

DR. ISTU ROY

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Personal Details:

- **Father's Name:** Late Subhas Chandra Roy
- **Mother's Name:** Dipa Roy
- **Nationality:** Indian
- **Religion:** Hindu
- **Caste:** General
- **Permanent Address:** Near Burdwan Town School main gate, Court Compound, Purba-Bardhaman – 713101, West Bengal.
- **Present Address:** Flat no 2B, 2nd floor, B Block, City of Joy, Rajarhat Chowmatha, Rajarhat, Kolkata 135.

Academic Qualification:

Name of Examination	Institution	Board / University	Year of passing	Division
Doctor of Philosophy (Ph.D.)	Department of Business Administration	The University of Burdwan	2023	Awarded
Master of Business Administration (Marketing)	Department of Business Administration	The University of Burdwan	2017	I
Master in Arts (History)	Department of History	The University of Burdwan	2013	II
Bachelor in Arts (History)	Burdwan Raj College	The University of Burdwan	2010	II
Higher Secondary	Harisava Girls' High School	West Bengal Board of Higher Secondary Education	2007	I
Secondary	Bidyarthi Bhaban Girls' School	West Bengal Board of Secondary Education	2005	I

Work Experience:

➤ Present:

- Serving as a State Aided College Teacher (SACT) in the Department of Business Administration, Netaji Mahavidyalaya, Arambagh since January 2020.
- Acting as a Resource Person in the Department of Business Administration, The University of Burdwan to deliver lectures on different specialization papers in Marketing Management for the MBA [2nd (Sales and Distribution Management, 3rd (Service Marketing) & 4th (Retail Marketing) Semesters] students.
- Acting as a Resource Person in the Department of Business Administration, The University of Kalyani to deliver lectures on different specialization papers in Marketing Management for the MBA [3rd (Consumer Behaviour) & 4th (Planning and Managing Retail Business) Semesters] students.

- Acting as a Head Examiner in BBA for the UG CBCS 6th Semester Examination, 2024 & 2025.

Past:

- Guest Lecturer in the Department of Business Administration, Netaji Mahavidyalaya, Arambagh from September 2018 to December 2019.

Computer Proficiency:

- Certificate in Information Technology (CITA) from Youth Computers Training Centre, Burdwan.

Special Lecture:

- Delivered special lecture on “Women Entrepreneurship” to the BBA students of St. Xavier’s College, Burdwan on 08.12.2022 under the Faculty Exchange Programme as a part of MOU between St. Xavier’s College, Burdwan and Netaji Mahavidyalaya, Arambagh.

Area of Research Interest: Women Entrepreneurship

Publications:

- Roy, Istu, Roy, Sibabrata, Mukherjee, Abhik Kumar, Dutta, Dev Malya (June, 2023), “Role of trade fairs in empowering womenpreneurs of West Bengal: A case study of Rajyo Sabala Mela of Kolkata”, Business Spectrum, www.iaasouthbengalbranch.org, E-ISSN: 2249-4804, 13[1], pp. 42-54.
- Roy, Istu, Roy, Sibabrata, Mukherjee, Abhik Kumar, Dutta, Dev Malya, “EMPOWERING THE ENTREPRENEUR THROUGH EVERYDAY CRAFT”, Ed. ‘Entrepreneurship Trajectory of Barefoot Entrepreneur to Unicorn’, Banerjee P., Banerjee, S., Regal Publications, New Delhi.
- Roy, Istu, Mukherjee, Abhik Kumar, (July, 2024), “Role of Trade Fairs in Empowering Womenpreneurs of West Bengal: A Case Study of Saras Mela”, Business Spectrum, www.iaasouthbengalbranch.org, E-ISSN: 2249-4804, 15[1], pp. 17-33.

Conference Papers Presented:

- ICSSR sponsored National Seminar on “Contemporary Issues in Accounting and Finance” organized by Department of Commerce, Calcutta Girls’ College, Kolkata-13 in collaboration with Department, Vidyasagar Evening college, Kolkata-06 on 29th to 30th January 2019.
- ICSSR sponsored National Seminar under the theme ‘Azadi Ka Amrit Mahotsav’ held on 19th & 20th January, 2023 at University of Calcutta, Alipore Campus.
- ICSSR sponsored Two-Day National Seminar on “Macro Trade and Economic policy in India An Approach Towards Atmanirbhar Bharat” organized by the Department of Economics, School of Professional Studies (SPS), Netaji Subhas Open University on 28-29 April, 2023 held at NSOU Headquarters, Salt Lake, Kolkata.
- One Day International Seminar on “Issues in Accounting, Finance & Management” held on February 09, 2024 in the University of Kalyani.

Short-Term Course:

Participated in a UGC Sponsored Short-Term Course (STC) in Entrepreneurship Development from 21st February to 27th February 2023 organized by The University of Calcutta.

Workshop Attended:

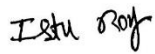
Participated in a Workshop on Research Methodology organized by St. Xavier's College Kolkata.

Extra-Curricular Activities:

- Completed 5th year in vocal classical music from Chandigarh Board in 2008.
- Completed 4th year in Nazrul Geeti from Lucknow Board.
- Orange-II Belt holder in Indo-Kan Karate.

Hobbies:

- Reading self-improvement books
- Travelling and exploring new places.



(ISTU ROY)