



Name: Dr. Indrila Deb

Designation: Assistant Professor (On Contract)

Qualifications: Ph.D., M. Com (1<sup>st</sup> Class), CS Executive (Qualified)

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### Biographical Sketch

Dr. Indrila Deb began her academic career with **St. Xavier's University, Kolkata**, joining the **Department of Commerce and Management** on **1st July 2022**. Prior to this, she was associated with the Indian Institute of Management, Calcutta as a Trainee Teaching Associate, where she gained valuable academic and research experience.

She pursued her **Bachelor of Commerce (Honours)** from St. Xavier's College, Kolkata (2012–2015), followed by a **Master of Commerce with specialization in Accounting and Finance** from Goenka College of Commerce and Business Administration (2016–2018). In addition, she successfully cleared both **Modules I & II of the CS Executive Programme (ICSI)** in her first attempt during 2017–2018.

In 2019, Dr. Deb qualified the **UGC NET Examination** conducted by the National Testing Agency (NTA), making her eligible for the post of Assistant Professor. She subsequently pursued her doctoral studies and has recently completed her **Ph.D. in Commerce from St. Xavier's University, Kolkata (2025)**. With a strong background in commerce, finance, and management, Dr. Deb has consistently demonstrated a commitment to academic excellence, research, and student development. Dr. Indrila Deb has been the recipient of several prestigious awards and recognitions. She was honored with the **Nari Ratna Iconic Award 2025 (Season 2) as Best Teacher of 2025**, powered by *Divya Planet Magazine*, on 14th April 2025. In the same year, she received the **Mahatma Gandhi Nation Pride Award** for her contribution as a researcher, powered by the **Welfred Foundation** and recognized by the Ministry of Corporate Affairs, NITI Aayog, Delhi NCT, MSME, and ISBN, Government of India. Earlier, in 2012, she was awarded a **Scholarship from the Government of West Bengal (WBCHSE)** for her academic excellence.

### Areas of Specialization and Research

Dr. Indrila Deb's area of specialization lies in Accounting and Finance. Her research interests span across a wide spectrum of contemporary and interdisciplinary domains including Behavioral Finance, Corporate Social Responsibility, Financial Statement Analysis and Financial Reporting, IFRS,

Innovation Management, Technology Management, Green Marketing, Brand Management, Artificial Intelligence and its Impact on the Education Sector, Taxation, Auditing and Corporate Governance, Banking, Marketing Management, Corporate Financial Reporting and Analysis, Entrepreneurship Development, International Trade and Commerce, Mergers, Acquisitions and Corporate Restructuring, Financial Institutions, Markets and Financial Services, Banking and Insurance, as well as Direct Taxation. In addition to her academic journey, Dr. Indrila Deb has also pursued several international online certification courses to strengthen her expertise in contemporary domains. She successfully completed a certification in **“Behavioral Finance” from Duke University**, followed by a course on **“Innovation Management” from the Rotterdam School of Management, Erasmus University, Netherlands**. She has further enhanced her academic portfolio by completing a certification on **“Brand Management: Aligning Business, Brands & Behavior” from the London Business School, University of London**.

#### **FDP/ Workshop /Seminars/ Conference Attended**

Dr. Indrila Deb has actively presented her research in reputed academic forums, including the International Conference organized by LCERI, St. Xavier’s University, Kolkata (March 2023), the 3rd Doctoral Colloquium, St. Xavier’s University (October 2021), and the 1st Virtual National Conference on “Progressive India: Corporates and the Pandemic” (August 2021).

She has participated in several workshops and training programmes such as Dashboard Using Power BI (Army Institute of Management, 2025), Data Visualization using Power BI (St. Xavier’s University, 2025), AI Tools for Research and Teaching (St. Xavier’s College, Palayamkottai, 2025), Scholarly Publication and Referencing Techniques (Swami Vivekananda University, 2024), Structural Equation Modelling using SMART PLS (2024), SPSS Data Analysis (2023), and Research Paper Writing (EBS, New Delhi, 2022), among others.

In addition, she has successfully completed several Faculty Development Programmes (FDPs), including Empowering Educators for a Holistic Future (2025), International FDP on Ethics and Values for Teaching Professionals (2024), National FDP on Intellectual Property Rights (A+ Grade, 2024), Advanced Scales Development & SEM using SMART PLS 4.0 (2024), NEP 2020 Orientation & Sensitization Programme (UGC-MM-TTP, 2024), Capacity Building in Academic Research Writing (IGNTU, 2024), International FDP on Ethics Model of Excellence Framework (2024), and Behavioural Finance (MAKAUT & Swami Vivekananda University, 2023).

#### **Publications - Peer Reviewed**

### Book Chapters:

1. Deb, Indrila, & Shaw, Saurav. (2023). Good governance structure: A study on initiatives undertaken and challenges addressed in India. In Saurav Kumar Das & Soumen Chatterjee (Eds.), *Digital transformation in emerging business environment* (pp. 124-139). Red'shine Publication Pvt Ltd.
2. Deb, Indrila. (2023). A comprehensive study on performance analysis of selected equity- oriented mutual fund schemes covered under HDFC mutual fund. In Jyotirmoy Koley & Susanta Kanrar (Eds.), *Emerging issues in Accounting, Finance, Business, Management & Economics* (pp. 64-76). Taurean Publications.

### Articles:

1. Deb, Indrila. (2025). Analysing the Growth Trajectory and Performance Efficiency of Mutual Funds in India. *IOSR Journal of Business and Management*. 27(6), 50-59.
2. Deb, Indrila. & Mitra, Anupam. (2025). ANALYSING THE IMPACT OF OVERCONFIDENCE BIAS, HERDING BIAS, AND LOSS AVERSION BIAS ON INVESTMENT DECISIONS: A SUBSTANTIATION FROM MUTUAL FUND INVESTORS OF KOLKATA REGION. *IILM Journal of Management*, 1(2), 1-15.
3. Deb, Indrila. (2024). A Study on Growth and Performance of Selected Mutual Fund Industry and Investors' Preference Towards Mutual Funds in Comparison to different investment avenues in India. *IOSR Journal of Economics and Finance [ IOSR-JEF]*, 15(3), 28-34. <https://doi.org/10.9790/5933-1503022834>
4. Deb, Indrila. (2024). Comprehensive Study on Performance Analysis of Selected Mutual Funds Schemes covered under HDFC (Private Sector) Mutual Funds over last 10 years. *IOSR Journal of Business and Management [IOSR-JBM]*, 26(3),62-71. <https://doi.org/10.9790/487X-2603056271>
5. Deb, Indrila. (2023). A study on recent changes in GST laws as per union budget 2023. *IOSR Journal of Business and Management [IOSR-JBM]*, 25(9), 37-40. <https://doi.org/10.9790/487X-2509023740>
6. Deb, Indrila. (2023). Biomedical Waste Management- A Consorious Approach. *Indian Journal of Applied Research*, 13(6), 1-2. <https://doi.org/10.36106/ijar>
7. Deb, Indrila. (2022). Marketing in the world of Green: Initiative in Indian Context. *Indian Journal of Applied Research*, 12(12), 1–3. <https://doi.org/10.36106/ijar>
8. DEB, I. (2022). “Corporate Social Responsibility and Sustainable Development Initiatives -A Case study on Top 3 Steel Industries of India.” *IOSR Journal of Business*

*and Management (IOSR-JBM)*, 24(12), 40–47.<https://doi.org/10.9790/487X-241201414>.