

### Faculty Profile

Faculty Name	Suchandra Bose
Designation	Assistant Professor
Department	BBA
Contact Number	Should not be provided by faculties
Official Mail ID	Suchandra.bose@uem.edu.in
Google Scholar Link	
Research Gate Link:	

#### 1. Projects completed/ongoing: \*Attached ( Ongoing 3, Completed 11)

- a.
- b.
- c.

#### 2. Seminars / conferences attended and presented:

##### Attended & Presented:

SL NO	Organizing Institute	Topic Name	Date	Attended By	Department
1	Adamas University	A Report on India's Current Status on Green Financing- International Conference on Creativity, Innovation, Growth and Sustainability 2023 (AU)	15 Apr, 2023	Suchandra Bose	BBA
2	(Bharat College of Arts and Commerce), Badlapur	Global Transformation Ensuring Sustainability: Opportunities and Challenges	16-17 March, 2023	Suchandra Bose	BBA
3	IEM	3rd International Conference on Innovative Research Practices in Social Sciences (IRPSS-2023)	November 16-18, 2023	Suchandra Bose	BBA
4	AIMS in association with Indian Management Schools	Impact of Demographic Factors over green Investments: Study of Investors in the Urban Region of Hooghly District	5 <sup>th</sup> and 6 <sup>th</sup> July, 2024	Suchandra Bose	BBA

#### 3. Papers/articles/books published:

- a.

##### Published Journal Article:

SL No	Department	Topic of Publication	Authors	Journal Name	Volume	Pages	Status
1	BBA	The Future Scope and Relevance of Green Banking and Green Finance in India	Suchandra Bose	International Journal of humanities, Law and Social Sciences	X		Published
2	BBA	A Study to Explore the Existence of Pink Tax across the world leading to Gender Based Price Discrimination	Suchandra Bose, Joysri Datta	American Journal of Business and Management Research	II	39	Published

#### Published Book Chapter:

SL No	Department	Name of the Book	Authors	Name of Publisher	Status
1.	BBA	Sustainable Marketing and Customer Value, Routledge (Taylor & Francis Group)	Suchandra Bose, Joysri Datta	Taylor and Francis	Published
2	BBA	Sustainability in Marketing Practice: Strategies for Industry 4.0 (Apple Academic Press)	Joysri Datta, Suchandra Bose	AAP	Published
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5.					
6.					

#### Published Conference Paper:

SL No	Topic of Publication	Authors	Conference Name	Status
1.	Scope and Issuance of Green Bonds in India & Abroad (So Far): An Introspection towards the Existing Literature	Suchandra Bose, Joysri Datta	International Conference on Sustainable Marketing Delivering Value 2021 (UEM)	Published
2.	A Study on Growth Prospects on Q Commerce and Its Role Play in eCommerce business in present-Day India	Joysri Datta, Suchandra Bose	International Conference on Sustainable Marketing Delivering Value 2022 (UEM)	Published
3.	A Study to Explore the Existence of Pink Tax across the World leading to Gender-based Price Discrimination	Suchandra Bose, Joysri Datta	International Conference on Advances in Economics and Financial Research 2021 (UEM)	Published
4.				
5.				

#### 4. FDP / RC / OC / Training Program/Workshop:

SI No	Date	Topic	Organized by	Attended by	Department
1.	July 29, 2020	Cloud Computing (FDP)	IEM Learning	Suchandra Bose	BBA
2.	June 08, 2020	Cryptography and Blockchain Basics (FDP)	IEM Learning	Suchandra Bose	BBA
3.	May 2, 2020	Digital Marketing (FDP)	IEM Learning	Suchandra Bose	BBA
4.	October 3, 2020	Financial and Cost Accounting (FDP)	IEM Learning	Suchandra Bose	BBA
5.	November 21, 2022	Career Counselling (FDP)	International Confederation of Worldwide Principals	Suchandra Bose	BBA
6.	Year 2019	Faculty Development Programme (FDP)	University of Engineering and Management, Kolkata	Suchandra Bose	BBA
7.	May 13, 2023	Case Writing I (FDP)	IEM-UEM	Suchandra Bose	BBA
8	January 19, 2024	Recent Trends in Artificial Intelligence and Machine Learning (FDP)	Department of ECE, UEM Kolkata	Suchandra Bose	BBA

#### Workshop:

SI No.	Department	Organizing Institutes	Name	Date	Attended By
1.	BBA	Adamas University	Multivariate Statistical	September 04, 2021	Suchandra Bose

			Techniques in Social Science & Business Research		
2.	BBA	Adamas University	Data Analytics	February 27, 2022	Suchandra Bose

### 5. Preparation of E-learning materials/ Content:

Sl. No.	COURSE NAME	Subject Code	Name Of The Faculty Contributor	Name Of The Faculty Contributor	No. Of Lessons	URL	Paid / Free	Certificate	Published/Draft	Type Of Course (Conventional/Fdp/Bridge Course/Skill Development)

### 6. Acted as resource persons:

1. Kona Kona Shiksha (NISM)- Sessions for students- acted as anchor faculty- organized by Kotak Securities (along with NISM).

### 7. M.Phil.& Ph.D awarded:NO