



Dr. Joyeta Bhadury

Associate Professor
Department of Commerce
(Afternoon And Evening)

Contact Information

Contact Address (Office)
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Kolkata: 700 020

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Specialization

- Finance and Management



**THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE**

Biographical Sketch

Joyeta Bhadury is Associate Professor of Commerce at The Bhawanipur Education Society College, with a teaching experience of more than 20 years. She has obtained her B.Ed degree and M.Phil. and Ph.D. in Commerce from the University of Calcutta. Her areas of research interest are Finance and Management. She has several published research articles to her credit and has co-authored three books, which are as per the new B.Com CBCS syllabus 2017 of University of Calcutta. She has also participated actively in a number of seminars, webinars, workshops, conferences etc.

Academic Qualifications

Abbreviation of the Degree	Name of the College / University	Class Obtained	Area of Specialization	Year of Passing
Ph.D	University of Calcutta	N.A	Commerce	2015
M.Phil	University of Calcutta	1 st Class	Commerce	2012
M.Com	University of Calcutta	1 st Class	Accounting and Finance	1998
B.Ed	University of Calcutta	1 st Class	N.A	2000
B.Com (Honours)	Seth Anandram Jaipuria College, University of Calcutta	2 nd Class	Accounting	1996

Professional Qualifications

Name of Examination	Year of Passing / Completion
STATE LEVEL ELIGIBILITY TEST FOR LECTURESHIP IN UNIVERSITY AND COLLEGES (S L E T)	1999
INSTITUTE OF COSTS AND WORKS ACCOUNTANTS OF INDIA – INTERMEDIATE EXAMINATION	1997

Position Holding

- Associate Professor, Department of Commerce (Afternoon & Evening Section), The Bhawanipur Education Society College, University of Calcutta, March, 2016 - Present.
- Bursar of The Bhawanipur Education Society College.
- Associate Professor, Department of Commerce (Afternoon & Evening Section), The Bhawanipur Education Society College, University of Calcutta.



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Position Held

- Lecturer in Commerce, Department of Commerce, The Bhawanipur Education Society College, May, 2001 - January, 2006
- Assistant Professor, Department of Commerce, The Bhawanipur Education Society College, January 2006 – March 2016.

Prior Teaching Experience

- Part-time lecturer, Seth Soorajmull Jalan Girl's College, Kolkata, 1999-2000
- Guest Faculty, Post Graduate Management Diploma Courses, Bharatiya Vidya Bhavan, 1999
- Full time teacher, Bhawanipur Gujrati Education Society School, 2000-2001

Administrative Assignment

- Bursar of The Bhawanipur Education Society College.
- Presiding officer of the Internal Complaints Committee of The Bhawanipur Education Society College.
- Member of NAAC Steering Committee.
- Member of IQAC.
- Member of NIRF Committee.
- Coordinator of Departmental Seminar Organising Committee.

Other Significant Assignments

- Member of Examination Committee.
- Member of Departmental Journal Publication Committee.
- Member of Academic Calendar Committee.
- Joint Officer in charge of B. Com Viva Voce CU Examination of Sem VI.
- Project supervisor of B. Com Sem VI students of the college.
- Mentoring of B. Com students of all semesters.

Research Interests

Accounting and Finance | Management | Marketing





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Books Published

- Co-authored “Principles of Management” book as per new B.Com CBCS Syllabus 2017 for Calcutta University, Cengage, 2019, ISBN-13: 978-93-5350-226-3, ISBN-10: 93-5350-226-8
- Co-authored “E-Commerce & Business Communication” book as per new B.Com Syllabus 2017 for Calcutta University, Cengage, 2020, ISBN - 13: 978-93-5350-348-2, ISBN - 10: 93-5350-348-5.
- Co-authored “Marketing Management & Human Resource Management” book as per new B. Com CBCS Syllabus 2017 for Calcutta University, Cengage, 2020, ISBN - 13: 978-93-5350-353-6, ISBN - 10: 93-5350-353-1.

Publications In Journals And Edited Volumes

- “Investment in Mutual Funds: A Review of Literature” in SURVEY, Volume 52, Nos. 3& 4, July-December, 2012, ISSN: 0586-0008 (Co-authored with Dr. Jita Bhattacharya)
- “FDI and Economic Development – A Study with reference to the implications of FDI in Multi Brand Retailing in India” in Business Spectrum, Vol IV, No.1, January-June, 2014, ISSN: 2249-4804
- “Perceptions of Professional Accountants Vis-A-Vis Investment in Mutual Funds: An Empirical Study” in Management Convergence, Vol 5, No- 1&2, January & June, 2014, ISSN: 0976-5492 (Co-authored with Dr. Jita Bhattacharya)
- “Influence of Demographic Factors on Mutual Fund Investment Decisions: A Study on Professional Accounts in Kolkata” in Kangleipak Business Review, Volume 8, 2014, ISSN: 0975-3656 (Co-authored with Dr. Jita Bhattacharya)
- “Investment in Mutual Funds: A Study on the Perceptions of Professional Accountants of Kolkata” in Contemporary Issues in Global Economy, Commerce and Management, January 2015, ISBN: 978-81-928721-9-3
- “Perceptions of Professional Accountants of Kolkata Vis-à-vis Investment in Mutual Funds” in Recent Advances in Accounting, Finance and Management, September 5, 2015, ISBN: 978-81-922481-9-6
- “An Insight Into the Perceptions of Professional Accountants in Kolkata Vis-à-vis Some Important Fund Sponsor Related and Investor Service Related Features of Mutual Funds” in Time’s Journey, Volume 4, No. 1, November 2015, ISSN: 2278-6546. (Co-authored with Dr. Jita Bhattacharya)
- “Perceptions of Professional Accountants in Kolkata about Some Investment Instruments in the Indian Capital Market.” in Hind Business Review, Volume 02, No. 01, 2016. (Co-authored with Dr. Jita Bhattacharya)





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Paper Presentations At Conferences

- Presented a paper entitled “FDI and Economic Development – A study with reference to the implications of FDI in Multi Brand retailing in India” in a UGC Sponsored National Seminar on FDI in Multi-Brand Retailing in India: Curse or Boon? Held on 18th November 2013, organised by the Department of Commerce, Naba Ballygunge Mahavidyalaya in collaboration with New Alipore College and Basundhara Institute of Social Welfare and Awareness, Kolkata.
- Presented a paper entitled “Investment in Mutual Funds: A Study on the Perceptions of Professional Accountants of Kolkata” in The International Conference on Emerging Issues in Global Economy, Commerce and Management Opportunities and Challenges on January 5, 2015, organised by Department of M. Com, The Bhawanipur Education Society College.
- Presented a paper entitled “Investment in Mutual Funds – An Insight into the Perception of Professional Accountants of Kolkata” in the 5th Annual International Conference on Innovations and Best Practices in Business, Human and other Earth Resources Management, held on 15th and 16th January 2015, organised by Indian Institute of Social Welfare and Business Management.

Participation In Refresher Courses And Orientation Courses

- UGC-Sponsored Orientation Programme from 6.2.2006 to 6.3.2006, organised by the UGC-Academic Staff College, Jadavpur University.
- UGC- Sponsored Refresher Course in Commerce and Business Management from December 4 to December 23, 2006, organised by the Academic Staff College, University of Calcutta.
- UGC- Sponsored Refresher Course in Business Studies from July 25 to August 13, 2011, organised by the Academic Staff College, University of Calcutta.
- UGC- Sponsored Refresher Course in Business Studies from September 10 to September 29, 2012, organised by the Academic Staff College, University of Calcutta.
- UGC – Sponsored Refresher Course in Commerce from 20th August to 10th September 2015, organised by Human Resource Development Centre, University of Calcutta.





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(Afternoon And Evening)

Participation In Faculty Development Programmes

- Participated in Faculty Development Programme on “How to Use ICT For Teaching Under-Graduate / Graduate Students with Special Emphasis on Smart Classroom”, conducted by the IBS Business School on 19th July 2014.
- Participated in three-day orientation programme on Quality Development Innovations in Modern Day Education organised by the Faculty Development Cell as a part of the Faculty Development Programme by The Bhawanipur Education Society College on 14th, 15th & 16th November 2014.

Participation In Workshops

- U.G.C. Sponsored workshop on Revision of B. Com Syllabus of Calcutta University held at St. Xavier’s College Auditorium on May 18, 2002, jointly organised by the West Bengal College & University Teachers’ Association and Department of Commerce, St. Xavier’s College, Kolkata.
- Three-day workshop on new B. Com Syllabus held at Darbhanga Hall on 18.1.2003, Netaji Nagar Group of College Premises on 21.1.2003 and Maharaja Sris Chandra College Premises on 1.2.2003.
- Workshop on “Overview of Stock Exchange” held on August 25, 2013, in association with The Bhawanipur Education Society College under the “Visit to NSE” initiative of National Stock Exchange of India Limited.
- Workshop on ‘Reviewing the B. Com New Syllabi’ held on May 4 & 5, 2013 at Netaji Nagar Day College, Kolkata, organised by the U.G Board of Studies in Commerce, University of Calcutta and Department of Commerce, Netaji Nagar Day College.
- One day workshop on “Financial Planning for Young Investors” held on November 25, 2014, at The Bhawanipur Education Society College, organised by The Bhawanipur Education Society College (Department of M. Com) and Securities and Exchange Board of India.
- Two-day workshop on Data Analysis using R-Studio, from August 13 – 14, 2015, at the Indian Institute of Social Welfare and Business Management, organised by the Indian Institute of Social Welfare and Business Management.
- Seven-day workshop on Research Methodology Course in Social Sciences organised by The Bhawanipur Education Society College in collaboration with Department of Commerce, University of Calcutta, from November 1-7, 2015.





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Department of Commerce
(Afternoon And Evening)

- One Day Workshop on Revised Curricula of Semesterized B. Com (Hons & Genl) Courses of Studies under CBCS and related issues, organised by T. K. Jain College, Kolkata in association with Undergraduate Board of Studies in Commerce, University of Calcutta, on November 25, 2017.
- Workshop on Mentoring Techniques for Teachers organised by the Internal Quality Assurance Cell of The Bhawanipur Education Society College on September 9, 2019.
- One Day Faculty Mentoring Workshop organised by The Bhawanipur Education Society College & UMMEED, on December 27, 2021.
- Workshop on Effective Use of Library organized by the Library Committee in collaboration with the IQAC, The Bhawanipur Education Society College, on 29th August 2022.

Participation In Short Term Course

- Short term course in Research Methodology in Social Sciences organised by UGC – Academic Staff College, University of Calcutta with Department of Economics, C.U. from August 18-25, 2014.
- 50 hours experimental learning training by UMMEED on Mentoring and Coaching Skills at The Bhawanipur Education Society College and secured A++ with 85% in practical and written assessment from 8th August 2022.

Participation In Seminars

- UGC Sponsored State – Level Seminar on Interdisciplinary Studies in the Contemporary Context held on 1st September 2001 organised by The Bhawanipur Education Society College.
- UGC Sponsored Seminar on Indian Accounting Standards held on May 4, 2002 organised by Department of Commerce St. Xavier's College, Kolkata.
- UGC Sponsored State – Level Seminar on Wealth Creation and Ethics held on 15th March 2005 organised by Goenka College of Commerce and Business Administration.
- UGC Sponsored Regional – Level Seminar on Sustainable Development and Corporate Social Responsibility held on December 2nd and 3rd, 2005 organised by Department of Commerce, Shri Shikshayatan College.





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(Afternoon And Evening)

- Eighth International Accounting Conference held on 6th and 7th January 2007 organised by the Indian Accounting Association Research Foundation in association with Deloitte Touche Tohmatsu India Private Limited.
- National Seminar on Environment and Development: Challenges, held on 23rd February 2007, organised by Department of Business Management, University of Calcutta (UGC - DRS Phase - III)
- UGC Sponsored State Level Seminar on Chemistry and the Environment held by Jogesh Chandra Chaudhuri College on September 12, 2009.
- National Seminar under CAS-1 Programme on Corporate Social Responsibility & Entrepreneurship Development and Small Business held by University of Calcutta, Department of Commerce on March 27, 2010.
- UGC Sponsored National Seminar on Women Empowerment: Commemorating 100 years of International Women's Day organised by Department of History, Sammilani Mahavidyalaya on 24th and 25th February 2011.
- Seminar on New Dimension in Financial Services & Corporate Financial Reporting organised by Umeshchandra College on 29th March 2011.
- National Seminar on Transition to IFRS: Indian Scenario, jointly organised by the MBA in Finance, Department of Commerce, University of Calcutta & Indian Accounting Association-Calcutta Branch on April 2, 2011.
- International Seminar on Economic Liberalisation and Capital Market Development: Indian Perspective, organised by University of Calcutta - Calcutta Stock Exchange Centre of Excellence in Financial Markets, Department of Commerce, University of Calcutta on 28th December 2013.
- A sensitizing programme on Human Rights and Human Values: The Contemporary Indian Question, organised by the Department of Political Science of The Bhawanipur Education Society College, on April 4, 2014.
- National Seminar on Corporate Governance and Business Ethics in Indian Business Environment, organised by The Bhawanipur Education Society College in collaboration with Department of Commerce, University of Calcutta on April 28, 2015.
- UGC Sponsored National Seminar on Environmental Awareness: Demand of the Day, organised by the Environmental Development Committee, The Bhawanipur Education Society College in collaboration with Department of Environmental Science, University of Calcutta on September 9th, and 10th, 2016.





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(Afternoon And Evening)

- International Conference on Emerging Issues in Accounting, Finance and Taxation, organised by The Bhawanipur Education Society College in collaboration with The Institute of Cost Accountants of India, on January 4, 2017.
- Seminar on Financial Globalisation in India: Theory and Empirics, organised by The Bhawanipur Education Society College and Bangiya Arthaniti Parishad (Bengal Economic Association), on April 1, 2017.
- Seminar on 'Academic Administration' organised by the Internal Quality Assurance Cell, The Bhawanipur Education Society College, on February 24, 2018.
- One Day Seminar on Development in Commerce, Management & Economics in the Present Milieu of Vuca organised by the Department of Commerce (PG & UG), in collaboration with EIRC, The Institute of Chartered Accountants of India held at The Bhawanipur Education Society College on May 27, 2019.
- One Day National Seminar on Knowledge Resource Management: E-Learning and Information Search jointly organised by The Bhawanipur Education Society College & Behala College, on June 29, 2019.
- Two - Day National Conference on 'Paradigm Shift in the Market Forces in the Indian Context - Impact on Marketing, Accounting & Finance, Strategic HRM, Operations & Supply Chain Management' organised by The BES College in collaboration with Indian Institute of Social Welfare and Business Management, on July 5th & 6th, 2019.
- Seminar on "Changing Face of Gender Equality in Indian Perspective" organized by Internal Complaints Committee in collaboration with IQAC of the College at The Bhawanipur Education Society College, Kolkata, on August 29th, 2022.
- Seminar on "Gender Narrative in Indian Society - Life Skill Approach" organized by the Internal Complaints Committee in collaboration with IQAC, The Bhawanipur Education Society College, on the 13th September, 2022.
- Invited lecture on "Inking Ideas Through Digital Marketing In The Age Of 5G", organized by the Department of Commerce UG (Afternoon & Evening Section) & PG in collaboration with IQAC, The Bhawanipur Education Society College, held on 14th January, 2023.
- Seminar on Union Budget 2023-24, organized by the Department of Commerce (UG & PG) and Department of Business Administration, held on 6th February, 2023.





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(Afternoon And Evening)

- 2-Day International Conference on “The VUCA World: Its Impact on the Business Environment” organized by the Department of Commerce PG & UG (Afternoon & Evening Section) in collaboration with The IQAC (The BESC) and South Kolkata Association for Commerce Researchers and Academicians at The Bhawanipur Education Society College, Kolkata, on 10th & 11th of March, 2023.

Participation In Online Programmes

- Online talk on Environment and Climate Concerns: Rethinking Education Strategies, organised by the Environmental Development Committee, The Bhawanipur Education Society College, on June 5, 2020.
- Two days National Level Faculty Development Programme, organised by the Internal Quality Assurance Cell (IQAC), K.M.G. College of Arts and Science, on June 8 & 9, 2020.
- Online talk on No Lockdown on Domestic Violence During the Covid Pandemic, organised by the Women’s Cell and approved by the IQAC of The Bhawanipur Education Society College, on June 10, 2020.
- Webinar on Socio-Economic Impact of COVID-19 in India and its Revival Strategies, organised by the Department of Commerce, The Bhawanipur Education Society College, on June 16, 2020.
- National level webinar on Bio-Psycho-Spiritual Disciplining: The Key to Well-being in the New-Normal, organised by IQAC IN ASSOCIATION WITH Department of Psychology, Surendranath College, on June 17, 2020.
- Webinar on Personal Income Tax Planning And E-Filing, organised by the Department of Commerce, School of Business and Economics, ADAMAS University, on June 27, 2020.
- Webinar on Impact of COVID - 19 on Indian Economy and Business Challenges for Revival, organised by the Department of Commerce, Banwarilal Bhalotia College, Asansol, on July 3 - 4, 2020
- Webinar on With Covid Around How Should I Live and Let Live, organised by the Department of Mathematics, The Bhawanipur Education Society College, on July 17, 2020.
- Webinar on The Enigma of Gravity: From the Apple to The Black Hole, organised by the Department of Physics, The Bhawanipur Education Society College, on July 17, 2020.





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Department of Commerce
(Afternoon And Evening)

- Online panel discussion on Survival Strategies of Tourism and Hospitality Industries amid the Global Pandemic: The Indian Scenario, organised by the Department of Commerce, UG (Afternoon & Evening) and PG in collaboration with the IQAC, on July 29, 2020.
- National webinar on The Value of Conversation in Ending Stigma Attached to Mental Health, organised by the Department of Commerce (UG & PG) in collaboration with the IQAC, on August 20, 2020.
- One day International Webinar on Moratorium on Loan Repayment: Effects on Financial Institutions, organised by Departments of Commerce and Business Studies, St Xavier's College (Autonomous) Kolkata in collaboration with The Institute of Cost Accountants of India, on August 29, 2020.
- National Webinar on "Covid - 19 and its Impact on Indian Business", organised by Department of Commerce & IQAC, Panchakot Mahavidyalaya, on September 7, 2020.
- Webinar on "Covid - 19 and the Policy Conundrum: A Deliberation on Fiscal and Monetary Policy Decisions During the Pandemic", organised by Department of Commerce (Afternoon & Evening Section & PG) in collaboration with the IQAC, The Bhawanipur Education Society College, on September 26, 2020.
- Webinar on A Journey Towards Positivity, organised by the Department of Commerce, UG (Afternoon and Evening Section) in collaboration with IQAC, on June 28 & 29, 2021.
- A Sensitization Programme on Key Issues in Gender Sensitization organised by the Internal Complaints Committee in collaboration with IQAC, The Bhawanipur Education Society College on 24th December, 2021.
- Online Talk on "Intimate History of Intimacy" organized by Women's Cell in collaboration with the Department of Political Science, Sociology, and the ICC, approved by the IQAC, The Bhawanipur Education Society College on February, 28th, 2022.
- Webinar on "Ongoing Russia-Ukraine Crisis", organized by the Department of Political Science and approved by the IQAC of The Bhawanipur Education Society College on the 5th March, 2022.

Notable Activities

- Organised student seminars and student competitions.
- Organised industrial visits with students.
- Organised seminars and webinars.





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Department of Commerce
(Afternoon And Evening)

- Organised student seminars and student competitions.
- Joint Organising Secretary, Educational Outreach Programmes organised by The Department of Commerce (Afternoon and Evening Section) of The Bhawanipur Education Society College.
- Convenor, Webinar on A Journey Towards Positivity, organised by The Department of Commerce, UG (Afternoon and Evening Section) in collaboration with IQAC, The Bhawanipur Education Society College, on June 28 & 29, 2021.
- Organised a sensitization programme on Key Issues in Gender Sensitization as presiding officer of the Internal Complaints Committee in collaboration with IQAC, The Bhawanipur Education Society College on December 24th, 2021.
- Organised an Online Talk on “Intimate History of Intimacy” as presiding officer of the Internal Complaint Committee, in collaboration with the Women’s Cell, the Department of Political Science and Department of Sociology, approved by the IQAC, The Bhawanipur Education Society College on February 28th, 2022.
- Organised a seminar on “Changing Face of Gender Equality in Indian Perspective” as presiding officer of the Internal Complaints Committee in collaboration with IQAC of the College at The Bhawanipur Education Society College, Kolkata, on August 29th, 2022.
- Organised a seminar on “Gender Narrative in Indian Society – Life Skill Approach” as presiding officer of the Internal Complaints Committee in collaboration with IQAC, The Bhawanipur Education Society College, on the September 13th, 2022.
- Convenor, 2-Day International Conference on “The VUCA World: Its Impact on the Business Environment” organized by the Department of Commerce PG & UG (Afternoon & Evening Section) in collaboration with The IQAC (The BESC) and South Kolkata Association for Commerce Researchers and Academicians at The Bhawanipur Education Society College, Kolkata, on 10th & 11th of March, 2023.
- Participation in social work through NSS of the college, ASHADEEP and the Departmental Extension and Outreach Committee.





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Vision Statement

- Inspire students to excel in their academic pursuit and to develop qualities in them which can help them evolve as responsible citizens of our nation.
- Help students recognise and unfurl their hidden potentialities.
- Equip them to be sensitive to the changing social, economic and environmental concerns and enable them to evolve successful in spite of the challenges posed by these changing environs.

A handwritten signature in black ink that reads "Joyeta Bhadury". The signature is written in a cursive style.

Signature of the
Faculty Member

Date: 01st September, 2022



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