

Curriculum Vitae

SHREYASEE DAS

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Designation: Assistant Professor

Department: Department of Commerce

Institution: Netaji Mahavidyalaya, Balidewang Road,
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Academic Qualifications:

Sl. No.	Qualifications	Details
1.	Doctoral	Pursuing PhD in the Department of Commerce, University of Calcutta under the supervision of Dr. Kushal De. (May 2022 and ongoing)
2.	National Eligibility Test (NET)	Awarded NET with Junior Research Fellowship (JRF) on November, 2020, conducted by the University Grants Commission (UGC).
3.	Master of Commerce (M.Com.)	Commerce (Specialization in Accounting and Finance), University of Calcutta, Kolkata. Passing Year: 2020 Attained 1 st Class in M.Com.
4.	Bachelor of Commerce (B.Com. Hons.)	Commerce (Specialization in Accounting and Finance), Sivanath Sastri College, Kolkata, under the University of Calcutta, Kolkata. Passing Year: 2017 Attained 1 st Class in B.Com. (Hons.).
5.	Higher Secondary Examination	Commerce, Carmel High School, Kolkata, under West Bengal Council of Higher Secondary Education (WBCHSE) Passing Year: 2014 Attained 1 st Division in Higher Secondary Examination.
6.	Secondary Examination (Madhyamik Pariksha)	Carmel High School, Kolkata, under West Bengal Board of Secondary Education (WBBSE) Passing Year: 2012 Attained 1 st Division in Secondary Examination.

Specialization: Accounting and Finance

Research Areas: Marketing Strategies, Consumer Behaviour, Telecom Industry

Research Interests: Marketing Mix Strategies, Digital Marketing Strategies, Customer Loyalty, Customer Retention, Emerging Technologies in Telecom Marketing, and Customer Satisfaction.

Publications:

1. “Influence of Marketing Strategies of Telecom Operators on Customers’ Buying Decisions” Co-authored with Dr. Kushal De in *Research Bulletin Vol. 49, Issue 1*, April 2023, pp. 92-108 (ISSN 2230-9241).
2. “Survival in a Competitive Market: A Study on Mobile Telecom Operators in India” Co-authored with Dr. Kushal De in *Saudi Journal of Business and Management Studies Vol. 8, No. 6*, June 2023, pp. 124-131 (eISSN 2415-6671).
<https://doi.org/10.36348/sjbms.2023.v08i06.004>

Presentations:

1. Presented a paper titled “A Survey of the Buying Decisions of Customers Influenced by the Marketing Strategies Adopted by Mobile Telecom Operators” at a **National Conference** on ‘*Contemporary Issues in Accounting, Finance and Management*’, Organized jointly by St. Xavier’s University, Kolkata & Indian Accounting Association, Kolkata Branch on April 29, 2023.
2. Presented a paper titled “Analysing the Impact of Digital Marketing Strategies on Customer Buying Behaviour in the Indian Telecom Industry” at a **National Seminar** on ‘*Digital Accounting and Marketing*’, Organized by Indian Accounting Association-South Bengal Branch & Mahisadal Raj College on December 23, 2023.

Participations:

1. Participated in the **Special Lecture Programme** on ‘*Research Publications and Publication Ethics*’, Organized by Business Spectrum, the Bi-annual Journal of the IAA South Bengal Branch, on March 15, 2023.
2. Participated in the **Faculty Development Program** on ‘*Basic Quantitative Data Analysis Techniques Using IBM SPSS Statistics*’, Organized by TKM Institute of Management, on July 7, 2023.
3. Participated in the **Three Day’s National Workshop** on ‘*Structured Equation Modelling Using AMOS*’, Organized by the School of Management, Swami Vivekananda University, in collaboration with SPSS South Asia, during July 27-29, 2023.

4. Participated in the *Seven Day Workshop* on '*Advanced Regression Analysis*', Organized by the Department of Commerce, Kazi Nazrul University, during July 28-August 3, 2023.
5. Participated in the *3rd International Conference* on '*Business Innovation Practices and Sustainability in the VUCA World*', Organized by St. Xavier's College (Autonomous), Kolkata, in collaboration with the University of Calcutta, India and the Islamic University, Bangladesh, during November 25-26, 2023.

Strengths: Painting, Yoga, Dancing and Listening to Music.