



# Pritha Chanda

College Whole Time Teacher

Department of Business Administration

## Contact Information

**Contact Address (Office)**  
5 Lala Lajpat Rai Sarani,  
Kolkata: 700 020

**Contact Number (Office)**  
(033) 4057-7706 / 07

**E-Mail ID (Official)**  
pritha.chanda@thebges.edu.in

## Specialization

- Human Resource Management



**THE BHAWANIPUR  
EDUCATION SOCIETY COLLEGE**

## Biographical Sketch

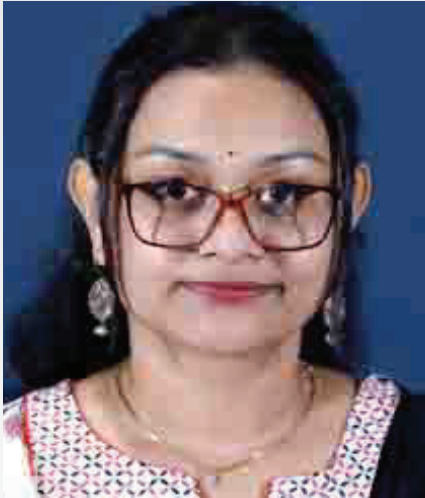
Pritha Chanda is currently associated as College Whole Time Teacher, in the Department of Business Administration, The Bhawanipur Education Society College, affiliated to University of Calcutta. She completed her BBA from Institute of Engineering and Management (MAKAUT), Kolkata and MBA from Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata, with Human Resource Management Specialization. She also holds M.Phil degree in Management from IISWBM (University of Calcutta), and is currently pursuing Ph.D in Management, from Department of Business Management (University of Calcutta). She has qualified the National Eligibility Test (NET) for Lectureship. She has presented her research papers in both national and international conferences. She has also participated in national and international seminars / webinars / workshops / conferences.

## Academic Qualifications

| Abbreviation of the Degree | Name of the College / University   | Class Obtained        | Area of Specialization    | Year of Passing |
|----------------------------|--|-----------------------|---------------------------|-----------------|
| Ph.D                       | Department of Business Management, University of Calcutta                          | N.A                   | Management                | Ongoing         |
| M.Phil                     | Indian Institute of Social Welfare and Business Management, University of Calcutta | 1 <sup>st</sup> Class | Management                | June 2020       |
| MBA                        | Indian Institute of Social Welfare and Business Management, University of Calcutta | 1 <sup>st</sup> Class | Human Resource Management | 2017            |
| BBA (H)                    | Institute of Engineering & Management, Kolkata                                     | 1 <sup>st</sup> Class | Human Resource Management | 2015            |

## Position Holding (Full Time)

- College Whole Time Teacher, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, February 2020 - Present .



# Pritha Chanda

College Whole Time Teacher

Department of Business Administration

## Guest Appointment

- Guest Faculty of Commerce, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, August 2018 - December 2018.

## Industry Experience

- HR Intern, Café Coffee Day, Human Resource Department, January 2016 - March 2016.

## Administrative Assignment

- Coordination of third year, HR DSE students & mentorship, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, 2020- present.

## Subjects Taught

Human Resource Management | Organizational Behaviour | Marketing Management | Entrepreneurship Development | Legal Aspects of Business | Principles of Management | Business Ethics Macro Economics | Quantitative Techniques for Management | Consumer Behaviour | Business Research | Environmental Studies | Performance & Compensation Management | Human Resource Development | Management of Industrial Relations

## Research Interests

Human Resource Marketing | Marketing Management | Rural Entrepreneurship .

## Chapter Publications

- Chapter name – “Initiatives of Government of India in Transforming Women Farmers to Women Entrepreneurs: A Case Study” In the book Enterprising Agriculture- Market awareness, farm innovation & value addition, New India Publishing Agency.

## Publications In Edited Conference Volumes

- “A study of the relationship between Behavioural Competencies and Patient Satisfaction in the Health care sector”- published in Innovative Business Practices in V.U.C.A. World, Bharati Publications.

## Publication in Peer-Reviewed Journal

- “Impact of Behavioural competencies of health care personnel on patient satisfaction and its estimation”- Journal of emerging technologies and business management, Vol 10(2), 2023





# Pritha Chanda

College Whole Time Teacher

Department of Business Administration

## Paper Presentations At Conferences

- Presented a paper on “Impetus and Impediments of Micro Business: A study of women dealing in nature based handicrafts” at the ICSSR Sponsored National Seminar held at The Department of Economics, Naba Ballygunge Mahavidyalaya.
- Presented a paper on “Initiatives of Government of India encouraging entrepreneurship among women engaged in agriculture” at International Interdisciplinary Conference on Agri-Innovation and Entrepreneurship- Down to Earth.
- Presented paper on “Identification of behavioural competencies, for jobs involving emotional labour” at International HR Conference on HR Trends 2030.
- Presented paper on “Areas of improvement for non-government organisations fostering women entrepreneurship in the handicrafts sector” at the International Conference on Eco friendly Women Entrepreneurship- Panacea or Myth in Development.
- Presented paper on “Impediments of Micro business- A study of women dealing in nature based handicrafts in West Bengal” at Management Doctoral Colloquium organized by VGSOM , IIT, Kharagpur, India.

## Participation In Seminars / Webinars / Workshops / Conferences

- Participated in the One-Week National Workshop on Advance Research Methods (26th December-30th December, 2020) organized by JVA Edutech.
- Participated in the Three-Day Intra College Virtual Workshop on R Analytics (7th November-9th November, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata in association with IQAC.
- Participated in the Webinar on Social Media and Business Practices during Covid-19 Crisis (29th September, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- Participated in the Webinar on Spectrum of Digital Finance (20th September, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- Participated in the Webinar on HR Analytics in a Digital Platform (13th August, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.





# Pritha Chanda

College Whole Time Teacher

Department of Business Administration

## Participation In Seminars / Webinars / Workshops / Conferences

- Participated in the Webinar on Changing Face of Indian Service Industry post Covid- 19 Outbreak (25th July, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- 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 Two-day national webinar on- “Online Education in the Changing Times: Problems and Prospects” organized by Vidyasagar University Teacher’s Association, Vidyasagar University (7th July – 8th July, 2020)
- Participated in the Two-Day Blended/Flipped Training on Digital Services (29th and 30th June, 2020) organized by NIELIT Kokrajhar Extension Centre of NIELIT Guwahati in association with IIT Bombay Spoken Tutorial.
- Participated in the One-Week Online Faculty Development Programme on Entrepreneurship, Incubation and Innovation (23rd June - 29th June, 2020) 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.
- Participated in E-FDP on Data Analysis with AMOS organized by Rukmini Devi Institute of Advanced Studies (22nd June – 26th June, 2020)
- Participated in Two week FDP on " Research Methodology" organized by Indian Accounting Association, South Bengal (20th June – 30 th 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)
- Participated in the Two-Week Online Workshop on Comprehensive e-Learning to e- Training guide for Administrative Work (25th May - 5th June, 2020) 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.
- Participated in the E-faculty Development Programme on Changing Research landscape in Uncertainties organized by Rukmini Devi Institute of Advanced Studies (25th May- 30th May, 2020).





# Pritha Chanda

College Whole Time Teacher

Department of Business Administration

## Vision Statement

- Encourage students to embrace enterprise, self-confidence, creativity and social justice in all their endeavours.
- Inspiring free thinking among students, and teach them to be game changers in their chosen professions.
- Promote the virtues of research and scholarly inquiry, so that students can bring important critical thinking skills to their pursuits, both inside and outside the college.

**Signature of the  
Faculty Member**

**Date: 01st September, 2022**



**THE BHAWANIPUR  
EDUCATION SOCIETY COLLEGE**