

ARIJIT SAHA

UGC NET (Management), WBSET (Management)
PhD (Pursuing), MBA (Finance), B.Com (Hons)

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A Brief Overview:

Mr. Saha is currently pursuing PhD from Department of Business Administration, University of Burdwan, he has qualified UGC NET (Management) for Assistant Professorship along with WBSET (Management). He holds an MBA in Finance and B. Com (Hons in Accounting & Finance), both from The University of Burdwan with first class grade in both programs. He is currently working as Assistant Professor in Department of Business Management of Swami Vivekananda University, Barrackpore. Mr. Saha is a research enthusiast and recipient of Best Paper award; his research papers are either published or in process publication in highly reputable International or National Journals.

Work Experience:

Swami Vivekananda University, Barrackpore

Assistant Professor, Department of Business Management

Joining Date – September, 2025

- Assigned to take various finance & management courses of the School of Management, SVU.

Institute of Leadership Entrepreneurship and Development (iLEAD), Kolkata

Assistant Professor, Department of Management

Jan, 2025 to August, 2025

- Assigned to take Various finance & management courses of BBA, BBA (Digital Marketing) and BBA (Entrepreneurship) Program.
- Also assigned to take minor in management courses of other UG departments like BCA, B.Sc (Data Science), B.Sc (Cyber Security), etc.

Saroj Mohan Institute of Technology (Techno-India)

Visiting Faculty, Department of Management

July, 2024 to October 2024

- Assigned to take Finance and Operations courses of MBA program.
- Also assigned to take management courses of BCA program.

Bank Of Baroda, Burdwan, West Bengal

Finance Intern

May, 2023 to July 2023

- Assisted in financial data entry.
- Participated in Internet Banking activation Operations.

Education:

Course/Degree	Institution	Board/University	Year
PhD, Business Administration	The University of Burdwan	The University of Burdwan	Pursuing from May, 2025
26 th WBSET (Management)	West Bengal College Service Commission	—	Dec, 2024
UGC NET (Management) for Assistant Professorship	University Grants Commission	—	June, 2024
MBA (Financial Management)	The University of Burdwan	The University of Burdwan	2022-2024
B.Com (Hons in Accounting & Finance)	Chandernagore College	The University Of Burdwan	2019-2022
Higher Secondary (Commerce)	Bansberia High School	W.B.C.H.S.E	2017-2019

Teaching Areas: Finance, Entrepreneurship & General Management Courses

Software Proficient on:

Microsoft Excel (Advanced), Tally ERP, Power BI, IBM SPSS, SmartPLS, MAXQDA, Mendeley, Zotero and G*Power.

Research Interest:

Entrepreneurship, Circular Entrepreneurship, Behavioral Finance, Corporate Sustainable Reporting, Consumer Behavior, Transport Management.

Journal Articles/Book Chapters

<i>Title of Paper</i>	<i>Name of the Co-authors</i>	<i>Name of the Journal/Book</i>	<i>Vol</i>	<i>Page</i>	<i>Year</i>	<i>ISSN/ISBN</i>	<i>Indexing</i>	<i>DOI</i>
Factors Influencing the Adoption Intention of Electric Vehicles (EVs) in Eastern India: A Study from Students' Perspective	Dr. Abhik Kumar Mukherjee	Journal of Electrical Systems	20 No. 3	8873 - 8883	2024	1112-5209	Scopus, Web of Science	10.52783/jes.8284
Sustainability Reporting Practices of Select Indian Two-Wheeler Companies	Dr. Abhik Kumar Mukherjee, Aakash Dhara	Artha E-Journal of FRTL @ IIM Calcutta	12 No. 1	34-43	2025	NIL	NIL	NIL
Comparative Study of Financial Planning Habits among Students and Salaried-Employed Individuals in Kolkata	Nirjhar Ghanti	Management Journal for Advanced Research	5 No. 4	NIL	2025	2583-1747	Zendo, WorldCat	10.5281/zenodo.17010747
Work-from-Home and Its Impact on Employee Performance	Sayantani Mondal	The Academic, International Journal of Multidisciplinary Research	3 No. 9	305-324	2025	2583-973X	NIL	https://doi.org/10.5281/zenodo.17314553
Impact of Self-Help Group Model on Women Empowerment: A Survey Based Study on Nadia District	Soumik Choudhury, Dilip Barman	Prabandhan Darpan - Journal of Management Studies	1 No. 2	30-36	2025	3107-5983	NIL	NIL
Social Media for Sustainability Awareness	NIL	Social Media Dynamics in Digital Era			2025	978-93-5525-464-1	NIL	NIL
Ceo's traits and company's environmental and sustainability disclosures: a bibliometric review	Madhumita Das, Dr. Abhik Kumar Mukherjee	New Frontiers in Commerce and Management Studies	1 No. 1	194-201	2026	978-81-995869-9-4	NIL	NIL

Paper Presentations & Conferences Attended

<i>Conference/Seminar/ Webinar</i>	<i>Organizers</i>	<i>Title of Paper presented</i>	<i>Co-Author</i>	<i>Year</i>
46 th All India Accounting Conference & International Seminar on Accounting Education & Research	Indian Accounting Association, South Bengal Branch	Corporate sustainability reporting practices: A study of selected Indian two-wheeler Companies	Dr. Abhik Kumar Mukherjee	2024
2nd INTERNATIONAL CONFERENCE on	SOIL School of Business Design (SSOBD)	Factors influencing the adoption intention of Electric Vehicles (EVs) in Eastern	Dr. Abhik Kumar Mukherjee	2024

Emerging Management Trends & Innovative Approaches for Sustainable Development: Embracing Design Thinking Solutions (IC-SOBD-24)		India: A study from students' perspective		
International Conference of Intellectual Property Rights, Law & Practice in the age of Digital Transformation	iLEAD, Kolkata	Awareness and Perception of Local Geographical Indication (GI) Tagged products in West Bengal: A study of Sitabhog and Mihidana of Bardhaman	Aakash Dhara, Dr. Abhik Kumar Mukherjee	2025
National Conference on Emerging Issues on Accounting, Finance & Management	St. Xavier's University, Kolkata, in collaboration with the Indian Accounting Association .	CEO's traits and Company's Environmental and Sustainability disclosures: A Bibliometric review	Madhumita Das, Dr. Abhik Kumar Mukherjee	2025
47th All India Accounting Conference	Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed-to-be University), Udaipur in collaboration with Indian Accounting Association	Acceptance of AI amongst students of accountancy course: An exploratory study of select university students of West Bengal	Ashique Parveg, Dr. Abhik Kumar Mukherjee. Tonoy Dey	2025
47th All India Accounting Conference	Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed-to-be University), Udaipur in collaboration with Indian Accounting Association	Impact of CEO behaviour on ESG reporting: An exploration of select BSE Greenex listed firms	Dr. Abhik Kumar Mukherjee, Tonoy Dey, Dr. Siuli Mukherjee	2025
International Conference on 'Transforming Business, Economy and Society'	Xavier's Business School, Kolkata	Awareness and perception of local Geographical Indicator (GI) tagged products in West Bengal: A study of Sitabhog and Mihidana of Bardhaman	Aakash Dhara, Dr. Abhik Kumar Mukherjee	2025
Management Doctoral Research Colloquium (MDRC 2025)	Department of Management Studies (DoMS), National Institute of Technology Durgapur	Microfinance, a tool for Rural Market Expansion; A study on select states of India	Dr. Archita Chatterjee, Dr. Abhik Kumar Mukherjee, Abhrajit Saha	2025
ICGSEO-2025	School of Management, Swami Vivekananda University	Acceptance of AI amongst students of accountancy course: An exploratory study of select university students of West Bengal	Ashique Parveg, Dr. Abhik Kumar Mukherjee. Tonoy Dey	2026
Next-Generation GST Reforms and India's Economic & Social Transformation"	The Institute of Cost Accountants of India (ICMAI) and Swami Vivekananda University (SVU)	GST's impact on the two-wheeler market of India: A pre-GST 2.0 Study	Dr. Abhik Kumar Mukherjee	2026
2026 International Conference on Electronic Systems and Artificial Intelligence Applications (ICESAIA-2026),	IEEE	Nonlinear Dynamic Volatility Transmission: Evidence from Rolling Transfer Entropy	NIL	2026

Name of Issuing Organization	Certification Name
Google	- Fundamentals of Digital Marketing
Simplilearn	- Introduction to Generative AI studio
Internshala	- Tally - Financial Modeling and Valuation
Udemy	- Excel from Beginner to Advanced
West Bengal State Council of Technical & Vocational Education and Skill Development	- Certificate Course In Office Programme

Webinar/Workshop/FDP attended:

- **Centre for Data Analytics and Research**, Topic: A Two- Day National Level Online Workshop on Methodological Advances in Behavioural Sciences, Date: 12th October 2024.
- **Research Graduate**, Topic: Webinar on Effective Editing and Proofreading Techniques for Researchers, Date: 27th October 2024.
- **Innova World Research Centre**, Topic: Two-week Faculty Development Program on "Effective Research and Proposal Writing Strategies" from 9th December - 21st December, 2024.
- **Pune Institute of Business Management**, Topic: Virtual Research Development Program 2025 on - “Research Methodologies & Ethics in Research”, from 20th to 24th January, 2025.
- **Institute of Leadership, Entrepreneurship and Development**, Topic: FDP on Modern Pedagogy and NEP 2020 on 13th of March
- **ServiceSetu Academics**, Topic: Two days online workshop on: Master the Literature Review & Bibliometric Analysis on 31 May to 01 June 2025
- **Amity University**, Topic: 5 day FDP on Contemporary Issues in Economics, 21 to 25th July 2025.
- **Amity University**: 3 day workshop on “Digital Resilience: Securing Technology, People and Well-being in the Finance and Marketing Ecosystem”, 2025.
- **The University of Burdwan and UGC**: NEP 2020 Orientation & Sensitization Programme - 14 under the Malaviya Mission Teacher Training Programme (MM-TTP), 2026.
- **NISM, Navi Mumbai**: Topic: 5-Day Faculty Development Program on “Empowering Educators by Building their Expertise in Securities Markets,” held from 18th to 22nd May 2026

Professional Memberships:

- Life Member of the Indian Accounting Association.
- Alumni Member of the Department of Business Administration, The University of Burdwan.

Achievements and Awards :

- Won the **Best Paper Award** at 2nd INTERNATIONAL CONFERENCE On Emerging Management Trends & Innovative Approaches for Sustainable Development: Embracing Design Thinking Solutions (IC-SOBD-24) and won a cash prize of ₹5000
- **Won Best Paper Award** at International Conference of Intellectual Property Rights, Law & Practice in the age of Digital Transformation, Organised by iLEAD, Kolkata.

Additional Responsibilities

- Paper setter of MAKAUT and SVU
- Developed Syllabus for MAKAUT (Financial Management for BBA Entrepreneurship Semester 5) and SVU

Personal Information:

Interests: Playing Football, Watching Thriller Movies and Watching Anime.

Languages Known: English, Bengali, Hindi

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