

RAIGANJ UNIVERSITY

FACULTY ACADEMIC PROFILE / CV



1. General Information

Full name of the faculty member: **Dr. Manas Naskar**

Designation: **Professor and Head**, Department of Commerce

&

Development Officer (Acting), Raiganj University

Specialisation: Accounting and Finance

Residential Address: 22 Chittaranjan Park, P.O.- Jadavpur University, Kolkata – 700 032

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2. Academic Qualifications

Degree	University/Institution
B.Com	Calcutta University
M.Com	Calcutta University
SLET	West Bengal College Service Commission
Ph.D.	Calcutta University

3. Academic Position Held/Holding

Present Position: Professor and Head, Department of Commerce, Raiganj University.

Past Position: Lecturer in Commerce, Mankar College, Mankar, Burdwan from 27.04.2001 to 18.08.2008

Assistant Professor, Deshbandhu College for Girls, Kolkata from 19.08.2008 to 19.01.2020

4. Administrative Position Held/Holding

Finance Officer, West Bengal Audit and Account Service, Finance Department, Govt. of West Bengal from 01.02.1995 to 26.04.2001

Head of the Department of Commerce, Deshbandhu College for Girls, Kolkata, from August, 2008 to Jan, 2020

IQAC Coordinator, Deshbandhu College for Girls, Kolkata from 2011 to 2014

Bursar, Deshbandhu College for Girls, Kolkata from 2015 to 2017

Member of the Governing Body, Deshbandhu College for Girls from 2015 to 2020

Director, SC/ST Cell, Raiganj University from 2021 to 2024

Member of IQAC, Raiganj University from 2022 to 2024

Development Officer (Acting), Raiganj University since 2026

5. Other Position Held/Holding

Coordinator, Skill Enhancement Courses, PG Studies, Raiganj University since 2020

Former Chairman, PG Board of Studies in Commerce, Raiganj University from 2020 to 2022

Former Chairman, UG Board of Studies in Commerce, Raiganj University from 2020 to 2022

Former Secretary, Ph.D. Committee, Raiganj University from 2020 to 2022

Executive Committee member, Indian Accounting Association (IAA) since 2018

Executive Committee member, IAA South Bengal Branch since 2012

Former Joint Secretary, IAA South Bengal Branch

Former Secretary, IAA South Bengal Branch

Chairman, PG Board of Studies in Commerce, Raiganj University since February 2026

Chairman, UG Board of Studies in Commerce, Raiganj University since February 2026

Secretary, Ph.D. Committee, Raiganj University since February 2026

6. Membership of Learned Societies

Life Member, Indian Commerce Association

Life Member, Indian Accounting Association (IAA)

Life Member, Commerce Alumni Association, University of Calcutta

Life member, Indian Science Congress.

7. Seminar / Conferences Convener / Organising Secretary

- Organized more than forty seminars and conferences in the capacity as convener or organising secretary or joint convener or joint organising secretary.

8. Research Interests

Business and Finance, Local Government, MSME, Entrepreneurship, Development, Urban and Rural Development, and Sustainable Livelihood

9. Research Guidance

M.Phil. Awarded

Sl. No.	Name of the Scholar	Title of the Thesis	Date of Award
1.	Ravi Balmiki	‘Financial Literacy and Its Impact on Pradhan Mantra Jan Dhan Yojana: A Study on Women Tribal People of Mirik Sub Division of Darjeeling District, West Bengal.	16.06.2022

Ph.D. Awarded

Sl. No.	Name of the Scholar	Title of the Thesis	Date of Award
1	Dr. Dhananjoy Chakraborty	Unveiling the Synergistic Influence on Workplace Happiness and Performance: A Study on the College Teachers of Cooch Behar and Alipurduar Districts, West Bengal."	07.12.2022
2	Dr. Purnendu Basu	The Role of Digital Finance and Financial Inclusion for Socio-Economic Development: An Implicit Study of the Selected States and Dzongkhags of India and Bhutan’	27.09.2023
3	Dr. Amit Kumar Das	Impact of Cost Overrun and Management of Critical Factors Influencing the Construction of Over Bridges in Kolkata and Howrah Municipal Corporation, West Bengal	28.02.2024
4	Dr. Abu Sayed Md. Shahiduzzaman	Consumer Perception and the Role of Government in Quality Assessment and Labelling of Packaged Food Products in Bangladesh”	28.02.2024
5	Dr. Atul Kumar Paul	Impact of Liquidity and Leverage on Profitability: A Study on Selected Indian Real Estate Companies	30.09.2024
6	Dr. Amirul Mir	Changing Pattern of Agricultural Practices and Its Impact on the Socio-Economic Condition of the Farmers: A Study on the Districts of South 24 Parganas and Malda, West Bengal”	09.04.2026

Ph.D. Continuing

Sl. No.	Name of the Scholar	Title of the Thesis
1	Sneha Ghosh	‘Challenges and Strategies of Managing Sick Micro and Small Enterprises (MSEs) in the Districts of Howrah and South 24 Parganas, West Bengal: An Empirical Analysis
2	Md. Abu Kalam	Impact of Pradhan Mantri Awas Yojana Gramin on Socio Economic Development of the Rural Households in the Districts of Murshidabad and Nadia, West Bengal: A Study’
3	Tenzing Norbu Tamang	Impact of Economic Activities of SHGs on Digital Financial Inclusion: An Analytical Study in the Districts of Darjeeling and Kalimpong, West Bengal

10. Projects Completed

UGC Sponsored Minor Research Project on “Efficiency Measurement: A Comparative Study on the Municipalities of South 24 Parganas, Howrah and Nadia Districts.”

ICSSR Sponsored Minor Research Project on “Atmanirbhar Bharat: A Study on the Challenges of Reopening Closed Micro and Small Scale Industries in West Bengal.”

11. Books Published as an Editor

Sl. No.	Name of the Book	State/ National	Year	ISBN
1	Impact of Reforms on Indian Insurance Sector	National	2013	978-93-80332-45-1
2	Emergence & Trends in Commerce, Business & Information Technology in Digital Age	National	2022	978-93-92513-60-2
3	Advances & Researches in Commerce, Management & Information Technology in Promoting Knowledge Economy, New Delhi Publishers	National	2022	978-93-92513-72-5
4	Latest Aspects, Issues and Concern in Commerce, Business & ICT: Towards Developing Digital Economy	National	2022	978-93-93878-56-4

12. Patents

Sl. No.	Details of the Patent	Date of acceptance with year	National /International
1	Artificial Intelligence (AI) & Internet of Things (IOT) Based Digital Marketing Strategies, Approaches and Results	Application No. 202121049750 A 47/2021 dated 19/11/2021	National
2	Wall Clock (Design)	Design No. 353050-001 02/2022 dated 14/01/2022	National

13. Select Chapters in Conference Proceedings

Sl. No.	Title of the Paper	ISBN/ ISSN	State/ National/ International	Single/Joint, Month & Year
1	Role of Producers Co-Operative Society in Retail Sector: A Study on Handloom Sector in India	978-93-80332-44-4, pp.152-162	National	Single/ 2013
2	Business Performance of LIC: A Study on Eastern Zone	978-93-80332-44-4. pp. 33-41	National	Single/ 2013
3	Handloom Development Scheme: A Study on Publicity and Marketing of Handloom Products	978-81-738194-21 pp.-90-103	International	Single/ 2014
4	Fund Management: A Study on Indian Municipal Organisation	978-99916-53-51-8. pp. 41-55	International	Single/ 2015
5	Framework of Fund Management of Local Government: A Conceptual Analysis	978-93-5255-006-0, pp.- 123-132	International	Single/ 2015
6	Effect of Demonitisation on Micro Enterprises: A case study on Gharbanga Basudebpur Village in Uluberia Sub-Division	ISBN No- 978-81-933807-2-7	National	Joint Author (1st)2017

Sl. No.	Title of the Paper	ISBN/ ISSN	State/ National/ International	Single/Joint, Month & Year
7	Implementation of Welfare Schemes for the Adibashi of West Bengal: A Critical review	ISBN: 978-81-929776-3-8	National	Joint Author (2nd) 2017
8	Digital Education: An Empirical Study on some Selected Colleges in west Bengal	978-81-933615-9-7. pp. 13-26	National	Joint Author (1st)2017
9	Sustainable Development of Tourism: A case Study of Jalpaigury and Alipurduar Districts, West Bengal	ISBN: 978-93-84661-49-6	National	Joint Auther (2nd))/ 2017
10	Implications of Digitization on Socio Economic Conditions of Tribal People: A Case Study on Purulia District, West Bengal	ISBN NO-81-8324-893-4, PP. 43-56	National	Joint Author (1st)2018
11	Impact of Covid-19 on Tourism Sector: A study on Hotels and Homestays in Mirik Notified Area, Darjeeling District, West Bengal	ISBN: 978-93-92513-60-2	National, 2022	Joint / 2022
12	The Shift of Workplace Spirituality on Happiness at Workplace: A Study on College Teachers at Cooch Behar District of West Bengal	ISBN: 978-93-92513-60-2	National , 2022	Joint / 2022
13	Role of Various Authorities for the Construction of ROB (Road Over Bridges in Kolkata)	ISBN: 978-93-92513-72-5, pp 77 - 95	National , 2022	Joint/ 2022
14	An Empirical Analysis on Perception of Banking Customers Towards Adoption of Digital Banking	ISBN: 978-93-92513-72-5, pp 161 - 175	National, 2022	Joint /2022
15	Financial Inclusion Schemes: An Implicit Study of Awareness Level of People from Three Indian States	ISBN: 978-81-953847-8-5, pp. 99 - 104	International, 2022	Joint /2022

Sl. No.	Title of the Paper	ISBN/ ISSN	State/ National/ International	Single/Joint, Month & Year
16	Managing Factors Influencing the Construction of Road Over Bridges; A Critical Analysis	ISBN: 978-18-384718-27	International, 2022	Joint / 2022

14. Select Articles in Reputed Journals/Books

Sl. No.	Title of the Paper	ISBN/ ISSN	State/National/International	Single/Joint, Month & Year
1	Managing of Local Government Fund: A study on the Indian Context	2395-7069 pp.-136-144	National	Single/ 2015
2	A Challenging Sustainable Service Delivery System of Municipal Organisation: A Case Study	ISSN: 2455-1627, VOL.2, PP.- 45-50	International	Single/ 2016
3	Goods and services Tax: A historical Movement for Indian Economy	ISSN: 2277-8160, pp.- 10-12	International	Single/ 2016
4	Managing Sustainable Resource Generation for Assets Creation of Urban Local Bodies	ISSN: 2321-1784. pp. 246-257	International	Single/ February, 2017
5	Assessment of Socio-Economic Status of Tribal Households in Jalpaiguri District, west Bengal	UGC No.- 4887, ISSN: 2249-2496. pp.548-564	International	Joint Author (2nd)/ 2017
6	Managing Health Services of Local Government: A Study on Some Selected Gram Panchayet of West Bengal, India	UGC No- 20739 ISSN: 2249-0310. pp.16-23	International	Joint Author (2nd) 2017
7	Pradhan Mantri Jan Dhan Yojana: An Empirical Study in Rural Area	UGC NO- 48808, ISSN: 2455-4197	International	Joint Author (1st) 2017
8	Demonetization: Its Effects on Indian Economy	ISSN: 2456-0995	National	Joint Author (1st) 2017
9	Impact of Goods and Services Tax (Gst) on Automobile Industry: An Analytical Study	UGC NO- 42888, ISSN: 2393-9664	International	Single

Sl. No.	Title of the Paper	ISBN/ ISSN	State/National/International	Single/Joint, Month & Year
10	An Empirical Study on the Closed Manufacturing Units in Sadatpur Area of Howrah District	UGC NO: 48858, ISSN: 2249-7382	International	Joint Author (1st)2017
11	An Empirical Study on the Closed MSMEs in South 24 Parganas District, West Bengal	UGC NO- 43053, ISSN: 2394-5303	International	Joint Author (1st) 2017
12	Impact of Social Modernization on the Tribal Population: A Study on Paschim Midnapore District, West Bengal	UGC No: 62759 , ISSN: 2319-9318	International	Joint Author (1st) 2017
13	Assessment of Performance of Majore Forest Divisions on Forest Resource Management in Jalpaiguri and Alipurduar Districts, West Bengal	UGC No: 47663 ISSN: 2348-4969, Vol-5, Issue-2	International	Joint Author (2nd) 2018
14	Micro, Small and Medium Enterprises (MSMEs) of Jalpaiguri District of West Bengal: A Critical Review	UGC NO-48816, ISSN: 2455-4030	International	Single
15	GAAP, IFRS and IND-AS: A Comparative Study on the Applicability of Inventories	UGC Care, Group-D, ISSN: 0374-8588	International, 2019	single
16	Safety and Security of Digital Transactions of Banking Sector: An Analytical Study	(ISSN: 2249-4804) Vol. IX No. 1	National, 2019	Joint
17	Financial Inclusion in Social Sectors Through Banks: A Comparative Study	UGC CARE List Group-I, ISSN: 2231-3990	International, 2020	Single
18	Harmonisation Among GAAP, IFRS and Ind-As with Reference to “Property, Plant and Equipment”: An Analytical Study	UGC Care, Group-I, ISSN 0971-2143	International, 2020	Joint
19	Audit Practice in Employees Credit Co-operative Society in	UGC Care, Group-I, ISSN: 2348-2397	International, 2020	Single

Sl. No.	Title of the Paper	ISBN/ ISSN	State/National/International	Single/Joint, Month & Year
	Colleges of West Bengal, India: An Empirical Study			
20	Workplace Spirituality, the Beacon of Workplace Happiness – A Study on College Teachers of Alipurduar District of West Bengal	SCOPUS Volume 12, Issue 8	International	Joint Author 2021
21	The Scope of Economic Empowerment of Tribal Communities in Identified Potential Eco-Tourism Spots of Jalpaiguri and Alipurduar Districts, West Bengal: A Case Study	UGC Care Group-I, Vol-24 No. 03, ISSN: 0975-4520	International	Joint Author 2021
22	Critical Review on The Impact of Profitability on CSR of National Building Construction Company	UGC Care Group 1 Journal ISSN: 2229-5348	International	Joint Author 2022
23	Effect of Financial Inclusion on the Socio-Economic Growth: Evidence from an Emerging Economy of Bhutan	UGC Care Group I Kanpur Philosophers ISSN 2348-8301	International	Joint Author 2022
24	Accounting Information System in Digital India and its Applicability in Resource Mobilization	978-81-957322-0-3 978-81-957322-1-0 978-81-957322-2-7	International	Joint Author 2023
25	Digital Marketing for Agricultural Produces in India, Opportunities and Challenges	978-81-19006-32-8	National	Joint Author 2023
26	Challenges and Opportunities of Artificial Intelligence Enabled Integrated Farming in West Bengal	978-81-19006-97-7	National	Joint Author 2024
27	Changing Behaviour of Investors in Digital India: A Study on Indian Cryptocurrency Market	0970-7247 Vol. 36 No. 432	International	Joint Author 2023

Sl. No.	Title of the Paper	ISBN/ ISSN	State/National/International	Single/Joint, Month & Year
28	Factors Affecting Sustainability of Indigenous Farming Processes in South 24 Parganas District of West Bengal, India	2581-9925(Online) Volume 07, No. 03(III)	International	2025

15. Seminar/Conference Attended

More than 100 State Level/National Level/International Level Seminar/ Conference/ Workshop attended