



RAMMOHAN COLLEGE

FACULTY ACADEMIC PROFILE



Name: **SRI SAYAN BASU**

Department: **COMMERCE**

Email: **basusayan19@gmail.com**

Academic background: **M.COM, M. PHIL, MBA, PGD(FM)**

Positions: **STATE AIDED COLLEGE TEACHER**

Awards/ Honours: **2**

SL NO	TITLE OF THE PAPER	DETAILS
1.	Transformation of Chalk-talk to E-talk to combat Covid19 – A Study on teachers' perception	Presented the paper in Management Doctoral Colloquium, organized by Department of Management, School of Business and Economics, Adamas University (Received Best Paper Award)
2.	Celebrity Endorsements – An Empirical Insight into Consumer's Perception in this Covid-19 Pandemic Situation	Presented the paper in an International Online Conference on "Socio, Economic and Environmental Impact of Covid 19 – Issues and Challenges, Organized by Indian Academic Researchers' Association (IARA), during 27 th -31 st July 2020 (Received Best Paper Award)

Research interest: **INFRASTRUCTURE FINANCING, CELEBRITY**

ENDORSEMENTS, FINANCIAL LITERACY, DISTRESS ANALYSIS, FINANCIAL

PERFORMANCES OF COMPANIES, MERGER & ACQUISITIONS & GST

Selected publications: **20**