

## Teacher's Profile

**Name: Chaitali Pal**

### About

**Email Id: chai100chaitali@gmail.com**

**Date of Joining: - 2008**

**Qualification: M.Com. M.Phil. M.Ed.**

**Area(s) of Interest: - Financial Accounting, Management, Cost Accounting, Management Accounting.**

**Specialization/Research Interest: - Working Capital Management**

**Teaching Experience: - 25years**

**Additional Information:**

### **PUBLICATION:**

<u>Sl. No.</u>	<u>Year</u>	<u>Title of the publication</u>	<u>Journal/ chapter/ book name</u>	<u>ISSN/ISBN</u>
1.	2013	Dental Insurance: Is it journey with standalone insurance plan India	For the Edited Book titled "Impact of reforms on Indian insurance Sector)	ISBN: 978-93-80332-45-1
2.	July 21, 2024	Maslow's Hierarchy of Needs Theory and Best Practices in Higher Education.	Journal titled "Education Research and Analysis"	ISBN:978-93-90728-47-3
3.	August, 2019	Consumer Durables (white goods) Market in India in light of Corporate Social Responsibility.	Book title "Contemporary Issues in Accounting and Finance"	ISBN: 978-93-88866-15-6

<b>Sl. No.</b>	<b>Date</b>	<b>Name of the Event</b>	<b>Organised By</b>
<b>1.</b>	10 <sup>th</sup> July 2023	An Interactive Session on Curriculum and Credit Framework in Context of National Education Policy 2020	IQAC THK Jain College & IQAC Seth Anandram Jaipuria College
<b>2.</b>	18 <sup>TH</sup> December, 2024	A One-day workshop for “Introduction to Data Science,” a component of SEC paper 3 included in the B.Com. Semester III under CCF 2022.	THK Jain College (Department of Commerce) in collaboration with UGBOS, Department of Commerce, University of Calcutta
<b>4.</b>	January, 2018	Firms’ E-commerce marketing mix and competitive survival: A Review	Book titled “International Journal of Exclusive Management Research”
<b>5.</b>	January, 2021	A study of marketing mix in context of dynamic marketing concept	Book titled “March through Search”