

A Brief profile of Dr. Asim Mitra

- Dr. Asim Mitra, a Ph.D. holder and an assistant professor, joined the Department of Commerce and Management in 2008.
- He has nearly two decades of teaching experience, having taught at multiple levels, ranging from undergraduate to doctoral, at different institutes.
- After obtaining a Master of Business Administration (MBA) degree from the Indian Institute of Engineering Science and Technology, he completed his doctoral research at West Bengal State University.
- In addition to teaching, he has also held administrative roles, including Head of Department, Vice Principal of Siliguri Campus, Coordinator of the Indira Gandhi National Open University (IGNOU) Study Centre, etc.
- His focus area of research has been marketing management, especially consumer behaviour, consumer information search, statistical modelling, and techniques to analyse relationships between variables. He has a few research publications to his credit.
- You can reach him at asimmitra76@gmail.com.