

## Resume



- 1. Name** : DR. ANULEKHA BANERJEE
- 2. Qualification** : M.Com., Ph.D. PGDBA(Marketing)
- 3. Designation** : Assistant Professor in Commerce
- 4. Affiliation** : Dept. of Commerce, St. Xavier's College (Autonomous), Kolkata
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### 7. Academic record:

Examinations Passed	Board/University	Year
Madhyamik Pariksha	W.B.B.S.E.	1996
Higher Secondary Examination	W.B.C.H.S.E.	1998
B.Com.	University of Calcutta	2001
M.Com.	University of Calcutta	2003
Ph.D.	University of Calcutta	2018

- 8. Ph.D. Topic** : Role of Corporate Social Responsibility in Enhancing Brand Equity — A Kolkata-Based Study of Selected FMCG Brands

- 9. NET/SLET/SET** : Qualified West Bengal SLET (2006)

- 10. Teaching Experience:** At UG level: 16 years +; At PG level: 3 year + (Guest lecturer at the University of Calcutta)

- 11. Research interest** : Corporate social responsibility and branding; consumer behaviour; service marketing; gender and decision making; business ethics and sustainability, entrepreneurship.

- 12. Publications** : 08 (06 articles in journals; 02 articles as book chapters)

Nature of Publication	Published Paper/article	ISSN/ISBN No.	Peer reviewed	Indexing/CARE/UGC enlisted
International Journals	1. Banerjee, A. and Dasgupta, R. (2021). Cooking a socially responsible image for the urban consumers: Does it work with the cooking oil brands? <i>Social Responsibility Journal</i> 17(1):127-148.	ISSN: 1747-1117	Yes	Scopus Indexed (Emerald Publishing)
	2. Banerjee, A. and Dasgupta, R. (2017). Do you bother with the social image of a tea brand while loading your trolley? <i>Indian Journal of Commerce &amp; Management Studies</i> , VIII(3): 63-76.	ISSN: 2249-5674	Yes	UGC enlisted
National Journals	1. Banerjee, A. and Agarwal, H. (2018). Indian Forging Industry and Online Trading: an Evolving B2B e-marketing Perspective. <i>You Think</i> , 13: 67-73.	ISSN: 2347-6222	Yes	-
	2. Banerjee, A. and Dasgupta, R. (2017). Mediating Role of CSR in Moulding the Consumers' Purchase Decision on Toothpaste Brands: A Study in the Kolkata Metropolis. <i>Business Studies</i> , XXXVIII, (1&2), 182-201.	ISSN: 0970-9657	Yes	UGC enlisted
	3. Banerjee, A. and Dasgupta, R. (2014). Two sides of the same coin: CSR perspective. <i>You Think</i> , 9: 86-90.	ISSN: 2347-6222	Yes	-
	4. Banerjee, S. and Banerjee, A. (2010). Working capital financing — Case studies of ACC and Ultratech. <i>Calyx</i> , 1(1): 126-131.	ISSN: 2229-4260	Yes	NA
Book/ Book chapter	1. Banerjee, A. (2022). Online education and preparedness of India: a reconnaissance, In, Impact of COVID-19 on education, entertainment and engagement, Banerjee, S. and Mukherjee, A.K. editors, Regal Publication, New Delhi. pp. 3-14.	ISBN: 978-93-92927-09-6	Yes	NA
	2. Banerjee, A. (2023). Women empowerment in India: Achievements and challenges, In, "Transforming Our World Together Towards Sustainable Development: Essays in Honour of 160 Years of St. Xavier's College", Cambridge Scholars Publishing, UK, Lady Stephenson Library, Newcastle upon Tyne, pp. 240-255.	ISBN(10): 1-5275-8995-1 ISBN (13): 978-1-5275-8995-7	Yes	NA

### 13. Papers communicated/ under construction:

03 (in international Scopus indexed journals)

#### 14. Papers presented:

Level of presentation	Paper presented		Date	Oral/Poster presentation
International conference/ Seminar	1.	<b>Banerjee, A.</b> Plastic waste generation from plastic bodied pens and refills used by the students in India: consciousness and sustainability meet reality. <i>In</i> , 4 <sup>th</sup> International Conference on Challenges in emerging Economies, Business Agilitiy and Adaptability in the VUCA Environment (Business Ethics-Sustainability category) organized by K.J. Somaiya Institute of Management, Mumbai, India in collaboration with Bombay Management Association, pp.161-166.	04.12.2021 (10: 00 AM – 01:00 PM)	Oral Presentation (online mode)
	2.	<b>Banerjee, A.</b> and Dasgupta, R. How to win the consciousness of the consumers of being a responsible detergent brand? <i>In</i> , International Conference on “Sustainable Economic Development in India: A Global Perspective” jointly organized by The Centre for Financial Management and Economic Research of SAIARD and Indian Accounting Association, South Bengal Branch.	23.11.2019	Oral Presentation (offline mode)
	3.	<b>Banerjee, A.</b> and Dasgupta, R. CSR practices promote FMCG brands in Kolkata metropolis: myth or reality. <i>In</i> , First International Conference on “Management and Business Practices-(ICMBP) 2017” organized by Department of Management and Business Administration, Aliah University.	11.01.2017 & 12.01.2017	Oral Presentation (offline mode)
National conference/ Seminar	1.	<b>Banerjee, A.</b> Women Entrepreneurship- Reviewing the scope and challenges in rural West Bengal, <i>In</i> , National Seminar on Significance of Entrepreneurship in the Sustainable Economic Development of India sponsored by ICSSR and organized by Department Business Management, University of Calcutta.	19.01.2023 & 20.01.2023	Oral Presentation (offline mode)
	2.	<b>Banerjee, S.</b> and <b>Banerjee, A.</b> Working capital financing—Case studies of ACC and Ultratech. <i>In</i> , National Seminar on Empirical Research on Management and Information Technology: Trends and Opportunities organized by DSMS Business School, Durgapur in association with School of Management & Science, WBUT held at DSMS Business School, Durgapur.	05.10.2010	Oral Presentation (offline mode)
	3.	<b>Banerjee, S., Banerjee, A.</b> and <b>Banerjee, S.</b> Organizational Commitment Towards CSR: The Corporate Experience. <i>In</i> , National Conference on Corporate Social Responsibility organized by the Centre for Management Studies, the University of Burdwan and Indian Accounting Association, Midnapore Branch, held at Centre for Management Studies, Golapbag, the University of Burdwan.	27.03.2010 & 28.03.2010	Oral Presentation (offline mode)

#### 15. Reviewer/editorial work done:

1. Reviewer of *Journal of Indian Business Research* (Emerald)
2. Reviewer of *You Think*

#### 16. Guidance of project:

Around 100 projects/dissertation works of UG students of St. Xavier's College

#### 17. Conference attended:

Level of meet	Conference/Seminar name and Organizer		Date
International level conference/ Seminar	1.	International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management- building the SDG Economy: Emerging Challenges and Prospects organised by IQAC and PG Department of Commerce and Management Studies St. Xavier's College (Autonomous), Kolkata (acted as joint convenor of the technical sessions and paper presentation committee and member of publication committee)	10.02.2023 to 11.02.2023
	2.	International Seminar on Emerging Issues on the Interface of Science and Religion organised by The Goethals Indian Library & Research Society, Physics, and EVS Departments, St Xavier's College (Autonomous), Kolkata	18.02.2018 & 19.02.2018
	3.	International Conference on Innovative Business Practices in a VUCA World organised by Department of Commerce and Business Administration, St Xavier's College(Autonomous)in collaboration with Department of Commerce, University of Calcutta, partially funded by ICSSR.	05.01.2018 & 06.01.2018
	4.	International Conference on Emerging Perspectives in Commerce, Economics and Management- Policies for a Better World (ICCEM, 2017) organised by Dept. of Com. and Business Admin., St Xavier's College, Kolkata in collaboration with St. Xavier's University (acted: Track Co-ordinator).	02.11.2017 & 03.11.2017
	5.	International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous).	17.03.2015 & 18.03.2015
	6.	International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous), Kolkata.	26.03.2014 & 27.03.2014
	7.	International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous), Kolkata.	12.08.2013 & 13.08.2013
	8.	International seminar on Search for a Holistic Combination of Agriculture, Industry and Education organized jointly by St. Xavier's College (Autonomous) and Netaji Nagar College.	08.12.2011
	9.	International conference on A Sustainable Earth, Nihil Ultra! (Nothing Beyond) organized by the Department of Environmental Studies, St. Xavier's College (Autonomous), Kolkata.	11.03.2011 & 12.03.2011
	10.	International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous), Kolkata.	28.01.2011 & 29.01.2011
	11.	International seminar on Sustainability and Growth Strategy in Economic Downturn held at Netaji Nagar College.	30.01.2010

Level of meet	Conference/Seminar name and Organizer		Date
<b>National level conference/ Seminar</b>	1.	UGC sponsored One Day national level seminar on Corporate Governance & CSR in the Focus of Companies Act 2013 and Tax Reform: A Common Tool to Boost up the Society and Economy organized by the Department of Commerce, Khudiram Bose Central College, Kolkata in collaboration with The Institute of Cost Accountants of India.	03.09.2016
	2.	UGC sponsored One Day national Conference on Redefining Business Vision: Issues and Challenges organised by Department of Commerce and Business Administration, St. Xavier's College (Autonomous) in collaboration with Department of Commerce, University of Calcutta.	19.03.2016
	3.	UGC sponsored national conference on Re-imaging India: Challenges and Opportunities in Finance, Management and Policy Making Within an Analytical framework organized by Department of Commerce and Business Administration, St. Xavier's College (Autonomous) in collaboration with IMI, Kolkata at St. Xavier's College.	19.09.2014 & 20.09.2014
	4.	UGC sponsored One Day national symposium on Overcoming Challenges for Sustainable Corporate Excellence organized by Department of Commerce and Business Administration (PG and UG), St. Xavier's College (Autonomous) with support from Indian Council of Social Science Research at St. Xavier's College.	21.03.2015
	5.	UGC sponsored national conference on Inclusive Growth, Business and Environment in India's Emerging Economy organized by Dept. of Commerce and Business Administration, St. Xavier's College (Autonomous) in collaboration with Sri Sikshyatan College, Kolkata at St. Xavier's College, Kolkata.	06.09.2013 & 07.09.2013
	6.	UGC sponsored national seminar on Financial Reporting: Changing Paradigm organized by St. Xavier's College (Autonomous) and The Institute of Chartered Accountants of India.	03.02.2012 & 04.02.2012
	7.	National seminar on Economic Development with a Human Face organized by Jesuit Economic Association of India in collaboration with organized by held at St. Xavier's College (Autonomous)	27.02.2010
	8.	UGC sponsored national seminar on Governing Business in the 21st Century – Opportunities and Challenges held at St. Xavier's College (Autonomous) in collaboration with Bengal Economic Association.	20.11.2009 & 21.11.2009
	9.	Seminar on Impact of Global Meltdown on Indian Capital Market organized by Commerce Alumni Association, University of Calcutta and Lalbaba College, Howrah.	29.08.2009
	10.	UGC sponsored seminar on Challenges and Opportunities in Commerce Education – A New Paradigm organized by Post Graduate Department of Commerce, St. Xavier's College (Autonomous), Kolkata.	02.05.2009
<b>State level conference/ Seminar</b>	1.	BEA 31 <sup>st</sup> Annual Conference held at St. Xavier's College (Autonomous) in collaboration with Bengal Economic Association.	11.02.2011 & 12.02.2011
	2.	Mid-Year BEA Seminar held at St. Xavier's College (Autonomous) in collaboration with Bengal Economic Association.	06.09.2009
	3.	UGC sponsored state level seminar on Corporate Governance organized by Department of Commerce, Netaji Nagar College in collaboration with The Institute of Company secretaries of India held at Department of Commerce, Netaji Nagar College.	23.02.2009
	4.	BEA 28 <sup>th</sup> Annual Conference held at St. Xavier's College (Autonomous), Kolkata.	16.02.2008 & 17.02.2008

#### 18. Retraining Programme/Workshop attended:

Sl. No.	Programme	Sponsored/organized by	Date/duration
1.	One week 'National level FDP on Qualitative Research Methods'	Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.	21.10.2024 25.10. 2024
2.	One day case study workshop	Global Links Impact Investment Forum (GLIIF)	23.12.2021
3.	Online workshop on Teaching Case Studies	K.J. Somaiya Institute of Management, Mumbai, India in collaboration with Bombay Management Association.	02.12.2021 & 03.12.2021
4.	Online workshop on Qualitative Research	Virtual Centre for Academic Research & Excellence Pvt. Ltd.	18.06.2021 & 19.06.2021
5.	Refresher Course in Business Studies.	UGC sponsored organized by the Academic Staff College, University of Calcutta	12.03.2021 - 25.03.2021
6.	Case Writing Workshop	Conducted by Indian Institute of Contemporary Management and Research (IICMR) at IIRWM Hall, Kolkata	23.08.2019 & 24.08.2019
7.	Seven day FDP on Business Studies	Dept. of Commerce and Management Studies in Collaboration with Dept. of Commerce, University of Calcutta	20.05.2019 to 26.05.2019
8.	One day workshop on Mixed Methods in Research	Organized by Indian Association for Productivity, Quality and Reliability, Kolkata	06.01.2020
9.	Interdisciplinary Refresher Course in the subject Business Studies	UGC sponsored organized by the Academic Staff College, University of Calcutta.	31.12.2018 – 22.01.2019
10.	Refresher Course organised in the subject Business Studies	UGC sponsored organized by the Academic Staff College, University of Calcutta	18.07.2014 – 08.08.2014
11.	A 30 hour Workshop on SPSS	St. Xavier's College (Autonomous), Kolkata	Dec – Jan, 2011
12.	Special Winter School 2008-2009 in the subject Social Science on the thrust area "Social and Economic Transformation in 20th Century India"	UGC sponsored & organized by UGC-Academic Staff College, Calcutta University	25.02.2009 – 19.03.2009
13.	A six day training programme on Quantitative Techniques and Computer in Applications Contemporary Research	Department of Business Management, University of Calcutta (Alipore Campus).	10.03.2008 - 15.03.2008

### 19. Faculty Recharge Programme:

Sl. No.	Programme	Organized by	Date/duration
1.	Seven Day faculty development programme on Pedagogical Innovations in Management Teaching and Research	Postgraduate Department of Commerce and Management Studies St. Xavier's College (Autonomous), Kolkata in collaboration with IQAC, St. Xavier's College (Autonomous), Kolkata	14.02.2023 to 20.02.2023
2.	Faculty development programme on Data Analysis using Python	MeitY and E & ICT Academy, IIT, Kanpur	27.06.2022 to 01.07.2022
3.	Online FDP on "Data Analytics for Business & Research"	Department of Information Technology, Faculty of Commerce, St. Xavier's College (Autonomous), Kolkata	04.12.2021 (04 PM-06 PM)
4.	Six day FDP on "How to Teach Online"	Indian Institute of Management, Indore	27.07.2020 – 01.08.2020
5.	Faculty development programme on the theme "Mindful Leadership: Invincible Wisdom in the age of Artificial Intelligence"	St. Xavier's College (Autonomous), Kolkata and St. Xavier's Collegiate School in association with IIM, Kozhikode	20.02.2020
6.	Faculty development programme on the theme Issues in Teaching and Practising Entrepreneurship in Higher Education Institutions	Department of Management (Commerce), St. Xavier's College (Autonomous), Kolkata	20.11.2018
7.	Faculty development programme on the theme Issues of Goods and Services Tax	Department of Commerce and Business Administration (Accounting and Finance Group), St. Xavier's College (Autonomous), Kolkata	20.12.2017
8.	Faculty development programme	Department of Management, Faculty of Commerce, St. Xavier's College (Autonomous),	24.08.2013
9.	Faculty improvement programme	Department of Economics (Commerce) on the theme Issues in Elementary Econometrics , St. Xavier's College (Autonomous), Kolkata	06.10.2012
10.	Faculty development programme for B.Com. (Morning and Evening) & B.B.A. Departments	St. Xavier's College (Autonomous), Kolkata	17.09.2011

### 20. Online webinar (selected few):

Sl. No.	Programme	Organized by	Date/duration
1.	Online webinar on "Road Towards Sustainable Economy"	Department of Commerce, St. Xavier's College (Autonomous), Kolkata in collaboration with IICAI	27.01.2022- 28.01.2022
2.	Online webinar on "Influencing Consumer Behaviour Through Sensory Marketing"	Heritage Business School	08.07.2020
3.	Online webinar on "CSR for Startups – A Great Way to Build Human and Social Capital"	National Productivity Council, India	07.08.2020
4.	Online webinar on "NAAC ASSESSMENT AND ACCREDITATION PROCESS" under UGC Paramarsh scheme	IQAC and Academic Council, St. Xavier's College (Autonomous), Kolkata	30.07.2020- 31.07.2020
5.	Online webinar on "Gender Bias, Stereotyping, Gender Equality and Women's Right"	National Institute of Technology Nagaland	15.07.2020
6.	National Webinar on 'Pandemic & Natural Disasters : Understanding & Coping'	St. Xavier's College (Autonomous), Kolkata	11.07.2020 - 12.07.2020
7.	Online webinar on "Is CSR fulfilling the social responsibility of corporates?"	Department of Commerce (Evening) and IQAC, Seth Anandram Jaipuria College, Kolkata	02.07.2020
8.	Online webinar on "Women Empowerment in India"	IQAC, P.N. Das College, Palta in collaboration with IQAC, Vijaygarh Jyotish Ray College, Kolkata	27.06.2020
9.	Online webinar on Challenges & Opportunities after Post COVID-19 in Tourism, Hospitality, Logistics & Retail	Nabagram Hiralal Paul College	25.06.2020
10.	Online webinar on Artificial Intelligence	Sri Sikshayatan College, Kolkata	18.06.2020

**21. Invited talk/ chaired session:**

Sl.No.	Topic	Venue/Organizer	Date
1.	Entrepreneurship in Modern Business Environment ( <i>Conducting a session</i> )	Sivnath Sastri College, Kolkata	22.08.2023
2.	Interdisciplinary Research in Technology & Management, 2022 ( <i>Chaired session</i> )	Institute of Engineering & Management (IM), University of Engineering & Management (UEM) sponsored by Bharat Chamber of Commerce, IEEE, UIBHA, SMART	26.02.2021 to 28.02.2021
3.	Interdisciplinary Research in Technology & Management, 2021 ( <i>Chaired session</i> )	Institute of Engineering & Management (IM), University of Engineering & Management (UEM) sponsored by Taylor & Francis Group (an informa business), SMART	26.02.2021 to 28.02.2021
4.	Relationship Marketing and Brand Management ( <i>Invited talk</i> )	PG Dept., of Commerce, The Bhawanipur Education Society College	06.04.2019
	Rural Entrepreneurship- An instrument for rural development ( <i>Invited talk</i> )	Government General Degree College, Keshiary	18.11.2017

**Date: 07.11.2024****Place: Kolkata**

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(ANULEKHA BANERJEE)