



Name: Dr. Ipsita C. Patranabis

Designation: Assistant Professor in HR & OB

Qualifications: MSc., MBA, M.Phil, PhD

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Biographical Sketch

Dr. Ipsita C. Patranabis has a teaching experience of more than 15 years. She holds her doctoral degree from the Department of Business Management, University of Calcutta. She has a number of publications, in peer reviewed journals and has presented papers in various national and international conferences. She has received the Best Paper award at the International Research Conference on Business and Economics. She was also associated with an EBSCO enlisted research journal as the Associate Editor. She serves at the editorial board of few renowned journals. She has also conducted seminars and management development programs for working professionals. She is the life member of NHRDN, Kolkata Chapter, ISTD and HEF.

Areas of Specialisation and Research

Emotional Intelligence, Personality, Leadership, Performance Management, Small Business

Teaching Experience

More than 15 years

Administrative Responsibility

Member of Website Monitoring Committee, SXUK

Member of Departmental Research Committee, Management

Departmental Representative, IQAC

Publications

Chapter/Article published in Books

- (2013) **“Does Emotional Intelligence Score Drive Successful Life Insurance Marketing?”**
Abstract published in the conference proceedings ISBN 978-602-097-371-5

- (2013) **“A Comparative Study of the Perception of Men and Women Employees towards Work-Life Balance”**, Changing Dynamics in the Global Village, (Ipsita C. Patranabis), Edited by Anubha Vashist, Bharti Wadhwa, Abhishek Srivastava, Anju Kumar. Publishing India Pvt. Limited ISBN 978-93-82563-59-4.
- (2012) **“Personality as a determinant of performance: a study on life insurance advisors”**, Emerging Challenges for Sustainable Business, (Ipsita C Patranabis). ISBN-978-93-81583-46-3
- (2012) **“The future of workforce management: perspectives and way ahead”**, Today’s HR for a Sustainable Tomorrow, (Ipsita C. Patranabis), Edited by R. K. Mishra, Shulagna Sarkar, Punam Singh. Allied Publishers Pvt. Ltd., New Delhi. Pp 92-99, ISBN: 978-81-8424-754-1.
- (2011) **“Emotional Intelligence as a Determinant of Higher Performance of Life Insurance Personnel”**, Contemporary Issues in Human Resource Management, (Ipsita C. Patranabis), Spartacus India, New Delhi. ISBN:978-81-920513-0-7

Article published in Peer-reviewed journals

- (2019) **“Determinants Of The Career Path Of Life Insurance Advisors”**, International Journal of Management, IT and Engineering, (Dr. Ipsita C. Patranabis), Vol. 9 Issue 5(2), Pp 27-37, ISSN: 2249-0558 Impact Factor 7.119
- (2017) **“Influence of Demographic and Job Related Factors on the Performance of the Life Insurance Advisors in the Kolkata Region”**, Anweshan – Journal of the Department of Commerce, (Ipsita C. Patranabis), Vol. 5(1), ISSN: 2321-0370
- (2015) **“Effect of Personality On The Performance Of Life Insurance Advisors – A Study in the Kolkata region”** Kindler – The Journal of Army Institute of Management Kolkata, (Ipsita Chakraborty), Vol. XV(1), Pp 17-26, ISSN: 0973-0486
- (2012) **“Impact of Emotional Intelligence on Performance of Insurance Marketers: A Study of Personnel in Indian Public Sector”** Paradigm – The Research Journal of Institute of Management Technology, (Ipsita C. Patranabis), Vol. XVI(1), Pp 18-28, ISSN: 0971 8907