

PROFILE OF DR. LEENA ROY MALLICK

Dr. Leena Roy Mallick

PhD (University of Calcutta), UGC-NET qualified, MBA

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Dr. Leena Roy Mallick (PhD, UGC-NET qualified, MBA) is currently associated with B.P. Poddar Institute of Management & Technology, Kolkata as Assistant Professor in the Department of Business Administration. She is continuously engaged in inculcating academic knowledge and professional skills in the young the minds through her professional engagements. She has around 4 years of corporate experience and more than 11 years of academic experience. She has been awarded Ph.D. in Business Management by University of Calcutta in 2021 and qualified UGC-NET in March 2013. She has completed her MBA (Finance-Major and Marketing-Minor) from Heritage Institute of Technology (under WBUT) in 2008. Her research interest is in Behavioural Finance. Several research publications in peer-reviewed journals and participation in international and national conferences have enriched her journey towards academic excellence.

Academic Credentials:

PhD in Business Management	University of Calcutta	2021
MBA (Finance & Marketing)	West Bengal University of Technology	2008
BBA (Honours) (Marketing)	University of Calcutta	2006
Higher Secondary(Class-XII)(Science)	West Bengal Council of Higher Secondary Education	2003
Secondary(Class-X)	West Bengal Board of Secondary Education	2001

Corporate Experience

Company: Reliance Communications Ltd (Kolkata)

Profile : Relationship Manager, Corporate Wireless Group

Designation: Assistant Manager

Duration: September 2008 to July 2012

Roles/Responsibilities:

- Management of services of corporate accounts in the wireless division to ensure customersatisfaction.
- Handling products like Mobile Phone (CDMA & GSM), Data card (CDMA &

- 3G), Fixed Wireless Phone
- Organizing Customer Delight Activities such as Holding Service Camps, User meets, Account reviews
- Ensuring collections from corporate accounts to achieve collections targets
- Churn management of the allocated base
- Narrowing down billed overdue in corporate accounts and hence arresting involuntary churn
- Arranging promotional activities in big corporates for newly launched products
- Generating revenue from existing accounts through cross-selling and up-selling

Professional Awards and Achievements (Corporate):

- Best Relationship Manager for CSAT (Customer Satisfaction) Performance in Q3 of FY 2010-2011.
- Best performer in terms of CSAT, Churn & Collections in-Oct and Nov 2011.

Academic Experience

(i) Name of the college: Supreme Knowledge Foundation Group of Institutions

(Affiliated to MAKAUT)

Designation: Assistant Professor, MBA department

Duration: July 2012 to December 2015

(ii) Name of the college: B.P. Poddar Institute of Management & Technology

(Affiliated to MAKAUT)

Designation: Assistant Professor, BBA department

Duration: January 2016 to till date

Professional Achievements (Academics):

- Engaged as Head Examiner by Maulana Abul Kalam Azad University of Technology, W.B. (formerly WBUT) for the subject Leadership Skill Development (GE5B-19) for Even Semester Examinations 2022-23

Journal Publications

1. (2014) "Dynamics of long run and short run relationship between sectoral indices of BSE: An application of cointegration and causality approach", Leena Roy Mallick and Bidyut Kumar Ghosh, International Research Journal of Management, Sociology & Humanity, Vol. 5, No. 10, pp 136-150. ISSN 2277-9809 (Online) 2348-9359 (Print)

2. (2015) "A study of performance of selected equity oriented mutual fund schemes in India", Leena Roy Mallick, ACME International Journal of Multidisciplinary Research, Vol. 3, No.2, pp. 44-52. ISSN 2320-236X
3. (2015) "A Literature Review on understanding investors' behaviour towards Mutual Funds in India", Leena Roy Mallick, International Journal of Marketing, Financial Services & Management Research, Vol. 4, No. 1, pp. 81-85. ISSN PRINT 2277- 6788
4. (2015) "A Study of the relationship between Fund Size and Performance of selected equity oriented Mutual Fund Schemes in India", Leena Roy Mallick, International Journal of Social Sciences & Interdisciplinary Research, Vol. 4, No. 1, pp. 50-56. ISSN PRINT 2277 677X
5. (2015) "Biases in Behavioural Finance: A Review of Literature", Leena Roy Mallick, Journal of Advances in Business Management, Vol. 1, No. 3, pp. 100-104. ISSN 2395-7441 (Online) 2395-7328 (Print)
6. (2015). "Factors Influencing Investment Decisions: A Study of Retail Investors in Hooghly District of West Bengal", Leena Roy Mallick, International Journal of Research in IT & Management, Vol. 5, No. 8, pp. 1-7. ISSN 2231-4334(Online) 2349-6517 (Print)
7. (2016) "Investors' Perception regarding Formal Investment Avenues: An Empirical Study on Retail Investors in Hooghly District of West Bengal", Leena Roy Mallick, Quest International Multidisciplinary Research Journal, Vol. 5, No. 5, pp. 11-18. ISSN 2278-4497
8. (2016) "Perception and Preference of Retail Investors regarding Formal Investment Avenues: A Review of Literature", Leena Roy Mallick, BIMS Journal of Management, Vol.1, No. 1, pp. 61-64. ISSN 2456-222X
9. (2017) "Whistleblowing : A Felony or Favour to the Organization", Leena Roy Mallick, BIMS Journal of Management, Vol. 2, No. 1&2, pp. 51-54. ISSN 2456-222X
10. (2020) "Behavioural Aspect of Investment Decisions: A Study with Structural Equation Modelling (SEM)", Leena Roy Mallick and Shantanu Chakraborty, International Journal of Social Science and Interdisciplinary Research, Vol. 9, No. 12, pp. 63-81. ISSN 2277-3630

11. (2024) “Integration of Artificial Intelligence in digital financial inclusion: A conceptual study”, Leena Roy Mallick and Shantanu Chakraborty, International Journal of Computing and Artificial Intelligence, Vol. 6, No. 1, pp. 50-52. E-ISSN 2707-658X P-ISSN 2707-6571

International and National Conferences

1. Participated in UGC sponsored One-Day **National Conference** on Redefining Business Vision: Issues and Challenges organized by organised by Department of Commerce and Business Administration, St Xavier’s College (Autonomous), Kolkata in collaboration with Department of Commerce, University of Calcutta. (2016, March 19)
2. Paper presented on “Cognitive influences on Investment decisions: A conceptual framework”, by Leena Roy Mallick, at two days **International Conference** on Emerging Perspectives in Commerce, Economics and Management Policies for a Better world (ICCEM 2017) organised by Department of Commerce and Business Administration, St Xavier’s College (Autonomous), Kolkata in collaboration with St. Xavier’s University, Kolkata. (2017, November 2-3)
3. Paper presented on “Influence of demographics on investment decisions: A case study in Hooghly district of West Bengal”, by Leena Roy Mallick and Santanu Chakraborty, at **National Management Conference** 2018 on The Global Strategy for Self Sufficiency organised by Bharatiya Vidya Bhavan Institute of Management Science, Kolkata in association with Association of Indian Management Schools (AIIMS) at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata. (2018, March 23-24)

FDP/Workshops:

1. Participated in AICTE-QIP sponsored Short-term course on “Data Analytics with R” from VGSOM, IIT-Kharagpur during August 17th to August 24th, 2014.
2. Participated in Two Days Workshop on Multivariate Data Analysis organized jointly by Department of Business Management, University of Calcutta & Indian Association for Productivity, Quality and Reliability on 25th and 26th April, 2014.

3. Participated in Two Days Faculty Development Programme on Research Methodology organized by Supreme Knowledge Foundation Group of Institutions on 15th and 16th February, 2014.
4. Participated in One day workshop on “Advanced Research Techniques: Series-I” on 21st December, 2016 at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.
5. Participated in One day workshop on “Advanced Research Techniques: Series-II” on 28th January 2017 at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.
6. Participated in one-day Workshop on ‘Data Envelopment Analysis (DEA)’ on 27th May 2017 at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.
7. Participated in National Workshop on “Research Methodology and Data Analysis” on 18th and 19th November at Rajabazar Science College, Kolkata, organized by International Benevolent Research Foundation, Kolkata, in association with Indian Academic Researchers’ Association, Tiruchirapalli, in collaboration with Confederation of Indian Universities, New Delhi.
8. Participated in Short Term Weekend Course on “Research Methods in Social Sciences using SPSS” in November 2018 at IISWBM, College Square, Kolkata.