

## **CURRICULUM VITAE**

**AINDRILA BISWAS**

Assistant Professor

Department of Commerce

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### **Permanent Address**

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West Bengal; India

### **Educational Qualification**

<i>PhD (Pursuing)</i>	Department of Management Studies; National Institute of Technology, Durgapur
<i>PGDBA</i>	Symbiosis Center for Distance Learning, 69.8 percent
<i>NET</i>	UGC NET (JRF), 2012
<i>B.Ed</i>	BhartiyaShikshaParishad, 2011, 71.8 percent
<i>M.Com</i>	University of Calcutta, 2010, 67.4 percent
<i>B.Com</i>	Goenka College of Commerce, 2008, 72.5 percent
<i>H.S.</i>	Carmel Convent, 2005, 73.5 percent
<i>Madhyamik</i>	Carmel Convent, 2003, 80 percent

### **Professional Experience**

<i>Post Graduate Teacher (Commerce)</i>	Ashok Hall Girls Higher Secondary School, Kolkata (November, 2010-June, 2012)
<i>Post Graduate Teacher (Commerce)</i>	National High School for Girls, Kolkata (July, 2012-January, 2013)

### **Member of Professional Bodies**

Annual Member, Indian Commerce Association

## **List of Publications and Conferences attended**

Green products: an exploratory study on the consumer behaviour in emerging economies of the East; JCP 87, 463-468 (Elsevier) (2015)

Leveraging factors for sustained green consumption behavior based on consumption value perceptions: testing the structural model; JCP 95, 332-340 (Elsevier) (2015)

Impact of Social Medium on Green Choice Behavior; JMM 2(2), 95-111 (American Research Institute for Policy Development) (2014)

Eco-label footprint: Consumers' product evaluation criteria; EMM 74 (2015)

A Study of Consumers' Willingness to Pay for Green Products; JOAMS 4(3) (Engineering and Technology Publishing) (2016)

Determining the Critical Success Factors of Sponge iron Industry- An emerging economy perspective; IJIMS (2016)

Leveraging Factors for Consumers' Car Purchase Decisions- A Study in an Emerging Economy; JMPP 2(2), 99-111 (American Research Institute for Policy Development) (2014)

Leveraging Factors for Online Shopping- A Study in an Emerging Economy; JMIS 1(1), 19-28 (American Research Institute for Policy Development) (2014)

Influence of Social Media on Voting Behavior; JPPG 2(2), 127-155 (American Research Institute for Policy Development) (2014)

Leveraging factors for green product purchase and willingness to pay across different product categories: A survey in India; ICRM (2013) (Springer)

Green Marketing and Consumer Behaviour in India; ICBPEM (2014) (Springer)

## **Workshop Attended**

Workshop on Statistical Modelling for Data Analysis at IIT-Kharagpur (2013)

Workshop on Research Methodology for Social sciences at Benaras Hindu University (2013)

## **Personal Details**

*Date of Birth-* 20.08.1987

*Place of Birth-*Kolkata

*Religion-*Hindu

*Gender-*Female

