



# Atreyee Ganguly

Associate Professor

Department of Commerce (Afternoon  
And Evening)

## Contact Information

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## Specialization

- Finance and Management



THE BHAWANIPUR  
EDUCATION SOCIETY COLLEGE

## Biographical Sketch

Atreyee Ganguly is associated as Associate Professor of B.COM in the Department of B.COM (Afternoon & Evening Section, The Bhawanipur Education Society College, affiliated to University of Calcutta. She has a teaching experience of more than 20 years. She has obtained the Post- Graduation degree in B.COM and Bachelor of Education degree. from the University of Calcutta. She is actively involved in research work and has published numerous research articles in various Seminars and Conferences (both national and international) and has co-authored 3 books as per the new B. Com Syllabus 2017 of University of Calcutta till date which have been widely accepted by the academicians, management practitioners and students. She has also contributed in reviewing chapters of books of B. Com under publishers of international and national repute. Besides, she has also participated in several national and international seminars/ webinars/ workshops/ conferences/ online talks, etc .

## Academic Qualification

Abbreviation of the Degree	Name of the College/University	Areas of Specialization	Year of Passing
M.Com	University of Calcutta	Business Finance	1998
B.Com	Goenka College of Commerce & Business Administration, Kolkata	Accountancy (Hons)	1996
B.Ed	University of Calcutta	-	2000

## Professional Qualification

Name of Examination	Year of Passing
SLET	1999



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## Position Holding

- Associate Professor of Department of B.COM (Afternoon & Evening Section), The Bhawanipur Education Society College, University of Calcutta, May 2001 – Present.

## Position Held

- Lecturer in B.COM: May 2001 – January 2006
- Assistant Professor of B.COM, Department of B.COM, The Bhawanipur Education Society College: January 2006 -May 2015

## Prior Teaching Experience

- Full time Teacher in The Bhawanipur Gujrati Education Society School: 2000- 2001.

## Subjects Taught

- Principles of Management | Business Communication | Business Ethics | Indian Financial System | Human Resource Management | Marketing Management | Auditing.

## Research Interests

Management | Accounting & Finance | Marketing.

## Books Published

- Principles of Management, Book Published, Co-authored with Joyeta Bhadury, Cengage Publication, July 2019, ISBN-13:978-93-5350-226-3, ISBN-10:93-5350-226-8.
- E-B.COM & Business Communication, Book Published, Co-authored with Joyeta Bhadury and Gargi Guha Niyogi, Cengage Publication, Jan2020, ISBN-13:978-93-5350-348-2, ISBN-10:93-5350-348-5.
- Marketing Management and Human Resource Management Book Published, Co-authored with Joyeta Bhadury, Cengage Publication, March,2020, ISBN-13:978-93-5350-353-6, ISBN-10:93-5350-353-1.





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## Publications In Edited Conference Volumes & Magazines, Bulletins

- “Start-up in India: Opportunities and Challenges”, Pg 114 -124, Start-up India and its Prospect, Book published by Naba Ballygunje Mahavidyalaya, April 2017, ISBN: 978-81-923645-9-9.
- “A Glance into recent Monetary Defalcations in the Indian Business Environment”, Pg 221-232, Corporate Governance and Business Ethics in Indian Business Environment, Book published by The Bhawanipur Education Society College, July 2015, ISBN: 978-81-930092-0-8.
- “Green Audit of Educational Institutions-A Role towards Sustainable Development”, Pg 349-357, Contemporary Issues in Global Economy, B.COM and Management, Book published by The Bhawanipur Education Society College, January 2015, ISBN: 978-81-928721-9-3.
- “Foreign Direct Investment in Multi-brand Retailing-The Road Ahead”, Pgs. 178-186, FDI in Multi-Brand Retailing in India, Book published by Naba Ballygunje Mahavidyalaya, September 2014, ISBN: 978-81-923645-5-1.
- “Stress in Teaching-A Review”, Co-author Dr. Sharmistha Banerjee, Professor, Department of Business Management, University of Calcutta, March 2007, DISHA 2007, College Magazine, Fakir Chand College, Diamond Harbour.
- “Stress among Teachers and Teacher- Administrators: Research Issues”; Co-author Dr. Sharmistha Banerjee, Professor, Department of Business Management, University of Calcutta, December 2006, Vol-5, Issue-2, University of Calcutta Bulletin.
- “Cost of Stress-A Pilot Study”, pg 84-94, 21st Century Business Practices: The Evolving Trends in India; Macmillan India Ltd. ISBN 10:0230-634044, ISBN13:978-230-63404-6, October, 2007.’

## Paper Presentations At Conferences & Seminars

- Presented Paper entitled “Demonetization – Its Impact on Different Sectors of India” in National Seminar on ‘Developments In B.COM, Management & Economics In the Present Milieu of VUCA’ organized by Department of B.COM, The Bhawanipur Education Society College, Kolkata in collaboration with EIRC, The Institute of Chartered Accountants of India May 27th, 2019.
- Presented Paper in International Conference on “Emerging Issues in Accounting, Finance and Taxation” at The Bhawanipur Education Society College, Kolkata on January 4, 2017.





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- Presented paper in International Conference on 'Emerging Issues in Global Economy, B.COM and Management: Opportunities and Challenges' at The Bhawanipur Education Society College, Kolkata on January 5, 2015.
- Presented Paper on 'Foreign Direct Investment in Multi Brand Retailing: The Road Ahead' in Seminar "FDI in Multi Brand Retailing: Curse or Boon?" at Naba Ballygunge Mahavidyalaya, Kolkata on November 18, 2013.
- Presented Paper on 'Samaj Bhabnaay Rabindranath' in National Seminar "Adhunikata O Rabindranath" at The Bhawanipur Education Society College, Kolkata on January 20, 2011.
- Presented Paper on 'Cost of Stress –A Pilot Study' in National Seminar "21st Century Business Practices: The Evolving Trends in India" at Birla Institute of Technology, Mesra, Kolkata Centre on October 6-7, 2007.

## Participation In Seminars And Conferences

- Participated in National Seminar on "Still I Rise: Women Empowerment In a Patriarchal Society" organized by Dept. of Political Science, Women's Cell & ICC at The Bhawanipur Education Society College, Kolkata on August 13th, 2019.
- Participated in National Conference on "Paradigm Shift in the Market Forces In the Indian Context- Impact on Marketing, Accounting & Finance, Strategic HRM, Operations & Supply Chain Management" organized by The Bhawanipur Education Society College, Kolkata in collaboration with IISWBM at B.E.S College, Kolkata on July 5th & 6th 2019.
- Participated in One Day National Seminar on "Knowledge Resource Management: E – Learning and Information Search" organized by IQAC and Library Committee of The Bhawanipur Education Society College, Kolkata and Behala College, Kolkata on June 29th, 2019.
- Participated in One Day Seminar on "Intellectual Property Rights: A tool for protection of innovation and creativity", organized by IQAC Cell at The Bhawanipur Education Society College, Kolkata on April 26th, 2019.





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- Participated in Two Day National Seminar on “Paradigm Shift in Indian Indirect Tax Structure: Opportunities & Challenges” at The Bhawanipur Education Society College, Kolkata on December 22nd & 23rd, 2017.
- Participated in Seminar on ‘Financial Globalization in India: Theory Empirics’, organized by The B.E.S College & Bangiya Arthaniti Parishad (Bengal Economic Association) on April 1st, 2017.
- Participated in UGC Sponsored National Level Seminar on “Environmental Awareness: Demand of the Day” at The Bhawanipur Education Society College, Kolkata on September 9th & 10th, 2016.
- Participated in National Seminar on ‘Corporate Governance and Business Ethics in Indian Business Environment’ at The Bhawanipur Education Society College, Kolkata on April 28, 2015.
- Participated in Seminar on ‘Human Rights & Human Values: The Contemporary Indian Question’ at The Bhawanipur Education Society College, Kolkata on April 4, 2014.
- Participated in Seminar on ‘Marginalization in the Indian Context: Discourse: Counter Discourse’ at The Bhawanipur Education Society College, Kolkata on March 6, 2013.
- Participated in Seminar on ‘New Dimension in Financial Services & Corporate Reporting’ at Umesh Chandra College, Kolkata March 29, 2011.
- Participated in International Seminar on ‘Sustainability & Growth Strategy in Economic Downturn’ at Netaji Nagar College, Kolkata January 30, 2010.
- Participated in Seminar on ‘Impact of Global Meltdown on Indian Capital Market’ at Lalbaba College Belur, Howrah on August 29, 2009.
- Participated in State level Conference on ‘Globalisation and Indian Business Environment – Issues Revisited’ at Bijoy Krishna Girls’ College, Howrah on February 6, 2009.
- Participated in Seminar on ‘Total Quality Management in Higher Education’ at West Bengal University of Technology Salt Lake, Kolkata on September 22, 2007.





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- Participated in Seminar on 'Fair value Accounting' at Raja Peary Mohan College, Uttarpara, Hooghly September 8, 2007.
- Participated in National Seminar on 'Environment and Development: Challenges' at Department of Business Management, University of Calcutta (UGC-DRS Phase III) on February 23, 2007.
- Participated in U.G.C sponsored University with Potential for Excellence Scheme on 'Stress Management in Educational Institutions' at Jadavpur University on January 18-19, 2007.
- Participated in National Seminar on 'IT and B.COM and Accounting Standards' at University of Calcutta, Centenary Hall. March 18, 2006.
- Participated in U.G.C sponsored State Level Seminar on 'Wealth Creation and Ethics' at Goenka College of B.COM & Business Administration. March 15, 2005.
- Participated in State Level Seminar on 'Emerging Issues in Accounting and Finance' at Heramba Chandra College, Kolkata on April 10, 2004.
- Participated in U.G.C sponsored Seminar on 'Indian Accounting Standards' at St. Xavier's College, Kolkata. On May 4, 2002.
- Participated in U.G.C sponsored State Level Seminar on 'Inter disciplinary Studies in the Contemporary Context' at The Bhawanipur Education Society College, Kolkata on September 1, 2001.

## Participations In Workshops

- One Day Workshop on "Faculty Mentoring Workshop" organised by The Bhawanipur Education Society College, Kolkata and UMEED on December 27, 2021.
- Workshop on "Mentoring Techniques for Teachers" organised by IQAC, at The Bhawanipur Education Society College, Kolkata on September 9, 2019.







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## Participations In Workshops

- 7-Day Workshop on 'Research Methodology Course in Social Sciences organized by The Bhawanipur Education Society College and Indian Council for Social Science Research at The Bhawanipur Education Society College from November 1-7,2015.
- Workshop on 'Financial Planning for Young Investors' at The Bhawanipur Education Society College on November 25, 2014.
- Workshop on 'Reviewing the B. Com New Syllabus' at Netaji Nagar Day College, Kolkata from May 4-5, 2013.
- 6-Day Programme on 'Statistical Methods for Research Workers' at Department of Business Management, University of Calcutta from June 4-9,2007.
- Three Day Workshop on New B. Com Syllabus Titled "Ensuing Undergraduate B.COM Syllabus of The University of Calcutta" at The University of Calcutta, Darbhanga Hall & Maharaja Sris Chandra College, Kolkata from January 18-February 1, 2003.

## Participation In Faculty Development Programmes

- 30 hours (8Day) FDP on "Basic Computer Skills" at The Bhawanipur Education Society College from June 11- 20,2018.
- Three Day Orientation Programme on 'Quality Development Innovations' at The Bhawanipur Education Society College from November 14-16, 2014.
- Programme on 'How to Use ICT for teaching Under-Graduate/Graduate Students with special Emphasis on Smart Classroom' at IBS Business School on July 19, 2014.





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## Participation In Online Programmes (Fdp, Webinars, Online Talks, Etc.)

- Webinar on “The Changing Fabric of Education-its impact on Intellect & Industry” organized by The Department of B.COM (Afternoon and Evening Section), The Bhawanipur Education Society College, Kolkata on July 15th, 2021.
- Took part as Organizing Secretary in Webinar on “A Journey Towards Positivity” organized by The Department of B.COM,UG (Afternoon and Evening Section), The Bhawanipur Education Society College, Kolkata on 28th and 29th June, 2021.
- Webinar on “Covid-19 and the Policy Conundrum: A Deliberation on Fiscal and Monetary Decisions During the Pandemic” organized by The Department of B.COM, UG (Afternoon and Evening Section), The Bhawanipur Education Society College, Kolkata on September,26th, 2020.
- National Level Webinar on “Covid 19 and its Impact on Indian Business” organized by Dept of B.COM & IQAC, Panchkot Mahavidyalaya, Purulia on September 7th, 2020.
- One Day International Webinar on “Moratorium on Loan Repayment: Effects on Financial Institutions” organized by Department of B.COM and Management Studies, St.Xavier’s College (Autonomous), Kolkata in collaboration with The Institute of Cost Accountants of India on August 29th, 2020.
- Participated in Two Day International Webinar on “Impact of Covid 19 on Indian Economy and Business: Challenges and Strategies for Revival” organized by Department of B.COM (Hindi Shift) under the Aegis of IQAC Banwarilal Bhalotia College, Asansol on July 3rd & 4th, 2020.
- Participated in National Level Webinar on “Bio-Psycho Spiritual Disciplining: The Key to Well-being in the New-Normal organized by IQAC in association with Department of Psychology, Surendranath College, Kolkata on June 17th, 2020.
- Participated in Webinar on “Socio-Economic Impact of Covid-19 in India and its Revival Strategies” organized by The Department of B.COM, The Bhawanipur Education Society College, Kolkata on June 16th, 2020.
- Participated in Online Talk on “No lockdown on Domestic Violence During The Covid Pandemic” organized by Women’s Cell and approved by IQAC of The Bhawanipur Education Society College, Kolkata on June 10th, 2020.
- Two Days National Level FDP Organized by IQAC, K.M.G. college of Arts & Science, Gudiyattam, Vellore through Online Mode on June 8th & 9th, 2020.







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- Participated in Online Talk on “Environment and Climate Concerns: Rethinking Education Strategies” organized by Environmental Development Committee, The Bhawanipur Education Society College, Kolkata on June 5th, 2020.

## Book Reviews

Certain chapters of Books reviewed under eminent Publishers as follows: -

<u>NAME OF BOOKS</u>	<u>PUBLISHERS</u>
• Auditing and Assurance	Oxford University Press( Feb,2019)
• Indian Financial System and Financial Market Operation	Oxford University Press (2018) & Tata Mc Graw Hill (2017)
• Principles of Management and Business Communication	Oxford University Press (2016)

## Other Notable Activities

- Organized Students’ Seminars, Webinars and Competitions.
- Organized Industrial Visits with students.





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## Vision Statement

- Promote research and scholarly inquiry, so that students can develop their critical thinking skills and apply them in real life situations.
- Provide the students with academic foundations that will help them to nurture self- confidence, creativity and social justice in their enterprises.
- Inspire and Motivate students to be the changemakers in their professional lives.
- Help students identify and solve the major challenges of life.

A photograph of a handwritten signature in blue ink on a light-colored surface. The signature appears to be 'Atreyee Ganguly'.

Signature of the  
Faculty Member

Date: 01st September, 2022.



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