



Name: MRS. BARSHA GHOSH

Designation: Assistant Professor

Qualifications: Ph.D (Pursuing); MBA (Finance & Marketing); M.Com

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Educational Qualification

- Ph.D (Pursuing) from the Department of Business Administration, the University of Burdwan.
- MBA with dual specialization in Finance and Marketing from The Department of Business Administration, The University of Burdwan.
- M.Com from the Department of Commerce, the University of Burdwan.
- B.Com from the Department of Commerce, Burdwan Raj College, The University of Burdwan

Professional Qualification

- Masters in Painting from Bharat Kala Kendra

Areas of specialization

- Family Business Management.
- Behavioural Finance
- Accounting and Marketing

Teaching Experiences

- Assistant Professor at St. Xavier's College, Burdwan from 2021 till date.
- Guest lecturer at St. Xavier's College, Burdwan from 2016 till 2021.
- Guest Lecturer at Burdwan Raj College from 2017 till 2021.

Paper presented in Workshops, Seminars and Webinars

- IPR Awareness and management among family businesses and entrepreneurial ventures in the rice industry: a case study in Burdwan, organized by Netaji Subhas Open University (NSOU), Kolkata, West Bengal, India from 26th - 27th July' 24.
- Family Business Management: A case study on Vishal Enterprises, a family owned business in Burdwan town, West Bengal, organized by Faculty of management studies, Jamia Mallia Islamia, Okhla, New Delhi on 20th Sept' 23.

Workshops/ Seminar/ Conferences/ Training Programmes/FDP participated in

- Upgrade your curriculum in Humanities and Social Sciences, organized by Taylor and Francis Group on 18th July' 25.
- Upgrade your curriculum in STEM (Science, Technology, Engineering and Mathematics), organized by Taylor and Francis Group on 17th July' 25.
- Jheasa workshop for North- Zone IQAC Coordinators, organized by St. Xavier's College(Autonomous), Kolkata from 29th Nov' to 1st Dec' 24.
- NEP 2020 Orientation & Sensitization Programme-13, organized by Malaviya Mission Scheme Teacher's Training Programme from 12th Sept' 24 to 24th Sept' 24.

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- Qualitative Data Analysis using NVIVO, organized by Meerashpa learning solutions from 12th to 14th Feb' 24.
 - Curriculum design and development in higher education, organized by St. Francis De Sales College from 22nd to 27th May' 23.
 - Qualitative research methods using NVIVO and MAXQDA, organized by Koach Scholar from 11th to 17th May' 23.
 - Preparing a Manuscript for journal, organized by Mo Gaon Siksha Parisad on 8th May' 2022.
 - Integrating Theory in research and questionnaire structuring and validation, organized by Koach Scholar from 18th to 22nd sept' 21.
 - Empowering Educators, organized by The Institute of Company Secretaries of India on 10th Sept' 21.
 - Digital Marketing in covid era, organized by ABS academy of science, technology and management, Durgapur on 29th May' 21.
 - Moratorium on loan Repayment: Effects on financial institution, organized by St. Xavier's College, Kolkata on 29th August' 2020.
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