

# Curriculum Vitae

## **Personal Information:**

Name: Dr. Humaira Siddika  
Official Designation: Assistant Professor  
Official Address: Dept of Commerce, Chandidas Mahavidyalaya,  
Khujutipara, Birbhum

Date of Birth: 01.02.1985

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## **Academic Information:**

Program	Specialization	Institution	Year of Completion
BBA	Marketing	University of Dhaka	2006
MBA	Marketing	University of Dhaka	2007
M.Com	Accounting and Finance	Annamalai University	2019
Ph.D	Consumer Behavior	University of Kalyani	2018
Post Doctoral Research	1.Savings and Investment behavior 2. Entrepreneurship	University of Kalyani	2018-2021

## **Employment Information:**

Post	Institution/Organization	Period
Assistant Professor	Chandidas Mahavidyalaya	01.12.2023- till Date
Assistant Professor	RCC Institute of Information Technology	12.09.2023-30.11.2023
Guest Faculty	University of Kalyani	18.09.2022-30.04.2023
Guest Faculty	Deshbondhu College for Girls	03.08.2017-04.06.2018
Lecturer	Dhaka City College	02.06.2009 – 15.05.2017
Lecturer (Part time)	Lalmatia Mohila College	15.11.2008 –31.05.2009

## **Paper Publications**

### Research Article:

1. **Siddika, H.** (2023). Identifying Socio-cultural Factors on the Performance of Marginalized Entrepreneurs. *Journal of Finance and Economics.*, 11(1), pp: 14-24. ISSN: 2328-7276, DOI: 10.12691/jfe-11-1-2
2. Bhunia, A., Deb, S.K., **Siddika, H.** (2021). Socio-Economic Impact on the Working-Class during the Covid-19: A Comparative Study between Kolkata and Dhaka Cities. *Asian Journal of Managerial Science*, 10(2), 6-15. (ISSN: 2249-6300).
3. Bhunia, A. and **Siddika, H.**, (2019). The Impact of Perceptions and Level of Awareness towards Savings and Investment on Investment Behaviour – A Study of Women Investors in West Bengal. *International Journal of Advanced and Innovative Research*, 8 (3), 1-15.
4. Bhunia A, **Siddika H.** (2018). How is the level of awareness of Women Investors towards Investment avenues in West Bengal affected by the Demographics and source of Information? *Indian Journal of Economics and Development*, 6(9), 1-17, ISSN (O): 2320-9836, ISSN (P): 2320-9828.
5. Bhunia A, **Siddika H.** (2018). The perception of women investors towards savings and investment avenues in West Bengal. *Indian Accounting Review*, 22(1), 40-56, Impact Factor:2.5334, ISSN: 0972-1754.
6. **Siddika H.**, Lahiri I, (April 2018). An analysis of Apparel buying approach of female consumers; A study in the context of India and Bangladesh, *IOSR Journal of Business and Management (IOSR-JBM)*, Volume 20, Issue 3. Ver. XII, PP 38-46, e-ISSN: 2278-487X, p-ISSN: 2319-7668. DOI: 10.9790/487X-2003123846
7. Kumar D, **Siddika H.** (December 2017). Benefits of Training and Development program on Employees' performance: A Study with special reference to Banking sector in Bangladesh, *International Journal of Research - GRANTHAALAYAH*, Vol. 5, Issue 12, pp: 77-88, ISSN- 2350-0530(O), ISSN- 2394-3629(P). : 10.5281/zenodo.1133603
8. Khandakar S. A., Bhuiyan, M. R. U., **Siddika H.** (July 2017). Customers' Expectation towards Online Marketing: A Study on Some Economic Zone in Bangladesh, *American Journal of Trade and Policy*, Vol. 4, Issue 2, 7-16. <https://doi.org/10.18034/ajtp.v5i1.428>
9. Kumar D, **Siddika H.** (July 2017). Perception towards Pay Satisfaction of Bank Employees: A Descriptive Study, *International Research Journal of Human Resources and Social Sciences*, Vol. 4, Issue 7, IF-5.414, pp: 141-150, ISSN: 2349-4085.
10. Lahiri I, **Siddika H.** (September 2015). Fashion Behaviour and its Sustainability in Apparel Industry, *AVISKAAR, A Xaverian Journal of Research*, Special Issue, pp: 5-31, ISSN: 2277-8411.
11. Lahiri I, **Siddika H.** (March 2015). Surfacing fashion behaviour through determining consumers' preferences for apparels, *CBS Journal of Management Practices*, Vol. 2, Special Issue, pp: 125-140, ISSN: 2349-5073.
12. Lahiri I, **Siddika H.** (January-June, 2015). Dynamics of Apparel Fashion Behaviour: A Comparative Study, *JIS Management Vista*, Vol. IX, No: 1, pp: 20-33, ISSN: 0974-0872.
13. Lahiri I, **Siddika H.** (January-December, 2014). Apparel Promotion: Pivoting fashion behavior, *Globsyn Management Journal*, Vol. 8, Issue: 1&2, pp: 64-76, ISSN: 0973-9181.
14. Lahiri I, **Siddika H.** (January-June 2014). Apparel shopping Behavior: A snapshot, *Pioneer Journal of IT and Management*, Vol. 10, Issue No. 1, pp: 120-125, ISSN: 0974-8954.
15. Lahiri I, **Siddika H.** (January-June 2014). Does demographic variables influencing fashion behavior? An empirical study, *Indo Asian Journal of Advanced Management*, Vol. 4, Issue No. 1, pp: 107-111, ISSN: 2250-1266.

16. Lahiri I, **Siddika H**, (April 2014). A critical review on the potentials of fashion marketing for clothing”, International Journal of Functional Management, Vol. II, Issue 2, pp: 96-99, ISSN: 2319-1406.
17. Lahiri I, **Siddika H**, (April 2014). Emergence of Women Empowerment and its impact on fashion behavior, Indo Global Journal of Applied Management Science, Vol. II, No: 3, pp: 173-175, ISSN: 2320-7892.
18. Lahiri I, **Siddika H**, (December 2013). Factors influencing consumers’ fashion behavior for apparel items: a study in the context of Bangladesh and West Bengal, SIT Journal of Management, Vol. 3, Issue No. 2, pp: 344-352, ISSN: 2270-5111.
19. **Siddika H**, (July 2013). Consumers’ expectations from online marketing performance and its potentials; A study in the context of Bangladesh and West Bengal (India). International research journal of Commerce, Business and Social sciences, Vol. 2, No. 4, pp: 84-88, ISSN: 2277-9310.
20. Alam M K S, Ullah M A, **Siddika H**, (June 2012). To determine acceptability and attractiveness of a new mobile phone package: A study on Banglalink Desh Rang package. The Journal of Comilla University, Vol: 1, No: 1, pp: 147-160.
21. Deb S K, **Siddika H**, Harun M A, (December 2012). Role of women entrepreneurs in economic development. Dhaka University Journal of Business Studies, Vol: 28, No: 2, pp: 167-202, ISSN: 1682-2498.
22. Deb S K, **Siddika H**, Zoglu A Z M, (December 2011). Factors influencing CSR practices in Bangladesh. Journal of Banking & Financial Services, University of Dhaka, Vol: 5, No: 2, pp: 117-136, ISSN: 1990-5157.
23. Yeasmin I, **Siddika H**, (June 2010). Consumers’ attitudes toward online purchasing in Dhaka City. Dhaka University Journal of Marketing, Vol: 13, pp: 1-24, ISSN: 1996-3319.

#### **Conference Proceedings:**

1. **Humaira Siddika**, (2016). Managing Females’ apparel fashion: predicting the unpredictables, Millenium management paradigm and cotemporary business practices, ISBN: 9789383463305, pp: 43.
2. Dr. Isita Lahiri, **Humaira Siddika**, (2014). Apparel Promotion: Pivoting fashion behavior, Globsyn Management Conference, Allied Publishers Pvt. Ltd. ISBN No: 978-81-8424-941-5, pp: 126-140.
3. Dr. Isita Lahiri, **Humaira Siddika**, (2014). Changes of fashion trends for apparels: A study with respect to Bangladesh and West Bengal, Contemporary issues and Trends in Fashion, Retail and Management Reflections, BS Publications. ISBN No: 978-81-7800-297-2, pp: 11-17.
4. Dr. Isita Lahiri, **Humaira Siddika**, (2014). Developing strategic fashion marketing mix for apparels: A study with respect to Bangladesh and West Bengal. Strategic Management: Emerging Economics’ Perspectives, Himalaya Publishing House Pvt. Ltd. ISBN No: 978-93-5142-199-3, pp: 197-206.

#### **Paper Presented in Seminars**

##### **International Level: 13**

1. Research paper entitled “Do brand image and reputation influence on destination brand percrtion? A study on City of Joy”, International Seminar on Issues in Accounting, Finance & Management”, (February 09, 2024), organized by Dept of Commerce, University of Kalyani, in association with Indian Accounting Association, Kolkata Branch.

2. Research paper entitled “Impact of demographics of Women Investors on select investment avenues – A study of West Bengal”, ICSSR sponsored 2<sup>nd</sup> International Conference on Innovative Business Practices in a VUCA world, (January 3-4, 2020), organized by Dept of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata in Collaboration with Dept of Commerce, University of Calcutta and Lincoln University College, Malaysia.
3. Research paper entitled “Influence of sources of Investment information on the level of awareness of women investors-The case study of West Bengal”, Fourteenth International Conference in Accounting and Finance, (5<sup>th</sup> January, 2019), organized by Indian Accounting Association Research Foundation with Jointly with Deloitte India and EIILM Kolkata.
4. Research paper entitled “Influence of Demographics on the sources of Information: A study with respect to West Bengal”, One day national Conference, (November 20, 2019), organized by organized by Kazi Nazrul University.
5. Research paper on “Investment Behaviour of Women Investors – A Case Study with special reference to West Bengal”, 2nd International Conference in Department of Management, Islamic University, Kushtia, Bangladesh (18 April, 2018).
6. Research paper entitled “Developing strategic fashion marketing mix for apparels: A study with respect to Bangladesh and West Bengal”. International Conference on Strategic Management: Emerging Economics Perspectives (25th October, 2013), The Oxford College of Business Management, Bangalore, India.
7. Research paper entitled “Changes of fashion trends for apparels: A study with respect to Bangladesh and West Bengal”. International Conference on Fashion, Retail and Management (9-11 January, 2014), NIFT, Hyderabad.
8. Research paper entitled “Fashion trends for apparels item: An overview of fashion industry of Bangladesh and West Bengal”. Two-Day UGC Sponsored International Seminar on Advancement of Management Thoughts and Practices (10<sup>th</sup> and 11<sup>th</sup> February, 2014), Dept of Business Administration, Vidyasagar University In Collaboration with Eastern Institute for Integrated Learning in Management and Bengal Chamber of Commerce & Industry, West Bengal, India.
9. Research paper entitled “Does demographic variables influencing fashion behavior? An empirical study” the 3<sup>rd</sup> International Conference on Competency Building Strategies in Business and Technology for Sustainable Development (25<sup>th</sup> February, 2014), Sri Ganesh School of Business Management, Tamil Nadu.
10. Research paper entitled “Emergence of Women Empowerment and its impact on fashion behaviour”, the 3<sup>rd</sup> International Conference on Competency Building Strategies in Business and Technology for Sustainable Development (25<sup>th</sup> February, 2014), Sri Ganesh School of Business Management, Salem, Tamil Nadu.
11. Research paper entitled “A critical review on the potentials of fashion marketing for clothing”, 3<sup>rd</sup> International Conference on Competency Building Strategies in Business and Technology for Sustainable Development (25<sup>th</sup> February, 2014), Sri Ganesh School of Business Management, Salem, Tamil Nadu, India.
12. Research paper entitled “Females’ Apparel Fashion Behaviour of Bangladesh and West Bengal: Mapping Their Analogy and Antipathy”, 4<sup>th</sup> International Marketing Conference, MARCON 2016 (22-24 December), Indian Institute of Management, Calcutta, India.

13. Research paper entitled “Managing Females’ apparel fashion: predicting the unpredictables”, 1<sup>st</sup> International Conference in Department of Management & Commerce, Aliah University, (11-12 January, 2017).

**National Level: 08**

1. Research paper entitled “Influence of Demographics on the Source of Information and the Level of Awareness towards Investment Avenues of Women Investors in West Bengal”, 2nd International Conference in Department of Management, Kazi Nsrul University, (19 November, 2018).
2. Research paper entitled “Factors influencing consumers’ fashion behaviour for apparel items; an empirical study on Bangladesh and West Bengal”. Peter F. Druker Memorial 5<sup>th</sup> National Conference on Business Innovations, Economics and Management (16-17 November, 2013), Dept of Business Administration, SIT in association with Dept of Business Administration, Vidyasagar University.
3. Research paper entitled “A study on consumers’ store preferences while purchasing apparels” the National Seminar on Contemporary Issues in Accounting and Finance (27<sup>th</sup> & 28<sup>th</sup> March, 2014), Department of Commerce, University of Kalyani, WB.
4. Research paper entitled “Apparel shopping Behaviour: A snapshot”. 18th National Conference Sponsored by UGC on Mapping Excellence: Challenges Ahead (8<sup>th</sup> March, 2014), Pioneer Institute of Professional Studies, Indore, India.
5. Research paper entitled “Apparel Promotion: Pivoting fashion behaviour” the Globsyn Management Conference (6<sup>th</sup> June, 2014), Globsyn Business School, Kolkata.
6. Research paper entitled “Surfacing fashion behaviour through determining consumers’ preferences for apparel” the National Conference on Advances in Business Research and Management Practices 2014, (8<sup>th</sup> March, 2014), Calcutta Business School, Kolkata, India.
7. Research paper entitled “Fashion Behaviour and its Sustainability in Apparel Industry”, Seminar on Overcoming Challenges for Sustainable Corporate Excellences (23<sup>rd</sup> February, 2015), St. Xaviers School of Management, West Bengal, India.
8. Research paper entitled “Impact of social factors on Females’ apparel fashion behavior: A comparative study” 2<sup>nd</sup> Regional Science and Technology Congress, 2017 Southern Region (14<sup>th</sup> & 15<sup>th</sup> December, 2017), University of Kalyani.

**As Resource Person:**

SI No	Date	Topic	Organized By
1	22.12.17	Consumer fashion behavior and Consumer attitude towards apparel fashion knowing the insights	Netaji Shubhas Regional Institute of Cooperative Management
2	15.12.16	Knowing customers & Apparel Fashion Behaviour	Netaji Shubhas Regional Institute of Cooperative Management

**Short term Course/ Workshop/ Training Program:**

SI No	Course/Training Name	Date	Topic	Organized By
1	Training Course	June 01-29, 2011	SPSS and Applied Statistics	Institute of Statistics Research and Technology, University of Dhaka

2	Certificate Course	June 19-23, 2011	Total Quality Management (TQM)	Bangladesh Institute of Management
3	Workshop	February 16-20, 2015	Statistical Data Analysis Method	Indian Statistical Institute, Kolkata,
4	FDP	21.04.15-04.05.15	Management Research Methodology	Centre for Management Studies, JIS college of Engineering
5	Workshop	November 9, 2019	Crafting and Conducting Research and How to Publish	Dept of Commerce and Management Studies, St. Xavier's College (Autonomous), Kolkata
6	Workshop	8 <sup>th</sup> March, 2016	Intellectual Property Rights	Dept of Microbiology, K.U. & Patent Information Centre, DST, Govt. of west Bengal
7	National Level STTP	January 03-08, 2024	Crafting and Conducting Cutting-edge Research and Innovation	Dept. of Engineering science and Management, Jointly with IIC and IQAC, RCC Institute of Information Technology

#### **Professional Involvement**

- Editorial Board member of International Research journal of Innovations in Engineering & Technology, ISSN: 2581-3048.
- Life member of SKACRA

#### **Contribution and Performance at a Glance:**

<b>Publication</b>	<b>Resource person</b>	<b>Paper presentation</b>	<b>Participation</b>	<b>OP/RC Course</b>	<b>STC</b>	<b>Research Project</b>
<b>27</b>	<b>2</b>	<b>21</b>	<b>2</b>	<b>0</b>	<b>7</b>	<b>0</b>