



Name: Anuradha Priya Raha

Designation: Full-time Faculty Member

Qualifications: M. Com

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Biographical Sketch

Anuradha Priya Raha is currently associated as Contractual Full-time Faculty Member in Commerce under Faculty of Commerce and Management at St. Xavier's University, Kolkata. Prior to joining this institution, she was associated as College Whole Time Teacher, in the Department of Commerce of The Bhawanipur Education Society College, affiliated to University of Calcutta. She completed her Graduation and Post Graduation degrees from St. Xavier's College (Autonomous), Kolkata, with specialization in the subject of Accounting and Finance. She has also qualified NTA UGC NET in Commerce. She has three years of work experience as an article trainee in U.K Bhowal & Associate. She has published research papers in various reputed journals including National and International peer reviewed journals. She has also worked as an author in publishing book of Vandana Publications.

Areas of Specialisation and Research

Area of Specialisation- Accounting and Finance

Research Interest-

- Accounting Education
- Corporate Governance
- Corporate Sustainability
- Financial Accounting
- Management Accounting
- Accounting Education
- Financial Statement and Business Valuation

Teaching Experience

College Whole Time Teacher, in the Department of Commerce of The Bhawanipur Education Society College (Since 15th February 2022 to 10th July 2023)

Participation in Seminar/webinar/conference

- Participated in 35 Hours of Orientation Programme organized by Eastern Region Office of ICAI from 10th October to 16th October 2015.
- Participated in the Two-Day UGC-Sponsored International Conference on Innovative Business Practices in A VUCA World Organized by Department of Commerce and Business Administration of St. Xavier's College (Autonomous), Kolkata in Collaboration with Department of Commerce, University of Calcutta on 5th and 6th January, 2018.
- Participated in the One-Day workshop on crafting and conducting research and how to publish (UGC- Care Listed Journals) on 9th April 2022 organized by Post Graduate and Research Department of Commerce St. Xavier's College (Autonomous) Kolkata.

- Participated and paper presented in International E-Conference on Impact of COVID 19 on Business, Economy and Society on 28th and 29th May 2022 organized by Department of Commerce, Kazi Nazrul University Asansol, West Bengal, India.

Publications

Book(s) Authored/Edited (*Samples given below*)

Authored

- (2020) **COVID CRISIS AND RETAIL BUSINESS IN INDIA** (Anuradha Priya Raha, Dr. Kushal De), Vandana Publications, Lucknow, ISBN: 978-93-90728-11-4

Chapter/Article published in Books (*Sample given below*)

- (2022) **“A Comparative Study on the Financial Performance between Public Sector and Private sector Banks in India with special reference to SBI and HDFC Bank”**
Business Transformation through Innovation (Priyajit Ray, Anuradha Priya Raha) Edited by Dr. S. Seethelaxmi and Dr. D. Lalita Publisher: MIN E KAVI, Pp: 221- 231, ISBN: 978-93-91274-38-2

Article published in Peer-reviewed journals (*Sample given below*)

- (2020) “A Review of Advertisements of Select FMCG Products from 1970 to 2020”, *International Journal of Applied Research*, (Dr. Kushal De, Anuradha Priya Raha), Vol. 6, Pp. 259-264, ISSN: 2394-5869
- (2020) “Change in the Usage of Personal Care, Hygiene and Grooming Products among Women due to Covid”, *International Journal of Multidisciplinary Educational Research*, (Dr. Kushal De, Anuradha Priya Raha), Vol. 9, Pp- 92-100, ISSN 2277-7881
- (2021) “A Study on the Impact of Lockdown in various sectors of Indian Economy”, Review: *International Journal of Multidisciplinary*, (Anuradha Priya Raha, Dr. Kushal De), Vol. 6, Pp-193-196, E-ISSN 2455-3085
- (2022) “A Survey on the Impact of Lockdown on Retail Business”, *Time’s Journey*, (Anuradha Priya Raha, Dr. Kushal De), Vol. 11, Pp- 58-69, ISSN No: 2278-6546.

