

Faculty Profile

Name : Dr. Shovona Choudhury

Designation: Dean- Student Welfare

Teaching Area: Commerce, International Business & Finance

Research Interest: Banking & Finance

Educational Qualification:

Ph. D, UGC NET Qualified, M. COM, PG in International Business,
PGDBM (Finance)-Gold Medalist, B.Com
Former Faculty Research Associate, IIM Ranchi



Professional Experience:

- Amity University, Ranchi as Asst. Dean-Student Welfare & Associate Professor
- Regular invitee & trainer at Indian Audit & Accounts Department, Government of Jharkhand.
- Institute of Science & Management, Ranchi as Assistant Professor
- Indian Institute of Management (IIM), Ranchi as Faculty Research Associate
- Axis Bank Limited, Kolkata as Assistant Manager
- Muthoot Finance Limited, Kolkata as Accounts Assistant

Major Publications :

- **Patent published** on 28th April 2023, with application no: 202331029689 on the title: “A Excluding Peers in Prioritize and Punish Method in Peer-to-Peer Computing”
- **Patent filed** on October 21, 2022, with patent application no: TEMP-E/69845/2022-DEL on the title- “A System For Optimizing Information Propagation Delay In Peer-To-Peer Network As For Blockchain In Cryptocurrency”

Projects/Research Undertaken:

1. Project Coordinator of **Unnat Bharat Abhiyan Project** under **MHRD, GOI**, for Amity University Jharkhand

2. Conducted the detailed survey relating to the plying of auto rickshaws in the city of **Ranchi for Deputy Commissioner and District Magistrate in November, 2012.**

Conferences/Seminars sessions chaired:

1. Technical **Session chair** in the National Conference on the theme "Emergence of Artificial Intelligence in Management Concepts & Practices"(EAIMCP-2024) organized at RKDF University, Ranchi on 21st February 2024.
2. Committee member and session chair at the International Conference on Business, Management, Social and Economical Advancements organized by Management Institute, **Warsaw University Poland** on 26th and 27th June 2021.
3. Delivered a talk on "**Career planning**" organized by **Women empowerment cell of Jindal College for Women**, Bangalore, on 13th March 2021.
4. Speaker of a session on topic "Upgrading Teaching Pedagogy For Virtual Teaching" in the 10 Days Teacher Training Programme on "Effective and Impactful Conduct of Virtual Classes for School Children", organized by Amity University Jharkhand, Ranchi in collaboration with **Ranchi District Administration**, from 30th November 2020 to 9th December 2020.
5. Session chair at the International Conference on Business, Management, Social and Economical Advancements organized by **The University of the State Fiscal Service of Ukraine** and Research Culture Society on 17th October 2020.

Editorial Board membership:

Editorial Board member for the journals of INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY. (ISSN: 2456-6683)

Reviewer

REVIEWER of the International Conference on Humanities for Smart Societies 2023 (HMSS 23) conducted on May 27-28, 2023 organised by King Mongkut's University of Technology North Bangkok Thailand and IIT Patna, India.

Publications:

Author of Book: (2nos)

1. Dr.Shovona Choudhury, Mr.Mayank Kr Jha & Mr. Kumar Raghav Pathak,"Handbook for Keywords of Commerce & Finance, Notion Press, India, October 2020 (ISBN No: 9781636339047).
2. Dr.Shovona Choudhury. "Empirical study of retail self-service in the banks of Jharkhand", Lambert Academic Publishing, Germany, May 2018 (ISBN NO: 978-613-9-83310-8)

Editor of book : (1)

1. Book series titled "Futuristic Trends in Management", Iterative International Publishers, Vol 2, Book 5, Part 5, Nov 01, 2022; ISBN 978-93-95632-91-1

Chapters in Book: (6 nos)

1. Dr. Taposh Ghosal, Dr. Bijoya Ganguly, Asst. Prof. Shovona Choudhury, 2017, "A comparative study of customers' preference for Self-service technology in selected Public and Private banks in Jharkhand" , published in Post Liberalization Development in Business Management by Bharti Publications, New Delhi, ISBN: 978-93-86608-27-2
2. Ms.Shovona, 2017, "Education for Eradication of Unemployment and Poverty", True care Research & Development. ISBN 978-81-932808-4-3.
3. Ms.Shovona, 2013, "Emergence of Corporate Social Responsibility from Indian Philosophy" published in "Global Management Practices" by Lords Publishing House, ISBN 978-81-928178-1-1.

4. Ms.Shovona, July 2012, "Indian Philosophy-The mother of modern era's CSR" (Chapter no: 23, page-173) published in "New Approach in Strategic and Operation Management" by Bharti Publications, New Delhi, ISBN 978-93—81212-81-3.
5. Ms.Shovona, "From Subprime crisis to credit crunch-An effect of recession" published in "Strategies in present Recessionary business scenario", ISBN 978-81-928178-2-8.
6. Ms. Shovona, Nov,2012, "The Parsees" published in "Management in the New World Order", by Tata McGraw Hill Education Pvt Ltd,ISBN 978-1-25-902824-3(13)

Conferences/Seminars paper presented :

International Conference(9 nos)

1. Presented paper on "Fintech Challenges with special reference to Information Propagation delay in Cryptocurrency (Bitcoin)" in International Conference on Business, Digitalization, and Sustainability organized by California State University and UPES Dehradun on 2nd & 3rd February 2023.
2. Presented Paper on "A study of Analysis of vendor satisfaction regarding Atal Smriti Vendor Market in Ranchi City" in International Conference on Business, Management, Social and Economical Advancement (ICBMSEA-2021) at Bangkok, Thailand (online) on 26th June 2021.
3. Presented paper on "Impact Assessment of COVID 19 on the Tourism Industry: with special reference to Yogyakarta, Indonesia." in VISHLESHAN 2020 on "Rethinking Business, Embracing The Age Of Digitalization, on July 10-11,2020 at the conference organized by International Institute of Management Studies, Pune, Maharashtra, India.
4. Paper presented at ICFIIG 2018 International Conference held at Dept. of Commerce & Business Management, Ranchi University (Sponsored by Govt of Jharkhand) during November 24th -25th , 2018 on "Impact Assessment of parameters affecting adoption of SST in the banks of Jharkhand".
5. Paper presented at the ICEMIT 2017 International Conference held at Amity University Jharkhand (India) during December 23rd -24th , 2017 on "Technological Innovation in Indian Banking sector: A study on impact of gender on adoption of self-service technology".

6. Paper presented at the ICBMBS 2017 International Conference held at Haridwar, Uttarakhand (India) during December 30-31, 2017 on "A comparative study of customer satisfaction for Self- services in public and private sector banks in Jharkhand".
7. Presented paper on International Conference organized by International Stress Management Association on "An empirical study of coping stress (in bank employees), with special reference to The Bhagavad Gita" on 6th – 8th November, 2014 at Hyderabad.
8. Presented paper on IX International Conference on Finance and Business Management (ICFBM-14) - July 11-12, 2014 "Indian Philosophy-The mother of modern era's CSR", organized by Society of Technical and Management Professionals (STMP), New Delhi
9. Presented paper in International Conference organized by IIM Ranchi on "Management in the New World Order" on 13th – 14th August, 2012.

Presentation in National Seminar (10 nos):

1. Presented paper on "Impact Assessment of Covid 19 on Digital Banking in Jharkhand" on May 23, 2020 at The Global Association of Social Sciences National Research Video Webinar.
2. Presented paper on "Impact Assessment for adoption of Digital Insurance in Jharkhand" on 24th-25th January 2020 at Badruka College of Commerce & Arts, Affiliated to Osmania University, Hyderabad. .
3. Presented paper on "Achieving Excellence through Technological Innovation in Indian Banking sector" on 4th July, 2017 at Ranchi Women's College.
4. Presented paper in UGC sponsored National Seminar on "Shaping the Society through Education" organized by Marwari College, Ranchi in collaboration with True care Research & Development, Ranchi on 22nd-23rd April, 2017.
5. Presented paper in National Seminar organized by ISM on "Achieving Organizational Excellence through Innovation and motivation" on 5th-6th Feb, 2016.

6. Presented paper in National Convention on Smart Village organized by Department of Rural Development, Government of Jharkhand on “Self-service facility in Indian Banking Sector” on 21st-22nd August, 2015.
7. Presented paper in National Seminar organized by ISM on “From Indian Literature to today’s Corporate Social Responsibility Practices” on 6th-7th Feb, 2015.
8. Presented paper in National Seminar organized by ISM on “ Strategies in present Recessionary business scenario” on 11th-12th April,2014
9. Presented paper in National Seminar on Unleashing Entrepreneurship in India :Opportunities & Challenges, organized by ICFAI on” Role of Entrepreneurship in Economic Development: The Indian Perspective” on 3rd Sept 2014
10. Presented paper in National Seminar on CSR in Emerging Scenario: Issues & Challenges, organized by ICFAI University, Jharkhand on “CSR practices” on 19th Sept, 2013.
11. Presented paper on National Conference organized by ISM on “Strategic Management: An Effective Tool for Business Excellence” on 8th – 9th February, 2008.

Articles in Journal: (10 nos)

1. Dr. Shovona Choudhury & Rishi Kumar Srivastva “Agreement Protocol in Blockchain Technology” Regular Issue, Volume 11, Issue 12, January 2023, ISSN: 2277-7881. Index Copernicus Value: 5.16 International Scientific Indexing Value: 2.286 IJMER is Peer Reviewed Journal and UGC approved Journal: Serial No: 41602(2017) and Registered in Publons Group (Web of Science) and Scopus.
2. Dr. Shovona Choudhury, Ms. Aditi Dutta, Volume: 10, Issue-10(2) October 2021, “Impact Assessment of Financial Inclusion with special reference to Namkum Region in Jharkhand”, International Journal Of Multidisciplinary Educational Research, ISSN: 2277-7881, pp-77-94 (Impact Factor 7.816 (2021), Index Copernicus Value 5.16 & International Scientific Indexing Value: 2.286, and Registered in Publons Group (Web of Science) and Scopus Review ID: A2B96D3ACF3FEA2A, UGC Care Listed)

3. Dr.Shovona Choudhury,Ahmad Daniel,Vol-7-Issue-27-2020 (July-September 2021),
“Impact Assessment of COVID 19 on the Tourism Industry: with special reference to
Yogyakarta, Indonesia.”,Shodh Sarita, ISSN NO: 2348-2397, pp:1-6 (UGC Care
listed)
4. Dr.Shovona Choudhury, Amandeep Kaur Dayal,Vol-31-Issue-2020 (May), " Analysis
of Indo-China Relationship: Pre and Post Covid-19 ", Purukala, ISSN no: 0971-2143,
pp 41-51 (impact factor 5.6 UGC CARE LISTED)
5. Dr.Shovona Choudhury, Mr.Mayank Kumar Jha, Kumar Raghav Pathak,Vol-31-
Issue-2020 (May), " An empirical study of the financial impact of COVID 19 on the
tourism industry in India, Purukala, ISSN no: 0971-2143, pp 246-255 (impact factor
5.6 UGC CARE LISTED)
6. Dr.Shovona Choudhury, Vol.6.Issue.2.2019 (June) "An Empirical study of Pradhan
Mantri Mudra Yojana in Jharkhand”, International Journal of Business Management
and Allied Sciences, ISSN no- ISSN: 2349-4638, pp 121-127 (impact factor 6.853 SJIF, UGC
LISTED JOURNAL) (S.No:43335).
7. Dr. Taposh Ghosal, Dr. Bijoya Ganguly, Asst. Prof. Shovona Choudhury, Vol. 5 Issue 1
2018 (January),“Influences of Occupation on preference of Self-Service Technology in
Jharkhand”; International Journal of Technology Research and Management, ISSN no-
2348-9006, pp 1-4, Paper ID 2018/IJTRM/1/2018/9504 (impact factor-4.2, UGC
LISTED JOURNAL)
8. Dr. Taposh Ghosal, Dr. Bijoya Ganguly, Ms. Shovona Choudhury, Volume 2, Issue 1,
2017 (March) “An Overview of Customer’s Perception in Banks regarding Self-service
Facilities”; International Journal of Commerce and Management Studies, ISSN 2456-
3684, pp-1-10 (Peer Reviewed)
9. Ms.Shovona, Volume 8,Issue 1,2014 (July-Dec) “A comparative study of preferences
of customers regarding Self service facilities”; Lingaya's Journal of Professional
Studies, ISSN 0975-539x, pp-49-55
10. Ms. Shovona, Volume 1 Issue 2, 2013 (Oct), "A Comparative Analysis of Corporate
Social Responsibility and the Ancient Indian Philosophy", International Journal of
Management and Social Sciences (International Research & Development Association
-IRDA), ISSN 2321 2438,pp 43-46.

