



Sivanath Sastri College

23/49 Gariahat Road, Kolkata 700029, WB, INDIA

FACULTY PROFILE

Name	Dr. SUSHMITA SAHA
Designation	State Aided College Teacher-I (Commerce)
Qualifications	M.Com. (C.U.), M.Phil.(C.U.) and Ph.D. (Commerce) (C.U.)
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Awards & Fellowship	Awarded Doctor of Philosophy (Ph.D.) in Commerce under University of Calcutta on 29 th July 2022
Areas of Interest	Management, Strategic Management, Organizational Behaviour, Human Resource Management, Marketing Management, Green Advertising, Entrepreneurship, Business Ethics, Corporate Social Responsibility, Sustainability Reporting, Business and Environment, Corporate Governance, Corporate Fraud, Auditing, Financial Management Financial Reporting and Financial Statement Analysis, Forensic Auditing and Reporting and Information Technology and its Applications.
Invited Lectures	Visited City College of Commerce and Business on 12 th September 2016 and Delivered Lectures on Principles of Management and Business Communication to B.Com. Part-I (Hons.)under Faculty Exchange Programme.
Publications	<ol style="list-style-type: none">1. Chapter: <i>"The Impacts of Global Warming-The threats to Environmental Sustainability and its Mankind Due to Industrialization"</i> in the book, Mapping Social Issues in India: Causes and Measures; by HSRA Publications; ISBN: 978-93-5506-090-7; in 20212. Chapter: <i>"Corporate Social Responsibility- the perspective of Greenwashing Environmental Communications: A Case Study on Coca Cola Company"</i> in the book, Environmental Education in India-through the ages by Jayanta Mete Subhankar Ghosh; published by New Delhi Publishers; ISBN: 978-93-85503-68-9; in 20173. A Chapter <i>"Corporate Social Responsibility- the Perspective of Greenwashing Environmental Communications: A Case Study on Coca Cola Company"</i> in the Journal of Educational Thoughts, Multi-disciplinary Peer Reviewed Journal; Vol. 3 No. 2, December 2016; ISSN: 2348-17144. Chapter: <i>" Environmental Sustainability Reporting-shift towards Greenwashing Practice: A Case Study on ITC Hotels"</i> in J-Reader, a multidisciplinary, multilingual peer reviewed journal; in September,

	<p>2016; ISSN 2395-0439</p> <p>5. <i>“Green Advertising: The Perspective of Confusing Environmental Claims On Consumer’s Buying Behaviour”</i> in SNSC Journal of Accounting and Finance, Department of Commerce; Published by SivanathSastri College; in 2017-2018</p> <p>6. <i>“The Story of GreenWashing; Masking of Environmental Communication and Corporate Accountability”</i>; in SNSC Journal of Accounting and Finance, Department of Commerce; Published by SivanathSastri College; in 2015</p>
<p>Experience</p>	<p>Associated with the Department of Commerce, SivanathSastri College since August, 2008</p>