVELOPMENT IN JHARKHAND AND UTTAR PRADESH VIS-À-VIS INSTITUTIONAL PERSPECTIVE</b></p> <p><b>4 .EFFECTIVENESS OF THE APPLICATIONS OF DIGITAL MARKETING TOOLS FOR SELECTED BUSINESSES IN JHARKHAND</b></p> <hr/>
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**Academic Assignments (Ph.D. Evaluation/ Viva-Voce Examiner)**

Sr.No	University	Title of the Thesis	Year	Remarks
1	University of Allahabad, Prayagraj, U.P.	Leadership Effectiveness and Commitment Among Teachers in Higher Education with special reference to Technical and Management Institutes	2021	External Examiner
2	Veer Kunwar Singh University, Ara, Bihar	Quality of Banking Services and its Relationship with Customer Satisfaction in Retail Banking- A Comparative Study of Public and Private Sector Banks in India	2021	External Examiner
3	University of Lucknow, Lucknow, U.P.	Behavioural Perspective on Individual Investment Decision Making in the Indian Equity Market	2020	External Examiner
4	University of Allahabad, Prayagraj, U.P.	Online Marketing:- A Cost-effectiveness Analysis with special reference to selected Electronic Goods	2020	External Examiner
5	Babasaheb Bhimrao Ambedkar University (A Central University) Vidya Vihar, Lucknow	A Study on Role Of MFIs in Socio-Economic Development of Rural Population - In Context of Eastern U.P.	2020	External Examiner
6	Gujrat Technological University, Ahmedabad, Gujrat	A Study of the Sense of well-being and perceived quality of life of people in Gujrat	2018	External Examiner & <b>Conducted Viva-voce Examination</b>
7	Delhi Technical University, Shahabad Daulatpur, Delhi-110042	Measuring the Relationship Between Job Resources and Employee Turnover Behaviour. A Study of Generation Y Employees in Indian IT Organisation	2017	External Examiner & <b>Conducted Viva-voce Examination</b>
8	Magadh University, Bodh-Gaya	Role of Customer Relationship Management in Increasing Customer Satisfaction and Company's	2017	External Examiner & <b>Conducted Viva-voce Examination</b>

**MEMBERSHIP OF DIFFERENT COMMITTEE**

**In Central University of Jharkhand (Previous Organization):**

- i) Academic Council - 8 years**
- ii) Chairman School Board - 6 years**
- iii) Chairman Board of Research Studies (BRS)- 6 years**
- iv) Chairman DRC (Departmental Research Committee 6 years**
- v) Member Central Purchase Committee**
- vi) Member Library Committee**
- vii) Member Budget Committee**

		<p><b><u>MEMBERSHIP OF PROFESSIONAL BODIES</u></b></p> <ul style="list-style-type: none"><li>I. Fellow Member of Institute of Cost and Works Accountants of India.</li><li>II. Life member of Indian Accounting Association.</li><li>III. Life member of Indian Statistical Institute.</li></ul>
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**DETAILS OF PUBLICATIONS (BOOKS/ EDITED VOLUME / RESEARCH PAPERS/REVIEW):**

<b>Sl. No.</b>	<b>Title of the paper vol. No., Issue No., Page No,</b>	<b>Publisher</b>	<b>Year of publication</b>	<b>ISSN/ ISBN</b>
1	A Study on the Sustainability of The State Financial Corporations of India in the post liberalization era: Comparison of West Bengal State Financial Corporation (WBSC) and Bihar State Financial Corporation (BSFC) Vol. 3 No. 2 Pg (87-100) October 2009	Bhavishya- Journal of Future Business School	2009	ISSN 0973-8274
2	Comparison of NPA Method and Asset Valuation Method for Reporting and Decision Making: A Case Bihar State Financial Corporation Volume 1, Issue 1 2012	International Journal of Research and Development	2012	ISSN(Online) 2279-073X ISSN(Print) 2279-0438
3	An Appraisal of Long-Term Solvency of Eastern Coalfields Limited (ECL) and Central Coalfields Limited (CCL) during 2003-04 to 2012-13: A comparative Study towards Exploring New Strategies for Business (page 634 to 648) year 2014	The New Leap Exploring New Paradigms in Business	2014	ISBN: 978-93-83842-10
4	The Importance of Human Resources Accounting and its Impact on the Quality of Accounting Information to Equip Challenges for Modern Business Pg 577 to 591, year 2014	The New Leap Exploring New Paradigms in Business	2014	ISBN: 978-93-83842-10
5	Human Resources Accounting Concepts and their Applicability and Implications of Employees, Organizations, Donors and Society	IIDS Australia, IIMS India and BEN GERMANY	2015	ISBN 9789843388193
6	“Alternative of Disinvestment: A case Study of Indian Oil Corporation Limited (page 37 to 48) December, 2016	Disinvestment and Privatization: Impact on the Indian Economy	2016	“ISBN: 978-81-928721-8-6
7	Industry Concentration Vis-à-vis Sustainable Growth-Case of Some Specific Indian Industries Vol XVII, Number 2 July-Dec 2017	International Journal of Management Studies	2017	ISSN(Print) 2249-0302, ISSN(Online) 2231-2528
8	Impact of E Word of Mouth Publicity on Destination Selection-A Study of Gwalior Vol XVII, Number 2 July-Dec 2017 Pg (75-90)	AIM-KINDLER	2017	ISSN 0973-0486
9	Effects of Demonetization on Healthcare and Pharmaceutical Industry with Future Managing Strategies Volume 4 Issue 5, May 2017 Page No. (441 to 447)”	International Journal of Innovative Research and Advanced Studies (IJIRAS)	2017	ISSN: 2394-4404
10	Women Health Policies: A Critical Evaluation of Existing Policies and Future Required Strategies Vol XVII, Number 2 July-Dec 2017 Pg (193-214)	AIM-KINDLER	2017	ISSN 0973-0486

11	Impact of Demonetization: A Study on Healthcare and Pharmaceutical Industry Page no. (583 to 594) Volume-7, May-June 2017,	International Journal of Engineering & Management Research (IJEMR)	2017	ISSN(Online): 2250-0758, ISSN(Print): 2394-6962
12	Setting an Enterprise Vis-à-vis Procurement of Job in the Perspective of Indian Professional Students Vol XVII, Number 2, July-Dec 2017 Pg (300-310)	AIM-KINDLER	2017	ISSN 0973-0486
13	Financial Literacy and Health Awareness Among Tribes of Jharkhand: A Special Reference to Paharia Tribe	International Journal of Research and Analytical Reviews	2019	E ISSN 2348-1249 Print ISSN 2349-5138
14	Entrepreneur Ecosystem in India: Role of Policies, Vol. 19 Issue 28 Month June Year 2020	Tathapi	2020	ISSN 2320-0693
15	Index of Financial Inclusion (IFI) and Banking penetration in Jharkhand Vol. 31 Issue 12 Month April Year 2020	Purakala	2020	ISSN 0971-2143 (12)
16	The Impact of Financial Inclusion on Socio-Economic Status of Rural People in Jharkhand Vol. 19 No. 4 October-December 2021, pp 9021-9034	Jharkhand Journal of Development and Management Studies, XISS, Ranchi	2021	ISSN 0973-8444
17	Encouraging Entrepreneurship as a Carrier Path for Management Students	Journal of Informatics Education and Research	2025	ISSN-1526-4726

**SEMINARS, CONFERENCES, WORKSHOPS, ETC (Paper presenter/ invited talk/ Coordinator/chairperson):**

**(Participation and Presentation in Conferences)**

**A. National:**

S. No.	Date	Organising Institute	Title of Conference or Institution	Title/Subject of presentation
1	Two days(22 <sup>nd</sup> -23 <sup>rd</sup> February) 2013	Birla Institute of Technology (BIT) Mesra, Patna Campus	International Conclave on "Innovations in Engineering & Management" ICEM 2013	Potentiality of Bihar State Financial Corporation towards industrialization if State Govt. nurture it properly
2	7 <sup>th</sup> and 8 <sup>th</sup> Feb 2013	Central University of Jharkhand	The New Leap Exploring New Paradigms in Business	An Appraisal of Long-Term Solvency of Eastern Coalfields Limited (ECL) and Central Coalfields Limited (CCL) during 2003-04 to 2012-13: A comparative Study towards Exploring New Strategies for

				Business in
3	7 <sup>th</sup> and 8 <sup>th</sup> Feb 2013	Central University of Jharkhand	The New Leap Exploring New Paradigms in Business	The Importance of Human Resources Accounting and its Impact on the Quality of Accounting Information to Equip Challenges for Modern Business
4	16 <sup>th</sup> and 17 <sup>th</sup> December, 2016 (UGC Sponsored)	Maharaja Manindra Chandra College in Collaboration with Gurudas College, Kolkata	Disinvestment and Privatisation- Impact on the Indian Economy	Alternative of Disinvestment: A case Study of Indian Oil Corporation Limited
5	International (2-days 7 <sup>th</sup> and 8 <sup>th</sup> April 2017)	Future Institute of Engineering and Management, Kolkata	International Conference on Managing Change, Creativity and Innovation in a Dynamic Environment (BHAVISHYA, ICMHM 2017)	Effects of Demonetization on Healthcare and Pharmaceutical Industry & Future Managing Strategies
6	April 21, 2018	Army Institute of Management. Kolkata	National Conference on Contemporary Management Practices (NCCMP 2018) April 21, 2018	Women Health Policies: A Critical Evaluation of Existing and Future Required Strategies
7	April 21, 2018	Army Institute of Management. Kolkata	National Conference on Contemporary Management Practices (NCCMP 2018) April 21, 2018	Impact of E Word of Mouth Publicity on Destination
8	April 21, 2018	Army Institute of Management. Kolkata	National Conference on Contemporary Management Practices (NCCMP 2018) April 21, 2018	Setting an Enterprise vis-à-vis Procurement of Job in the Perspective of Indian Professional Students
9	National Conference 2019 held on 23 <sup>rd</sup> March, 2019	New Horizon College of Engineering, Bangalore- 560 103	Management, Technology & Innovation in the VUCA world” Role in Value Creation”	Financial Literacy & Health Awareness Among Tribes of Jharkhand
10	23 <sup>rd</sup> -24 <sup>th</sup> February, 2020	Department of Commerce, Ravenshaw University, Cuttack, Odisha	Digital Transformation & Innovation in Indian Economy	Payment Banks: A Catalyst in Financial Inclusion of Under Privileged Women in - Jharkhand

**B. International (Abroad-Germany) : ( Sponsored ICSSR)**

S. No.	Date	Organising Institute	Title of Conference or Institution	Title/Subject of presentation
1.	9-12 July 2014	University of Bonn, Bangladesh Environment Network(BEN), Germany IIDS (Australia), IIMS India	The 9 <sup>th</sup> International Conference on Sustainable Development, <b>University of Bonn, Germany 9-12 July 2014</b>	Human Resources Accounting Concepts and Their Applicability and Implications for Employees, Organisations, Donors and Society- A Critical Analysis

**PROGRAMMES COORDINATED/ ORGANISED AS CONVENER / ORGANISING SECRETARY AT CENTRAL UNIVERSITY OF JHARKHAND**

S. No.	Programme Name	Sponsored by	Period
1	<b>The New Leap Exploring New Paradigms in Business (International Conference)</b>	<b>Central University of Jharkhand, Ranchi</b>	<b>7<sup>th</sup>-8<sup>th</sup> Feb. 2013</b>

**Participated in Significant Training/Work Shops:**

S. No	Programme	Duration	Organizer(s)
1	Managing Finance For Improving Organizational Performance and Corporate Social Responsibility	1 Week (05.12.2016 to 09.12.2016)	National Productivity Council, India
2	Financial Analysis & Modeling Using Excel	1 week 21 <sup>st</sup> to 25 <sup>th</sup> January 2013	National Institute of Financial Management (NIFM), Faridabad
3	Work Shop on Structured System Analysis and Design	1 week 2 <sup>nd</sup> to 6 <sup>th</sup> August 1988	NIIT, Kolkata
4	Workshop on General Programme on Development Banking	2 Weeks September 14-25, 1987	IDBI Training Centre, New Delhi
5	Modern Office Management & Performance Management	1 week (11.09.2017 to 15.09.2017)	National Productivity Council, India
6	NEP 2020 Orientation & Sensitization Programme	17.06.2025 to 25.06.2025	UGC-Malavia Mission Teacher Training Centre, National Institute of Educational Planning and Administration, New Delhi
7	Practical AI Tools & Techniques for CMA Professionals	24.01.2026 to 24.01.2026 (Physical Mode)	The Institute of Cost Accountants of India

**Significant Consultancy:**

S. No.	Client/ Organisation's name	Nature of assignment	Duration of assignment
1	Bharat Sanchar Nigam Limited (A Government Of India Enterprise)	Preparation and Maintenance of Cost Records ( <b>Telephone Office Kalyany under Kolkata) Telephones</b> )	Year 2005-2007
2	Bharat Sanchar Nigam Limited (A Government Of India Enterprise)	Preparation and Maintenance of Cost Records ( <b>Telephone Office ARRAH in Bihar</b> )	Year 2005-2007

		<b>under Patna in Bihar )</b>	
3	Bharat Sanchar Nigam Limited (A Government Of India Enterprise)	Preparation and Maintenance of Cost Records ( <b>Telephone Office SASARAM under PATNA in Bihar</b> )	Year 2005-2007

**E-Content developed as teaching/learning material:**

Solving of Two Person Zero Sum Game By Using LPP (Linear Programming Problem) ( <b>Management</b> )	Game Theory Implemented in June 2017	Post Graduate	<a href="https://www.youtube.com/watch?v=WG3gdSFp-6s">https://www.youtube.com/watch?v=WG3gdSFp-6s</a> <b>Available in YouTube</b>	one
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**\*\* You tube Channel: <http://www.youtube.com/@ashokesarkar8778>**

*Disclaimer: I assert that the details furnished above are all true to the best of my knowledge.*

***Prof. (Dr.) Ashoke Kumar Sarkar***