

Curriculum Vitae

Name:Ms. OINDRILA BHATTACHARYA

Designation: SACT II

Department:COMMERCE

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Educational Qualification (In chronological order):

MBA (Finance), 2016, IGNOU–First Class

MCom (Finance), 2002, University of Calcutta– First Class, 9th rank

Area of Interest:

Corporate Social Responsibility, Consumer Behaviour, Marketing Strategy and New Product Performance, Banking

Teaching Experience:

- ❖ 2009-2020: Guest Lecturer, *Dept. of Commerce*, Heramba Chandra College
- ❖ 2004-Present: Lecturer, *Dept. of Commerce*, SammilaniMahavidyalaya College
- ❖ 2003-2004: Lecturer, *Dept. of Commerce*, BijoygarhJyotish Roy College
- ❖ 2002-2003: Teacher, *Commerce*, Kamala Girls' School

Research Experience:

- ❖ Corporate Social Responsibility and Its Reporting Practices
- ❖ Development of A New Circular CSR Model
- ❖ CSR Activities of Indian Oil and Gas Companies
- ❖ Public-Private Partnership: A Vehicle to Execute CSR Activities
- ❖ Performance Analysis of Indian Banks using CAMEL Model
- ❖ Effect of a Firm's Attributes on New Product Launch
- ❖ Customer Satisfaction with respect to Fast Food Industry



Publications:

- ❖ Oindrila Banerjee (Bhattacharya), **A Brief Review on the Impact of Mobile Phones in Micro and Small Enterprises in Developing Countries**, *IAR Research Bulletin*, 2020, In Press
- ❖ Oindrila Banerjee (Bhattacharya), Brajaballav Pal, Arindam Gupta, **A Study on Relationship between CSR Spending and Performance of Indian Oil and Gas Companies**, Manuscript under Preparation
- ❖ Oindrila Bhattacharya, **Performance Analysis of Selected Public Sector Banks in India using CAMEL Model**, Manuscript under Preparation
- ❖ Oindrila Bhattacharya, **Public-Private Partnership: A Vehicle to Execute CSR Activities**, *UGC National Seminar on Public Private Partnership for Faster and Inclusive Growth: Outlook, Opportunities and Challenges (10 & 11 Dec, 2015)* pp. 20
- ❖ Oindrila Bhattacharya, **Development of a New CSR Circular Model Based on CSR Activities by Automobile Industry in India**, *UGC National Seminar on Contemporary Issues in Finance and Management (27 & 28 Nov, 2015)*, Publisher: Rohini Nandan, Kolkata, ISBN: 978-81-9287-21-6-2, pp. 137

Seminar or Conference attended:

- ❖ Impact of COVID-19 on the Economy & Society, **International Webinar Organised by Dinabandhu Andrews College**, WB, 2020
- ❖ Impact of COVID-19 on Tourism Industry in Particular & the Economy at large, **International Webinar Organised by Purash-Kanpur Haridas Nandi Mahavidyalaya**, 2020
- ❖ Issues and Challenges of Business, Economics and Finance in Global Scenario at the Present Context, **International Webinar Organized by Raiganj University**, WB, 2020
- ❖ CSR Spending Pattern of Private and Public Sector Companies: A Comparative Analysis During Pre- and Post-Company Act Period, **UGC Sponsored International Conference Cum Research Methodology Workshop**, Vidyasagar University, WB, 2017
- ❖ Public-Private Partnership: A Vehicle to Execute CSR Activities, **UGC Sponsored National Seminar**, Rabin Mukherjee College, Kolkata, 2015
- ❖ Development of a New CSR Circular Model Based on CSR Activities by Automobile Industry in India, **UGC Sponsored National Seminar**, Abanindra Sabhagriha, Kolkata, 2015
- ❖ Fundamental Concepts and Applications of Final Accounts, **Jadavpur University**, 2009
- ❖ National Conference on Accounting Standards, **Indian Accounting Association, Calcutta**, 2008

Others:

AWARDS & HONOURS

- ❖ Received PhD Offer and Pursuing, **Vidyasagar University**
- ❖ **First Class** in MBA, **IGNOU**
- ❖ **First Class 9th** rank in MCom, **Calcutta University**
- ❖ **First Class Distinction** in PGDIM, **IGNOU**
- ❖ **First Class** in BCom, **Calcutta University**
- ❖ Received Foundation Certificate from **The Institute of Chartered Accountants of India, Calcutta**

- ❖ Awarded **SangeetVisharad** as a RabindraSangeet Singer, **Pracheen Kala Kendra, Chandigarh**
- ❖ Awarded **SangeetVisharad** as a RabindraSangeetSinger, **Nikhil Bharat SangeetParishad, RabindraBharati University**
- ❖ **Distinction**inRabindraSangeet, **Dakshinee, Calcutta**
- ❖ Received Best Singer Award from several music competitions in Kolkata
- ❖ Received Best Writer Award from Satyajit Ray