

SULAGNA MUKHERJEE

Email: sm1805@gmail.com

Mobile: 8904819010

Employment

November 2023-Present- Associate Professor, K J Somaiya Institute of Management Mumbai

June 2022-Septermber 2023 - Associate Professor, JAGSOM (Former IFIM) Bangalore

April 2016-May 2022- Associate Professor, T A Pai Management Institute Manipal

2011-2016- Assistant Professor, T A Pai Management Institute Manipal

Education

2011 **Indian Institute of Technology Kharagpur**

PhD in Financial Economics

Dissertation: "Corporate Capital Structure India: Trends, Issues and Determinants"

Supervisor: Dr. Jitendra Mahakud

2006 **Jadavpur University**

M.Phil in International Relations

Dissertation: "World Trade Organization and the Ministerial Conferences"
Supervisor: Dr. Gautam Kumar Basu

2003 **Calcutta University**
M.SC in Economics

2001 **Calcutta University**
B.SC in Economics

Course Taught

PGDM (Core courses) - Managerial Economics , Macroeconomics, International Trade and Business environment, Industry Analysis and Competitiveness, Global Economic Environment for Business

PGDM (Elective Courses)- Economic Policy Analysis, International Financial Crisis, International Finance, Public Policy

PGDM- BKFS - Managerial Economics , Macroeconomics, Economic Policy Ananlysis

PGDM-MSM- Managerial Economics, Macroeconomics

Executive Education- (MU-Sigma LEAD)- Managerial Economics , **Simplilearn** – Business Economics , **Times Pro-** Managerial Economics**,** Macroeconomics

Student Research Mentoring –

1. Have mentored the Master thesis of PGDM-BKFS program
2. Have mentored students for Summer internships
3. Have mentored students for Brandscan (Marketing Fair) projects given by the companies
4. Have mentored students for the SEWA project where students are given projects by the local entreprenuers, local adminstrative bodies, NGOs and the faculty needs to guide a set of students for 6 months.
5. Currently mentoring the students for Industry Internship, Research Projects, RFP projects, SIP projects
6. Have mentored and guided students in Social Impact projects where they are involved with NGO and work with the local or tribal communities.

Students Development Activities – Have received training in FIRO-B and Coaching and has been part of Leadership Advisory Team for students at the TAPMI Leadership Centre for more than 5 years. TAPMI being 100% residential campus for Post Graduate Students of PGDM / MBA, I was closely involved along with other colleagues to make campus life a memorable one for our students. Have been part of the Faculty Advisory System from 2011.

Research Papers Published

Mukherjee, S. And Mahakud, J. (2010)"Dynamic Adjustment towards Target Capital Structure: Evidence from Indian Firms", *Journal of Advances in Management Research,* Vol. 7, Issues 2, pp. 250-266. (http://www.emeraldinsight.com/journals.htm?articleid=1892128&show=abstract)

Mahakud, J. and Mukherjee, S.(2010) Determinants of Financial Performance of Indian Companies: A Panel Data Analysis". *Journal of Business Management and Reserach*, Vol. 2, pp. 1-26.

Mukherjee, S. And Mahakud, J. **(2010)**, "Growth Opportunity and Capital Structure Dynamics: Evidence from Indian Manufacturing Companies", Journal of Management Research, Vol. 10, No.3, pp.180-192.
(http://www.indianjournals.com/ijor.aspx?target=ijor:jmr&volume=10&issue=3&article=004?)

Mukherjee, S. And Mahakud, J. (2012), "Are Trade-off and Pecking Order Theories of Capital Structure Mutually Exclusive? Evidence from Indian Manufacturing Companies", *Journal of Management Research*,Vol.12, No. 1,pp.41-55.(http://www.indianjournals.com/ijor.aspx?target=ijor:jmr&volume=12&issue=1&article=004)

Mukherjee, S. And Mahakud, J. (2012) "Historical Market-to-Book Ratio and Corporate Capital Structure: Evidence from India". *Global Business Review (Sage)*, Vol. 13, No. 2, pp.339-350. (http://gbr.sagepub.com/content/13/2/339)

Mukherjee, S. And Mahakud, J. (2012),"Impact of Macroeconomic Condition on Financial Leverage Evidence from Indian Firms", *Journal of Management Research* , Vol.12, No.3,pp.128-140.(http://www.indianjournals.com/ijor.aspx?target=ijor:jmr&volume=12&issue=3&article=002)

Case Studies Published

SivakumarAlur and Sulagna Mukherjee, "UltraRichMatch.com: Online Matrimony in India"(2014) , Ivey Publishing (Product no. 9B14A041) (https://www.iveycases.com/ProductView.aspx?id=65024)

SivakumarAlur, Sulagna Mukherjee and Dina Ribbink "Fishbay.in:Fishing on the Net"(2015), Ivey Publishing (Product no. 9B15A020) (https://www.iveycases.com/ProductView.aspx?id=71940)

Sulagna Mukherjee, Durga Prasad and Sudeep Kumar (2016) "An Investment Decision Dilemma", Emerald Emerging Market Case , Vol 6, No 1. Studies(http://www.emeraldinsight.com/doi/abs/10.1108/EEMCS-05-2014-0131)

SivakumarAlur, M Durga Prasad, Sulagna Mukherjee and U Srinivasa Rangan "Mysore Ghee Stores: Expansion Strategy for Clarified Butter Business"(2018), Harvard Business Publishing (Product no. ISB103-PDF-ENG) (https://hbsp.harvard.edu/product/ISB103-PDF-ENG)

Maurya, D., Srivastava, A.K. and Mukherjee, S. (2020), "RSBY: delivering health insurance through public-private contracting", Vol. 10 No. 4, Emerald Emerging Market Case Studies (https://www.emerald.com/insight/content/doi/10.1108/eemcs-05-2020-0136/full/html?skipTracking=true)

Book Chapter Published

Sulagna Mukherjee and Ravindranath Shanbhogue "Surya Jyoti Rice Mills: Story of Women, Leadership, Succession Planning and Family Business" in Sheenu Jain and Prashant Gupta (edited) "Thrive: A Handbook of Family Business Case Studies" (2018), Bloomsbury India

Research Papers Presented in Conference

1. Presented a paper titled " Gold Recycling and Circular Economy in India: Policy Pathways for Sustainable Development" 9th IGPC conference, IIM Ahmedabad, New Delhi May 21-22, 2026.
2. "Dynamics of SAPA Literacy among school and College going students", India Sports Management Conference 2024, 16th December 2024.
3. " Nidhi Sarees: Can Selling of pre-loved sarees be sustainable" Samavaya : KJSIM annual Conference, KJSIM Mumbai , 8-10th January 2025.
4. "Examining the role of servicescape on gold buying decision: the Moderating role of Regulatory Focus" 6th IGPC conference, IIM Ahmedabad, New Delhi February 9-10, 2023.
5. "E-Learning Experience, Platform Quality, Continuance Intention on Edtech Websites" ISDSI Global Conference, JAGSOM, Bangalore December 27-29, 2022.
6. Determinants of Adjustment Speed to Target Capital Structure: Evidence from Indian Manufacturing Firms*"* ICEFR 2011 Conference Proceedings, Singapore February 26-28, 2011.

Case Study Presented in Conference

1. A Logistic Conundrum, 2012, International Case Study Conference, IBS Hyderabad
2. **"**Mysore Ghee – Positioning Strategy for Clarified Butter", North American Case Research Association (NACRA 2016)
3. "I-Tiffin-Product-Service Integration Dilemma" North American Case Research Association (NACRA 2016)

Research Projects Conducted

1. Have conducted the Bhoomi Project in Udupi District in 2016. The Project was given by the Deputy Commissioner, Udupi District.
2. Have done consultancy project for Fishbay.in and helped them set up 2 new businesses in Udupi District.

Professional Training and Academic Participations

(1) AACSB Conference on Assurance of Learning, 12-14th October 2012, Kuala Lampur, Malaysia
(2) Case Teaching Workshop, ISB-Ivey- SPJIMR, Mumbai, 12-13th Feb. 2012.
(3) Case Writing Workshop on Finance and Accounting, ISB-Ivey, Hyderabad, 2-3rd Nov. 2012
(4) National Workshop on Intellectual Property Rights- Practices and Management, Manipal Institute of Management, Manipal, 17-18th Feb 2012
(5) Faculty Development Program on "The Real World Syllabus" at Bloomberg, Mumbai, 26th-27th March 2015
(6) Faculty Certificate in Online Teaching by Global Nxt University, 14th September 2015-8th November 2015
(7) Faculty Development Program on "Fixed Income and Economics" at Bloomberg, Mumbai, 7th-8th July 2016
(8) Completed FIRO-B certification programme in 2018 by Anahat
(9) Attended a FDP on "Circular Economy and Sustainability: *Researching and Creating Impact for Industry & Academia"* held from 25 - 27 April 2024 at K J Somaiya Institute of Management Mumbai along with Aston School of Business UK.
(10) Attended FDP using GenAI for Management Teaching, FSDC, in collaboration with KJSIM,17th July 2024.

Faculty Development Programme Conducted

1. Co-Ordinator of a FDP on Research Methodology in Management: An Introduction, Jan 17-19th, 2013, T A Pai Management Institute Manipal, Karnataka
2. Co-Ordinator of a FDP on Statistical Methods in Research: An Introduction, April 16-20th, 2013, T A Pai Management Institute Manipal, Karnataka

Conference Organized

1. Co-ordinator of "International Conference on Banking and Finance", August 9-11, 2012, T A Pai Management Institute Manipal, Karnataka.
2. Co-ordinator of "Samavaya- K J Somaiya Institute of Management Annual Conference" 8th - 10th January 2025.

Workshop Organized

1. Dharitri Dialogues "Women Entrepreneurs Engagement Workshop" on 16th December 2016 at TAPMI Manipal.

Awards and Recognition

(1) AIMS International Outstanding Young Woman Management Researcher Award (2012)
(2) Institute scholarship awarded by MHRD for the pursuit of Ph. D. at IIT Kharagpur
(3) Have received the Long Service award for serving 10 years at T A Pai Management Institute on Founder's Day on 17th January 2022.
(4) Received the Second Prize at 7th IGPC-IIMA Annual GGM Conference February 15-16, 2024 at the Bharat Mandapam, Pragati Maidan, New Delhi for research in Gold.

Administrative Responsibilities Carried out in Different Capacities

Have been the Convocation In Charge for KJSIM for the last three years

Have been Girl's hostel warden for 1.5 years

Have been member of PGP committee, Research and Promotion Committee and Associate to Advance Collegiate School of Business (AACSB) Core Committee, AMBA Core Committee member, Disciplinary Committee, Co-Chair Controller of Examination.

Have served as Controller of Examinations (COE) from 1st April 2018- 31st March 2022 at T A Pai Management Institute Manipal. In this role have been responsible for conducting exams both online and offline for all the regular and executive programs. Have been instrumental in implementing digital platform for conducting exams online. Had also been part of the institute team during the AMBA and AACSB re-accreditation visits.

Have participated in the admission panels for PGDM and PGDM-BKFS program from 2011 onwards. Have also been the centre coordinator during the admission process

General Information:

Hobbies: Music, Reading Books, Meditation, Traveling

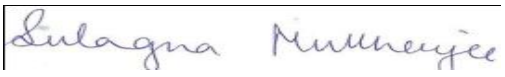
References

1. Dr. Jitendra Mahakud, Professor, Dept. of Humanities & Social Sciences IIT Kharagpur Email id: jmahakud@hss.iitkgp.ac.in Ph. No. +91- 3222-283694 (Office) Mob. +91-9434703448
2. Dr. Simon George, Former Dean Academics, T A Pai Management Institute Manipal; Email id: simongeorge.sg@gmail.com; Mobile: 94490 61401

Declaration

I hereby declare that the above-mentioned information is true to the best of my knowledge and belief.

Date: 14.09.2026 Place: Mumbai



(Sulagna Mukherjee)