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### ***Biographical Sketch***

He is an Assistant Professor in the Department of Commerce and Management in St. Xavier's University, Kolkata. He completed his masters from St. Xavier's College (Autonomous), Kolkata with specialisation in Accounting and Finance under University of Calcutta. Subsequently, he cleared National Eligibility Test (NET) in Commerce in November 2017 and WB-SET in April 2018.

### ***Areas of Specialisation and Research***

His area of specialisation is Accounting & Finance and research interest lies in the field of Capital Market, Macro Economics, Insurance and automobile sector and Behavioural Finance.

### ***Teaching Experience***

Worked for three years as a full time Assistant Professor in the Department of Commerce, J.D. Birla Institute, Kolkata, affiliated to Jadavpur University (July 2016- July 2019).

### ***Publications***

#### **Article published in Books:**

- (April 2018) **"A Study on Financial Futures"** National Seminar on Sustainable Innovation in Business and Commerce, organised by Department of Commerce, J.D.Birla Institute with **ISBN Print: 978-93-5311-272-1**.
- (September 2017) **"Factors Affecting Consumer Buying Behaviour of Health Insurance: A Study with Respect to Kolkata"** National Conference on Dynamics of Global Business Environment: Issues and Challenges, organised by Department of Commerce, J.D.Birla Institute with **ISBN: 978-93-5268-711-4**.

#### **Article published in Peer-reviewed journals**

- **(2020) "Impact of Influencer Marketing on Millennials: A study on Fashion Industry"**, Journal of Xi'an University of Architecture & Technology, pp: 1152-1170, **ISSN-1006-7930**.
- **(2020) "Indian Multiplex Market: The Growth of Inox Leisure"**, International Journal of Grid and Distributed Computing. Vol. 13 No. 1s, pp. 298-308, **ISSN- 2005-4262**.

- (2019) **“A Comparative analysis of priority and Non-priority sector NPAs of Indian Public and Private sector Bank”**, Think India Journal (Multi-Disciplinary), pg: 13391-13407, ISSN-0971-1260.
- (2018) **“Share Price Behaviour around Stock Buyback: A Study With Respect To India after the Financial Meltdown Of 2008-2009”**, International Journal of Exclusive Management Research, Pg: 94-99, ISSN Print 2249-8672 and online ISSN 2249-2585.