

VICTOR SAHA

Permanent Address: Dhaleswar Road 1, Agartala, Tripura 799007

Phone: 09774933947, E-mail: victor.crossroads@gmail.com

Citizenship: Indian, Date of Birth: 26 Feb 1990

EDUCATION

- *Master of Business Administration*, June 2015
Birla Institute of Technology and Science, Pilani
GPA: 8.26/10
- *Bachelor of Technology*, May 2012
National Institute of Technology, Agartala
GPA: 6.81/10

RESEARCH EXPERIENCE

- *Research Associate*, July 2015-Present
Tripura University (Central University under Govt. of India)
 - Assisting my guide in carrying out the complete research and report preparation for an ICSSR sponsored project named "*Consumer Demographic Variables, Consumption habits, Acculturation of the Global Consumer Culture and Consumer Ethnocentrism: A Rural Perspective with special focus to Tripura.*"
- *Teaching Assistant*
Birla Institute of Technology and Science, Pilani
 - Assisted my guide for the subject 'Strategic Management'
 - Correction of copies for the subject 'Strategic Management' as part of the Work-Integrated Learning (WILP) Program.

PROFESSIONAL EXPERIENCE

- *Research Intern*,
Time Inc. India, Jan 2015-June 2015
 - Responsible for administering the database of all the customers of Time Inc.
 - Carrying out extensive research on the potential advertising customers of Time Inc.
- *Programmer Analyst Trainee*,
Cognizant Technology Solutions, May 2013-Apr 2014
 - Quality Analysis of the different application modules for a US-based insurance client.
 - Preparation of knowledge transition and reverse knowledge transition documents.

RESEARCH PAPERS

- Das, Manish and **Saha, Victor**, "A study on Consumer ethnocentrism and Social comparison in Rural India: Implications for Marketing Strategy", *South Asian Journal of Management*, Vol 24, Issue 1.
- Majumder Sujata, Ahmed Faiz and **Saha Victor** , "Rising Material Consumption and Its Effect on Environment-A Review of Food Consumption Pattern", *International Journal of Management and Applied Science* , Vol 1, Issue 9, Print ISSN: 2394-7926

CONFERENCE

- F. Ali, **V. Saha**, P. Brijesh and S. Sreedhara, "*Effect of Compression Ratio and Inlet Conditions on the CI Engine Performance and NO Emission.*" Proceedings of the International Conference on Design and Advances in Mechanical Engineering (ICDAAME 2011), Tiruvannamalai, TN India, 16-17 December, 2011., pp. 483-488
- Majumder Sujata, Ahmed Faiz and **Saha Victor** , "*Rising Material Consumption and Its Effect on Environment-A Review of Food Consumption Pattern*", National Conference on Environment and Natural Science (NCENS 2015), Chennai, TN India, August 23rd, 2015.

ACADEMIC ACHIEVEMENTS

- Ranked 124 in my home-state out of 10,000+ students in the All India Engineering Entrance Examination (in terms of state-level ranking)
- Placed school second in the TBSE 10th Std. Examination.
- Secured a place out of 2 available places to carry out a research project at *Indian Institute of Technology, Bombay* under Prof. Sreedhara Sheshadri during the 3rd year of Graduation (year 2011).

SKILLS

- *Software Skills*: SPSS, AMOS, Microsoft Suite (Word, Excel, Powerpoint).
- *Language Skills*: English, Bengali, Hindi.