

Munmun Ghosh, PhD

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<https://scholar.google.co.in/citations?user=qe5f2XIAAAAJ&hl=en>

Summary

Over 6 years of experience in imparting training in quantitative subjects, working with data, handling real time data of consumers as well as of marketers providing real-time solutions for conducting market research. This includes conducting sessions and workshops in descriptive and inferential statistics, predictive modeling, business analytics and marketing analytics. Also mentoring and guiding real time research projects of post graduate and doctoral students of the university helping them in conducting and designing quantitative research and delivering the output. Expertise in understanding data and providing appropriate statistical solution to real time market data. Conducted training for university faculty and Management Development Program (MDP's) for corporate on basic research and statistics.

- Areas of Focus: Consumer Research using quantitative techniques, Quantitative research in Gender studies, Predictive Modeling, Forecasting, and Multivariate Data Analysis.
- Expertise in Multi-variate Data Analysis, Data mining and modeling, Data Cleansing, Transformation.
- Expertise in understanding of subjects of Social Sciences like Statistics, Economics, Econometrics and working in Statistical software SPSS, AGRES, Solver, XL – Miner.

Professional Experience

Symbiosis Institute of Media & Communication [October 2013 – Present]

Role: Deputy Director & Head of Academic – MBA (Communication Management)

Appraised every year among the top 5% faculty of the institute.

- Handling the entire administration of the institute including managing courses, developing new curriculum, managing faculty in the area of MBA – Communication Management and also MA (Mass Communication).
- Working closely in the academics as well as the administrative front of course coordination and delivery. Managing and heading a team of eight other members of MBA department and coordinating with them in handling the specializations of Media Management, Public Relations, Brand Communications and Marketing and Media Analytics.
- Developed a new specialization of Marketing & Media Analytics
- Teach courses like Statistics, Business Analytics, Marketing Analytics, Multivariate Research Techniques, Market Research using software like SPSS, Advance Excel, Excel- Solver, and XL- Miner.
- Taught PhD Students of the University during their coursework.
- Conducted Faculty Development Program hosted by university in use of quantitative techniques in research
- Conducted sessions for corporates like Godrej and Wipro on Application of Basic Research and Statistics & Quantitative Techniques.

Indira School of Business Studies [November 2012- October 2013]

Role: Assistant Professor – MBA & Post graduate Diploma in Business Management

- Worked as Assistant Professor at Indira school of Business Studies, Pune-Maharashtra
- Taught subjects like Statistics, Quantitative techniques, Research Methodology and Marketing Research.

Government of Tripura [October 2011 – October 2012]

Role: Sub Divisional Administrative Officer, Group – B Gazetted

Worked in Civil Administration under Public Service Commission, Department of Agriculture as Agril. Officer, TAFS Grade – I, Group B- Gazetted Officer.

- Was given the responsibility of sector and 13 blocks under Sub – division.
- Was responsible for implementation, regulation and proper functioning of Govt. Sponsored project like MGREGA, NFSM, TM Scheme, NWDPR etc and controlling administration of all the blocks and the Sector under the Sub- division.
- Majorly responsible to deal with Social and Developmental Issues.

Publications - Journals

- Ghosh Munmun (2017). Significance of Big Data in E- Commerce: The Case of Amazon India. Media Watch, 8(1): 61-66, ISSN - 09760911.
- Jaggi Ruchi & Ghosh Munmun (2016). Consumer Perception of Patanjali Products: An Analytical Study. The IUP Journal of Brand Management, 14(1): 13-23, ISSN - 09729097.
- Ghosh, Munmun, Ghosh Arindam, Ghosh Moumita (2016). Impact and Influence of Culture on Brands in Indian Market. IOSR Journal of Business and Management, Vol .18: 54-60, ISSN - 2319-7668.
- Deshpande Ruchita & Ghosh Munmun (2016). Communication Strategies Adopted during 2014 Lok Sabha Elections: A Study of Major Political Party Communications. Amity Journal of Media & Communication Studies, Vol 6:117-123, ISSN - 2231 – 1033.
- Ghosh, Munmun Ghosh & Ghosh Arindam (2014). Financial Inclusion Strategies of Banks: Study of Indian States International Journal of Applied Financial management Perspective, Vol. 3: 990-995, ISSN - 2279-0896.
- Ghosh, Munmun Ghosh & Ghosh Arindam (2014). Analysis of Women Participation in Indian Agriculture, International Journal of Gender & Women's Studies. Vol. 2: 271- 281, ISSN- 2279-0845
- Ghosh, Munmun Ghosh & Ghosh Arindam (2013). Consumer Buying Behavior in relation to Consumption of Tea - "A Study of Pune City. International Journal of Sales & Marketing Management Research and Development. Vol. 3: 47-54, ISSN - 2249-6939
- Dixit, Radhika; Ghosh, Munmun (2013). Financial Inclusion for inclusive growth of India-A Study of Indian States. International Journal of Business Management & Research. Vol 3: 147-156, ISSN - 2249-6920.
- Ghosh Munmun & Bhattacharya Banjul (2009). Participation analysis of South Asian rural women towards Sustainable development in agriculture. Journal of Crop and Weed Science. Vol. 5: 61-66, ISSN - 0974-6315

Publications – Book

- Ghosh Munmun & Bhattacharya Banjul (2012). Statistical Analysis of Indian Agricultural Workforce - A Study on Gender Perspective. LAP Lambert Academic Publishing. ISBN - **978-3-659-16618-1**.

Publications – Book Chapters

- Chatterjee Chandan, Patra Raj Kishore, Das Payel, Dasgupta Sabyasachi, Ghosh Munmun (2017). Holistic Industry Interaction (Focusing on Industry - Academia Linkage). Enhancing B-School Competitiveness, Pearson India Education Services Pvt. Ltd, 43-49. ISBN - 978-93-325-7820-3.
- Chatterjee Chandan, Hulikavi Prasanna, Ghosh Munmun, Upadhyay, Ashwani Kumar, Dsouza Darryl, Ingale Radhika, Valecha Pooja (2015). Campus Connect. Envisioning the Future of Indian Management Education. McGraw Hill Education (India) Private Limited, 58-64. ISBN - 978-93-392-1829-4.

Education

Doctorate in Statistics

April 2011

BCKV, West Bengal, India

- Completed coursework includes: Descriptive Statistics, Inferential statistics, Multivariate Data Analysis, Predictive Modeling & Forecasting, Design of Experiments and Econometrics.

Masters of Science, Statistics (First Class)

Aug 2007

BCKV, West Bengal, India

Honors & Awards

- Awardee of Senior Research Fellow scholarship under University for PhD from 2007 – 2011.
- Awardee of Junior Research Fellow scholarship for PG course under University from 2005 – 2007.