

CURRICULUM VITAE

ARUNIMA RUDRA

Assistant Professor of Commerce
M.COM, B. ED, M. PHIL, NET, RESEARCH SCHOLAR
Life member: IAA Research Foundation (CU)
Commerce Alumni Association (CU)



Residence:
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Personal: Female, Married, Born on 1st May of 1980 in India

TEACHING EXPERIENCE(UG)

Teaching experience is more than 15 years and presently working as an **Assistant Professor of Commerce** (for bachelor students) in **Dumkal College, Murshidabad**, affiliated to University of Kalyani from August 2024 till date.

Subjects of lecture: Accounting, Costing, Management, E-Commerce, Consumer Behavior and Marketing

RESEARCH AND ACADEMIC CONTRIBUTIONS

PUBLISHED PAPERS IN JOURNALS

Sl. No.	Title with Page No.	Journal	ISSN/ ISBN No.	Whether peer reviewed/ Impact factor if any
1.	Dynamics in Family Purchase Decision Making-Exploring	International Journal of education and	2349-0853 Vol. 10, Issue 3, September 2021	Peer Reviewed

	Influence of Adolescents in Kolkata District, West Bengal, pp-46	Psychological Research		
2.	Analysis of Cost of equity and Leverage of Power Sector	International Journal of Research in Commerce, Economics & Management	2231-4245 Vol. 11, Issue 1, January 2021	Peer Reviewed
3.	Effect of App-Based purchasing by the teenagers on customer satisfaction and Customer Loyalty in Commodity sector: A study based on Kolkata and 24 parganas (North)	International Journal of Research in Commerce & Management	0976-2183 Vol. 11, Issue 10, October 2020	Peer Reviewed
4.	Viewers' perception about Indian Television Channels: A study with Special reference to Kolkata	Business Spectrum Indian Accounting Association Midnapore Branch West bengal	2249-4804 Vol. VI, Issue 2 July-December, 2016	UGC-Approved
5.	Awareness and perception of Investors about Mutual Fund	Commerce Jyoti- Journal of Emerging Issues in Finance, Management and Information Technoligy	2321-4481 Vol. 1, Issue 2 December 2013	Peer Reviewed
6.	Financing Tomorrow's Infrastructure- Challenges and alternatives	Commerce Jyoti- Journal of Emerging Issues in Finance, Management and Information Technoligy	2321-4481 Vol. 1, Issue 1, June 2013	Peer Reviewed
7.	Financial Innovations- Harnessing the true clarity of different sectors	The Management Accountant	0972-3528 Vol 47, Issue 2 February 2012	Peer Reviewed

BOOKS PUBLISHED AS AN AUTHOR

Sl. No.	Title	Type of Book, & Authorship	Publisher & ISSN/ ISBN No.
1.	PRINCIPLES OF MANAGEMENT	Text Book	Oriental Book Company (P) Ltd. ISBN:978-93-82886-61-7 Revised Edition: August, 2019

2.	E-COMMERCE and BUSINESS COMMUNICATION	Text Book,	Oriental Book Company (P) Ltd. ISSN:978-93-82886-67-9 First Edition: January, 2018
3.	MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT	Text Book	Oriental Book Company (P) Ltd. ISSN:978-93-82886-68-6 First Edition, January, 2018

ARTICLES/CHAPTERS PUBLISHED IN EDITED BOOKS

Sl. No.	Title with Page No.	Book title, Editor & Publisher	ISSN/ISBN No. (or Renowned publishers)
1.	An Empirical Study of the Impact of Lockdown during Covid-19 Pandemic on NIFTY Pharma Index Prices	ISSUES IN ACCOUNTING & FINANCE IN THE POST-COVID SCENARIO ROHINI NANDAN, Kolkata	978-93-91572-41-9 December 2021
2.	Exploring child influence in Family purchase decision making: A comparative study based on the perception of Children and their parents in Kolkata	Emerging Issues in Business Research Vandana Publication, Lucknow (India) Editor: Perma Lama & Brahma Chaudhuri	978-93-90728-48-0 August, 2021
3.	Influence of Social Media on teenagers in the Family Purchase decision Making- A study based on Kolkata and North 24-Parganas	Emerging Issues in Commerce and Management Vandana Publication, Lucknow (India) Editor: Perma Lama & Brahma Chaudhuri	978-81-946476-2-1 August, 2020
4.	Financial Inclusion in the district of Howrah- A study of Business Correspondent Model	Emerging Issues in Accounting, Finance and Taxation The Bhawanipore Education Society Editor: Lalit Kumar Joshi & Paramita Chakravarty	978-81-930092-9-1 March, 2018
5.	A comparison of Public Private Growth scheme of selected mutual	Mutual Fund, Retail Investors and SEBI Department of Commerce, New Alipore College	978-81-924140-9-6 December, 2012

	funds in India		
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PAPER PRESENTATIONS

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| <p>1) 4th International Convention on Green Environment, Technology & Entrepreneurship through Innovation ICGETEI 2024 (Hybrid Format) September 11-13, 2024 organized by Amity University Rajasthan, Jaipur.</p> <p>2) 4th International Conference on Innovative Research Practices on Social science organized by Department of Business Administration (BBA)- Institute of Engineering and Management University of Engineering and Management Kolkata India in association with Smart Society USA II 16th- 18th January, 2025</p> |
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PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME

- Participated in Faculty Development Programme on Qualitative Techniques for Management and Social Science Research Organized by Amity College of Commerce and Finance, Amity University, Kolkata from 24th June-28th June, 2024.
- Participated in Two Weeks Online Faculty Development Programme on Quantitative and Qualitative Research Methods from 20th May 2024 to 31st May 2024, 2:30 PM to 5:30 PM

EDUCATION

NET : Qualified National Eligibility Test for Assistant Professor conducted by CBSC in July, 2017.

LEVEL	NAME OF INSTITUTION	BOARD/ UNIVERSITY	YEAR OF PASSING	% OF MARKS
SECONDARY	Ramkrishna Sarada Mission Sister Nivedita Girls'	W.B.B.S.E	1996	80%

	School			
HIGHER SECONDARY	Goenka College of Commerce and Business Administration	W.B.C.H.S.E.	1998	67.8%
B.COM (HONS)	Goenka College of Commerce and Business Administration	Calcutta University	2001	64.25%
M.COM (Accounting & Finance)	University College of Arts and Commerce (College Street Campus)	Calcutta University	2003	68.63%
B.ED (Finance & Marketing)	ABTT COLLEGE	Calcutta University	2005	71.2%
M.PHIL (Marketing)	IISWBM	Calcutta University	2023	77.83%

ACADEMIC PERFORMANCE

Serving as, Examiner and scrutinizer of University of Calcutta for B.Com Examination since 2010.

I certify that the statements made by me are true, complete and correct to the best of my knowledge and belief.

Date: 27.01.2025

Arunima Rudra