

Curriculum Vitae



1. **Name in full:** Ms. Pritha Ghosh
2. **Father's name:** Mr. Panchu Gopal Ghosh
3. **Date and Place of Birth:** 11.05.1986 and Kolkata, West Bengal
4. **Nationality / Community / Caste:** Indian / Bengali/ Kshatriya
5. **Mailing Address:** 357/1/3 Prince Anwar Shah Road Kolkata 700068
6. **Phone-** a) **Mobile:** +919831507880 b) **Res:** NA
7. **Email:** gpritha3@gmail.com
8. **Gender:** Female
9. **Marital status:** Married
10. **Languages known:** Speak English, Bengali, and Hindi. Write in English and Bengali.
11. a) **Aadhaar card number:** 819769304324.
b) **Pan card number:** EDJPG9861F
12. **Educational Qualifications recognized by AIU/UGC/any other statutory body or parity (in reverse chronological order):**

Sl. No.	Examination passed	Name of the Institute	Degree	Branch Specialization	% of Marks/grades secured	Year of award of the degree	Part-time/Full-time
1	Ph.D./Equivalent	University of Engineering and Management, Kolkata	Ph.D.	Management	Thesis submitted	2024	Part-time
2	Post-Graduation	Alliance School of Business, Alliance University	MBA	Finance	77.5% (aggregate of all semesters)	2014	Full time
3	Post-Graduation	Vellore Institute of Technology, Vellore, Tamil Nadu	M.Tech.	Biotechnology	77.2% (aggregate of all semesters)	2012	Full time
4	Graduation	Dr. D. Y. Patil College of Biotechnology and Bioinformatics, Pune, Maharashtra	B. Tech.	Biotechnology	68.15% (aggregate of all semesters)	2010	Full time
5	S. Sc.	Our Lady Queen of The Missions School, Kolkata, West Bengal	ISC	Science	77.67% (aggregate)	2004	Full time
6	H. Sc.	Our Lady Queen of The Missions School, Kolkata, West Bengal	ICSE	General	74.83% (aggregate)	2002	Full time

13. **Short-term courses attended, if any:**
Certified from NIIT in Microsoft, Excel, Tally, and GST

14. **Full-time Work Experience (in reverse chronological order)**

Sl. No.	Name & Address of the Employer	Position	The scale of pay & Basic pay	Duration (Year & Month)		Reason for leaving	
				From	To		
1	Intech Safety Private Limited. & House, 6th Floor, Ravi Auto, 103, Park St, Mullick Bazar, Taltala, Kolkata, West Bengal 700016	Senior Manager	Upto 125000 INR & 65,000 INR	7 January 2015	Present	~10 years	For career Growth with better opportunities.

Current roles and responsibilities

- The primary fundamental roles are Plan, implement, and execute safety management programs
- Observe, audit, and monitor safety on job sites, including personnel, equipment, and materials
- Conduct audits, inspections, and performance reviews to ensure compliance
- Providing guidance to the project management team regarding health and safety issues and ensuring the site complies with all industry, local, state, and federal guidelines
- Evaluation and analysis of previous injury reports based on available data
- Manage and lead inquiries on accidents and injuries
- Research changes in environmental regulations and policies to ensure compliance
- Conduct training sessions for employees to prevent workplace accidents
- Prepare webinars and meetings to create awareness of health and safety practices
- Identify safety issues, propose solutions, and provide recommendations
- Ensure that all employees work by the internal policies and procedures, contract documents, and good engineering practices
- Make sure that notification, investigation, and case management of project site injuries and incidents are in collaboration with management
- Assessment of health and safety practices and procedures for risk assessment and adherence to legal requirements
- Maintain employee compliance with safety laws and policies
- Ensure a safe work environment by overseeing the inspection and maintenance of equipment
- Implementing new employee onboarding processes focused on safety and health management.
- Conduct regular reviews and update procedures to keep abreast of current operations and comply with regulations.
- Maintain a proper record of workers' compensation claims in case of accidents.

Publications

A. Published Research Papers in Journal

1. Sridharan, T. B., Mathew, A. J., Kapoor, A., Srivastava, A., Shrivastava, G., Pujari, I., Das, I., Karthikeyan, M., Chotani, N., Ghosh, P., Vickram, A. S., Rajeswari, D., Pathy, R., Kumar, V., & Jayaraman, G. (2011). Molecular level study to understand the difference in response of Escherichia coli against expired/non-expired drugs. Journal of Pharmacy Research, 4(11),4157-4160

2. Ghosh, P., Devi, G.P., Priya, R., Amrita, A., Sivaramakrishna, A., Babu, S., Siva, R. (2013). Spectroscopic and in silico evaluation of interaction of DNA with six anthraquinone derivatives. *Applied Biochemistry and Biotechnology*, 170(5), 1127–1137. <https://doi.org/10.1007/s12010-013-0259-2> (ISSN: 0975024X, Scopus-Indexed, SCI, Impact factor 3).
3. Ghosh, P. (2020). Post-mortem of the Kerala floods 2018 tragedy. *American Journal of Business and Management Research*, 1(1), 46-60.
4. Ghosh, P. (2020). GST in Play Alters the Taxation Rules for the Indian Business Game. *American Journal of Business and Management Research*, 1(2), 51-72.
5. Mazumder, R., Ghosh, P., & Mukherjee, S. (2021). Factors Influencing Customers' Attitude and Purchase Intention of Private Label Brands and National Brands of Men's Apparel: A Structural Equation Modeling Approach. *Interdisciplinary Research in Technology and Management*, 244-248
6. Ghosh, P., Saha, S., Sanyal, S. N., & Mukherjee, S. (2021). Positioning of private label brands of men's apparel against national brands. *Journal of Marketing Analytics*, 9, 210–227. <https://doi.org/10.1057/s41270-020-00091-7> (ISSN: 20503318, 20503326, Scopus-indexed, SCI and ABDC C-category Journal, Impact factor 4.244)
7. Ghosh P., Mazumder, R., & Chakrabarti, S. (2023). Strategic Managerial Shift at Retail Stores to Boost Positivity Among Employees in Post-Pandemic Scenario. *Purushartha*, 16(1), 22- 42. (Scopus-Indexed, SCI, Impact factor 0.077).

My h-index is 2 (Google Scholar).

My Google Scholar link is <https://g.co/kgs/uggwsKe>

My Scopus ID is <https://www.scopus.com/authid/detail.uri?authorId=58705205600>

B. Publication in Book Chapter

1. Ghosh, P. (2020). GST in play alters the taxation rules for the Indian business game. *American journal of business and management research*. ISSN Number(Online) - 2691-5103.
2. Ghosh, P., & Mazumder, R. (2023). What's weighing on consumer spending in the fear of Covid-19: A grounded theory approach. In P. Kotler, S. Roy, S. Chakraborti, D. Saha, R. Mazumder (Eds.), *Perspectives in Marketing, Innovation and Strategy*. Routledge. DOI: 10.4324/9781003434467-10
3. Ghosh, P., & Mazumder, R. (2023). Customers' Attitudes to Using Artificial Intelligence–Enabled Applications for Internet-Based Home Services in their Daily Lives. *Perspectives in Sustainable Management Practices*. Routledge India, 219-228.

C. Conferences Attended and Paper Presented

1. Ghosh, P., Mukherjee, S., & Sanyal, S. N. (2017). Positioning of Private Label Brands of Men's Apparel Against National Brands: An Exploratory Perceptual Study. *International Marketing Conference MARCON – 2017*, conducted by International Management Institute, Kolkata, on 18-19 December 2017
2. Shamindra, S. N., Mukherjee, S., & Ghosh, P. (2019). Applying grounded theory to explore change in Indian customers' attitude towards emerging private label brands and sustaining National brands. *Disruptive Change & Organization Development* conducted by the Institute of Engineering and Management, Kolkata, scheduled on September 6 & 7, 2019
3. Mazumder, R., Mukherjee, S., & Ghosh, P. (2020). Customers' attitude and purchase intention towards private label brands and national brands of men's apparel. *Business Resilience in The Post COVID-19 World Role of Integrated Management*, conducted by Globsyn Business School, Kolkata, scheduled on December 11-12, 2020
4. Ghosh, P., & Mazumder, R. (2021). What's weighing on consumer spending in the fear of COVID-19: a grounded Theory approach. *Innovative Research Practices in Social Sciences (IRPSS-2021)*, conducted by the Institute of Engineering and Management, Kolkata, scheduled on December 10, 11 & 12, 2021, in association with the Indian Economic Association, Indian Accounting Association & Academy of Indian Marketing as a collaborative partner.
5. Mazumder, R., & Ghosh, P. (2022). Post-pandemic recovery of the clothing industry in an emerging economy: SWOT analysis and TOWS matrix. *Innovative Research Practices in Social Sciences (IRPSS-2022)*. It is conducted by the Institute of Engineering and Management, Kolkata, scheduled on December 9, 10 & 11, 2022, in association with the Academy of Indian Marketing and All India Management Association as a collaborative partner. Awarded the best paper.
6. Ghosh, P., & Mazumder, R. (2023). Sentiment analysis of customers' emotion towards Amazon's private labels of men's clothing. *Innovative Research Practices in Social Sciences (IRPSS-2023)*. It is conducted by the Institute of Engineering and Management, Kolkata, scheduled on November 16, 17 & 18, 2023 in association with the Academy of Indian Marketing and All India Management Association as a collaborative.

D. Papers communicated for Publication

1. The strategic role of perceived brand value towards purchase intention of men's clothing
Ghosh P., & Mazumder, R. *Journal of Applied Structural Equation Modeling*
2. Assessment of consumers' purchase intention of men's clothing in the Asian market with thematic analysis
Mazumder, R., Ghosh P., & Mukherjee, S. *Journal of Content, Community & Communication*

E. Papers communicated for Publication in book chapter

1. Mazumder, R., & Ghosh, P. Post-pandemic recovery of the clothing industry in an emerging economy: SWOT analysis and TOWS matrix.
2. Ghosh, P., & Mazumder, R. Possibilities and opportunities for the resurgence of the restaurant industry in an Asian market in the new normal: SWOT analysis and TOWS matrix. Springer Publication.

3. Ghosh, P., & Mazumder, R. Customers' attitude to using artificial intelligence-enabled applications for internet-based home services in their daily lives.
4. Ghosh, P., & Mazumder, R. Sentiment analysis of customers' emotion towards Amazon's private labels of men's clothing.

How are you going to contribute towards growth and excellence:

I am Pritha Ghosh, from Kolkata, West Bengal. I have **10 years of industrial experience** and am currently a **senior manager at Intech Safety Private Limited, Kolkata**. Under my leadership, I have an excellent track record of **increasing my customer base** with a proactive approach to **problem-solving and decision-making**. Using my **analytical and strong problem-solving skills**, I can **interpret data**, consumer feedback, and market trends to drive **actionable recommendations**. I can also successfully **execute programming and promotional strategies** that align with organizational goals. I have experience in developing and implementing **performance marketing campaigns**.

I have done my **B. Tech (Dr. DY Patil, Pune, 2010)**, **M. Tech (Vellore Institute of Technology, Vellore, 2012)**, and **MBA (Alliance Business Academy, Bengaluru, 2014)**. I submitted my **PhD** thesis to the **Institute of Engineering & Management (IEM) Kolkata** in Management in May 2024. I pursued a PhD part-time as I am a working professional.

I am certified by NIIT in Microsoft software tools proficiency (Excel, MS Word, MS Project, and PowerPoint)

During my **PhD studies**, I published in the ABDC-ranked international marketing journal and SCI-indexed Scopus journals. I attended conferences at reputed colleges in Kolkata. I was the **paper awardee in the IRPSS-2022 at IEM, Kolkata**. My PhD helped to increase my proficiency in commissioning and **analyzing quantitative and qualitative research to inform strategic decisions and initiatives**.

I have **strong verbal and written communication skills** to **articulate my ideas and collaborate across teams**. I can work collaboratively in teams, build relationships, and foster team success. I am a team player and have a **disciplined approach to life**. I am comfortable with **public speaking and presentation skills** and am **always ready to learn new things**. I have been working comfortably under pressure and **meeting tight deadlines** with strong **negotiation skills** at all levels

I can **propose new ideas and formulate strategies** to increase customer engagement and company growth. I will serve the organization with the knowledge and skills I have attained from my academic and professional life. I have strong knowledge of Project Management.

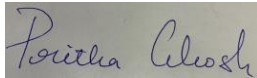
I am a **quick learner** and can learn the required knowledge and skills for the position if given an opportunity.

Declaration

I declare that the information is accurate and correct to the best of my knowledge and belief. If found to have concealed/distorted any material information, my appointment shall be liable to summary termination.

I understand that submitting this Resume does not guarantee an appointment.

If offered an appointment, I will join on the date specified by the employer and subsequently take up the assignment anywhere as and when required.

A handwritten signature in blue ink, reading "Pritha Ghosh", is written on a light-colored rectangular background.

Signature of the Candidate

