



Name: Dr. Payel Mazumder

Designation: Assistant Professor

Qualifications: M.A., Ph.D.

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Biographical Sketch

- **Did graduation from Gokhale Memorial Girls' College in 2008.**
- **Did post-graduation from Rajabazar Science College Campus, University of Calcutta, 2010. Ranked 8th.**
- **Qualified NET for lectureship in June, 2012.**
- **Completed Ph.D. In Consumer Behaviour in 2018.**
- **Have presented research paper in national conferences.**

Areas of Specialisation and Research

- **Area of Specialization: Industrial and Organizational Psychology**
- **Area of Interest: Consumer Behaviour, Self-Psychology, social media and its impact, Selfie craze, Dark Triad of Human Personality, Media and Psychology, Political Psychology**

Teaching Experience

- **Taught In Gokhale Memorial Girls' College From 2011-2012**
- **Have taken classes at P.G. level while serving as a University Research Fellow in University of Calcutta (2015-2017)**

Administrative Responsibility

- **Served in media as a professional for almost 8 years 11 months.**
- **Served in ANANDABAZAR PATRIKA, RADIO MIRCHI, TV9, ABP Live & EI SAMAY PATRIKA**

Article published in Peer-reviewed journals

1. (2011) **“Occupational Stress and General Life Satisfaction of male and female employees in Govt. Sector”**, Indian Journal of Health & Well Being, (Payel Mazumder & Dr. Indrani Mukherjee), Vol. 2 (1), Pp. 94-99, **Print ISSN: 2229-5356**
2. (2014) **“Coping Strategies and General Life Satisfaction of officers in Govt. Sector”**, Indian Journal of Community Psychology, (Dr. Indrani Mukherjee & Payel Mazumder), Vol. 10 (1), Pp. 67-72, **Print ISSN: 0974-2719**
3. (2016) **“Taking Selfies: Is It a Life Skill or Not? Its Challenges”**, Journal of Innovative Research and Solutions, (Payel Mazumder & Dr. Indrani Mukherjee), Vol. 2 (2), Pp. 69-77, **Print ISSN: 2320-1932**
4. (2016) **“Impact of Some Demographic Features on Consumer’s Buying Impulsiveness”**, EPRA International Journal of Economic and Business Review, (Payel Mazumder & Dr. Indrani Mukherjee), Vol. 4 (9), Pp. 203-208, **Print ISSN: 2349-0187 Online ISSN: 2347-9671**
5. (2016) **“Selfie Craze: Solely Narcissism or Excorporation Also?”**, EPRA International Journal of Economic and Business Review, (Payel Mazumder), Vol. 4 (2), Pp. 33-37, **Print ISSN: 2349-0187 Online ISSN: 2347-9671**
6. (2017) **“The Relation Between Some Psychological Variables and Buying Impulsiveness”**, Journal of Innovative Research and Solutions, (Payel Mazumder & Dr. Indrani Mukherjee), Vol. 3 (1), Pp. 1-10, **Print ISSN: 2320-1932**
7. (2018) **“Buying Impulsiveness in Female Central Govt. Officers”**, Indian Journal of Community Psychology, (Payel Mazumder & Dr. Indrani Mukherjee), Vol. 14 (1), Pp. 44-53, **Print ISSN: 0974-2719**