



Paridhi Agarwal

College Whole Time Teacher

Department of Business Administration

Contact Information

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Specialization

- Marketing Management
- Human Resource Management



**THE BHAWANIPUR
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Biographical Sketch

Paridhi Agarwal is currently associated as College Whole Time Teacher, in the Department of Business Administration, The Bhawanipur Education Society College, affiliated to University of Calcutta. My professional career reflects 1.5 years of experience in the field of Undergraduate Teaching and Research in the areas of Marketing and General Management in Kolkata. I have presented Research papers in various National Conferences. I have completed my M.Com (Marketing) from St. Xavier's College (Autonomous), Kolkata with First class marks. I also completed my PGDM in Human Resource Management from the same college and B.Com (Honors in Accountancy) from J.D Birla Institute, Kolkata under Jadavpur University. I received my M.Phil from Institute of Management Study, Kolkata under MAKAUT in 2023. I also qualified the National Eligibility Test (NET) for Lectureship in 2018.

Academic Qualifications

Abbreviation of the Degree	Name of the College / University	Class Obtained	Area of Specialization	Year of Passing
M. Phil	Institute of Management Study, MAKAUT	N.A	Management	Ongoing
PGDM	St. Xavier's College (Autonomous), Kolkata	1st Class	Human Resource Management	2015-2016
M.Com	St. Xavier's College (Autonomous), Kolkata	1st Class	Marketing Management	2015
B. Com (H)	J.D. Birla Institute, Kolkata, Jadavpur University	1st Class	Accounting and Finance	2012

Position Holding (Full Time)

- Faculty (Full-time), Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, February 2020 - Present



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Guest Appointment

- Guest Faculty of Management, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, August 2019 - January 2020.

Industry Experience

- Assistant Manager in Department of Foreign Exchange, Axis Bank Limited, Dalhousie Branch, Kolkata, January 2016- May 2018.
- Intern at Goodricke Group Limited in Packet Tea Department. Worked on Analysis of Consumption of Loose Tea in Kolkata and Price Sensitivity Analysis of Goodricke Khaas Brand, May-June 2014.
- Intern at South City Projects. Worked on Accounting Projections and Forecasting of Real Estate Projects in Kolkata, June 2011.

Administrative Assignment

- Coordination and Mentorship of 1st Year students, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, 2020 - Present.

Subjects Taught

Human Resource Management | Principles of Management and Organizational Behaviour
Marketing Management | Entrepreneurship Development | Quantitative Techniques in
Management | Statistics for Business Decisions | Macro Economics | Business Policy and
Strategy | Financial Institutions and Markets | Performance & Compensation Management |
Management of Industrial Relations | Human Resource Development

Research Interests

Marketing Management | Human Resource Management | Organisational Behaviour | Social
Marketing | Rural Entrepreneurship | Corporate Social Responsibility





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Participation In Seminars / Webinars / Workshops / Conferences / Fdps

- Participated at 3-Day Intra College Workshop on R Analytics, organized by the Department of Business Administration and IQAC of The Bhawanipur Education Society College, Kolkata, from 7th - 9th Nov., 2020.
- Webinar on "Social Media and Business Practices during the covid-19 crisis" conducted by department of Business Administration on September 29th 2020.
- Webinar on Spectrum of Digital Finance organized by the Department of Business Administration on September 20th 2020.
- HR Webinar on "HR Analytics on a Digital Platform" conducted by the Department of Business Administration on August 13, 2020.
- Webinar on "Vice Chancellor's Round Table on the future of Higher Education in the New Era" conducted by Globsyn Business School, Kolkata on 1st August 2020.
- Two day Webinar on "NAAC Assessment and Accreditation Process" conducted by St. Xavier's College (Autonomous), Kolkata on 30th and 31st July , 2020.
- Webinar on "Survival Strategies of Tourism and Hospitality Industries amid Global Pandemic: The Indian Scenario" conducted by the Department of Commerce on July 29th 2020.
- Marketing Webinar on "Changing face of the Service industry Post Covid -19 Crisis", conducted by the Department of Business Administration on July 25th 2020.
- Participated in Two-Week Online FDP on "Managing online classes and co-creating MOOCs" organized by Teaching Learning Centre , Ramanujan College, University of Delhi, sponsored by Ministry of Human Resource Development, 24th July- 10th August, 2020
- Participated in the One-Week Online Faculty Development Programme on Entrepreneurship, Incubation and Innovation organized by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, 23rd June - 29th June, 2020.
- Participated in E-FDP on Data Analysis with AMOS organized by Rukmini Devi Institute of Advanced Studies, 22nd June - 26th June, 2020 Participated in Seven Day International FDP on "Research Methods and Analytical Techniques" organized by A.E. Kalsekar College of Commerce and Management, 17th June - 23rd June, 2020.





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- Participated in the Two-Week Online Workshop on Comprehensive e-Learning to e- Training guide for Administrative Work organized by Teaching Learning Centre,
- Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, 25th May - 5th June, 2020.

Other Notable Works

- Organised Panel Discussion on “Union Budget 2023” at The Bhawanipur Education Society College on 06.02.2023
- Organised Seminar on “ Managing Career Choices in VUCA World” at The Bhawanipur Education Society College on 07.12.2022
- Organised Seminar on “ Predicting Markets using Technical Analysis” at The Bhawanipur Education Society College on 03.12.2022

Publications

- Cause Related Marketing Campaigns and Consumer Purchase Intentions: Investigating the Role of Online Social Networks. Kindler, The Journal of Army Institute of Management, Volume XV, Number 2, pp 7-20, ISSN: 0973-0486.





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Vision Statement

- Engage in academic research for societal and policy implications.
- Inspiring and facilitating free thinking among students, and teach them to be game changers in their chosen professions.
- Promote the virtues of academic and research integrity among students so as to enable them to bring important critical thinking skills to their pursuits, both inside and outside the college.

**Signature of the
Faculty Member**

Date: 01st September, 2022



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