# THE BHAWANIPUR EDUCATION SOCIETY COLLEGE

## ACADEMIC DEPARTMENT: BUSINESS ADMINISTRATION

## FACULTY ACADEMIC PROFILE / CV

**Full Name of the Faculty Member:** Ms. Ishani Singha

**Designation:** College Whole Time Teacher

**Specialization:** Accounting and Finance



## BIOGRAPHICAL SKETCH

Ms. Ishani Singha is currently associated as College Whole Time Teacher, in the Department of Business Administration, The Bhawanipur Education Society College, affiliated to the University of Calcutta. She is currently pursuing her Ph.D. in Commerce from the Vidyasagar University and has qualified UGC-NET in 2024 and West Bengal State Eligibility Test (WB-SET) in 2024 , reflecting her academic competence and commitment to higher education. She holds a M.Com. (2023) from the University of Calcutta and a B.Com. (Hons.) in Accounting and Finance (2021) from the Vidyasagar University .She has served as a Visiting Faculty in the Dept. of Commerce, Rammohan College, Kolkata, India. She is a member of various learned and academic bodies. She has published numerous scholarly papers on Entrepreneurship, Organisational Behaviour, Artificial Intelligence, Finance and Management in reputable national and international journals. She has also served as a resource person (invited speaker) and presented scholarly research papers at many National and International Conferences and has received Best Presenter and Best Paper awards. In addition, she

got a Design Patent from the Patent Office on Digital Payment Interface Display Device.

## CONTACT INFORMATION

**Contact Address (Office):** 5, Lala Lajpat Rai Sarani, Kolkata-700020, West Bengal, India

**Contact Number (Office):**

**E-Mail ID (Official):** ishani.singha@thebges.edu.in

**Mobile Number:** 6296934054

## ACADEMIC QUALIFICATIONS

| Abbreviation of the Degree | Name of the College / University | Class Obtained | Area of Specialization | Year of Passing |
|---|---|---|---|---|
| Ph.D. in Commerce (Pursuing) | Vidyasagar University | NA | Commerce | - |
| NET | UGC | NA | Commerce | 2024 |
| SET | West Bengal College Service Commission | NA | Commerce | 2024 |
| M.Com. | University of Calcutta | 1st Division | Accounting and Finance | 2023 |
| B.Com. (Hons) | Vidyasagar University | 1st Division | Accounting and Finance | 2021 |
| Higher Secondary (XII) | WBCHSE | 1st Division | Science | 2018 |
| Madhyamik (X) | WBBSE | 1st Division | NA | 2016 |

## POSITION HOLDING (FULL TIME)

College Whole Time Teacher, **Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta**, 1st August 2026 – Present

## SUBJECTS TAUGHT

1. Cost Accounting
2. Strategic Mrketing and IMC
3. Joint Venture , Merger and Acquisition

## RESEARCH INTERESTS

- Societal Interventions
- Digital Marketing
- Climate Change and Unemployment

## PUBLICATIONS

| Journal | | | | |
|---|---|---|---|---|
| **Sl. No.** | **Name of the Journal** | **Date of Publication** | **ISSN No.** | **Title of the Paper \| Page No. \| DOI** |
| 1 | Management Journal For Advanced Research (MJAR) | Volume :05 Issue No.04 August, 2025 | ISSN (Online) 2583-17 47 | Trends and Prospects of Online Shopping in India : A Study Page No.95-100 https://mjar.singhpublication.com/index.php/ojs/article/view/289 |
| 2 | Social Science Journal for Advanced Research (SSJAR) | Volume : 05 Issue No -06 November, 2025 | ISSN (Online) 2583-00 74 | Influence Of Social Media On Travel Behaviour in the Indian Scenario :An Exploratory Study Page No.40-46 https://ssjar.singhpublication.com/index.php/ojs/article/view/340 |
| 3 | International Journal of Engineering and Management Research (IJEMR) | Volume: 15 Issue No. 06 December, 2025 | ISSN (Online) 2250 - 0758 | Student's Perception of Digital Transformation in Higher Education: A Study on Learning, Employability and Adaptability. Page No. 42 - 46 https://ijemr.vandanapublications.com/index.php/j/article/view/18 30 |
| 4 | International Journal of Engineering and Management Research (IJEMR) | Volume: 16 Issue No. 01 February, 2026 | ISSN (Online) 2250 - 0758 | A Study On The Performance of PGI With Reference to West Bengal Page No. 126 - 129 https://ijemr.vandanapublications.com/index.php/j/article/view/18 64/1920 |

| | | | | |
|---|---|---|---|---|
| 5 | Applied Science and Engineering Journal for Advanced Research(ASEJA R) | Volume :05 Issue No. 03 March,2026 | ISSN (Online) 2583-2468 | AI Adoption and Its Influence on Cognitive Engagement and Critical Thinking Among University Students Page No.16-23 https://asejar.singhpublication.com/index.php/ojs/article/view/186 |
| 6 | Management Journal For Advanced Research (MJAR) | Volume : 06 Issue No. 02 April,2026 | ISSN (Online) 2583-1747 | Digital Marketing: A Study on Its Problems and Prospects Page No.15-20 https://mjar.singhpublication.com/index.php/ojs/article/view/298 |
| 7 | Multidisciplinary, Scientific Work and Management Journal (Scopus Indexed) | Vol. 36 Issue 2, June 2026 | ISSN: (ONLINE) 1053-7899 | Wellbeing and Livelihood Dynamics among Local Food Sellers in the Unorganized Sector: A Thematic Analysis https://mswmanagementj.com/index.php/home/article/view/4388 |
| **Book** | | | | |

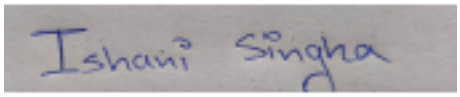
| **Sl. No.** | **Name of the Book** | **Date of Publication** | **ISBN No.** | **Title of the Chapter \| Page No.** |
|---|---|---|---|---|
| 1 | Converging Minds: Commerce, Technology and Sustainability for a New Era | November 05, 2025 | ISBN: 978-1-10586-328-8 | Human-Wildlife Conflict in India: Application of AI for Sustainable Conservation Page No. 163 - 173 Red Shine Publication, London, UK |
| 2 | Community Based Resource Management And Sustainability | April 03,2026 | ISBN: 978-93-90728-92-3 | Pink Booths as a Tool for Achieving SDG 5 :An Exploratory Study Based on Kolkata Page No.479- Vandana Publications,Lucknow,India |

## BOOK EDITED

| Publications Details |
|---|
| **Co-Edited the Book of Abstracts** Titled<br>Collaborative Solutions for Global Change, Integrating Economic Transformation, Society, Environment, Tourism, Sports, Cinema, and IT<br>Singh Publications, Lucknow, India<br>**ISBN No.: 978-81-985435-1-6 \| August 23, 2025** |
| **Co-Edited the Book of Abstracts** Titled<br>Indian Knowledge System:<br>Bridging Traditional Wisdom With Social Sciences For Global Sustainability Vandana Publications, Lucknow, India<br>**ISBN No.: 978-93-90728-93-0 \| March 28, 2026** |
| **Co-Edited the National Level Peer-Reviewed Book** Titled<br>Community-Based Resource Management and Sustainability<br>Vandana Publications, Lucknow, India<br>**ISBN No.: 978-93-90728-92-3\| April 3, 2026** |

## VISION STATEMENT

- To contribute meaningfully to the field of commerce and management through impactful teaching, innovative research, and academic collaboration.
- To empower students with knowledge, critical thinking, and ethical values to become future-ready professionals and responsible citizens.




Signature of the Faculty Member

Date: 30.10.2026