



S P E C T R U M

Vol. 1(2), July - December, 2025 —



Principal's Message

It is with immense pleasure and pride that I extend my warmest congratulations to the entire Department of Management Studies on the successful release of the second issue of the departmental newsletter. This publication stands as a testament to the creativity, dedication, and collaborative spirit that defines our institution's pursuit of excellence in management education.

The articles, insights, and updates featured in this edition not only highlight the innovative academic endeavours, student achievements, and faculty contributions but also inspire us all to strive for greater heights. In an era of rapid technological and managerial advancements, such initiatives foster a culture of knowledge-sharing and continuous learning, aligning perfectly with our commitment to holistic development.

I commend the faculty of BMS, contributors, and all those involved for their outstanding efforts in bringing this vibrant issue to fruition—I extend my sincere gratitude to Rev. Dr. Peter Arockiam, SJ, Vice Principal, for his invaluable guidance and support. May this achievement propel you to even greater successes in upcoming editions.

Wishing you continued success and innovation.

Rev. Dr. Dominic Savio, SJ
Principal

Vice-Principal's Message

I am delighted to congratulate the BMS faculty and contributors on the successful launch of the 2nd issue of the Departmental Newsletter "Spectrum". This edition beautifully captures the vibrancy of our department's academic pursuits, research endeavours, student achievements, and upcoming events.



I am happy to see the continuity of the newsletter, which reflects the dedication and collaborative spirit that defines our community. Such initiatives not only foster knowledge-sharing but also strengthen our collective identity as innovators in management studies.

I place on record my deep appreciation for Prof. Sougata Banerjee – the Dean of BMS for his tireless commitment and quiet perseverance in bringing out this bi-annual Newsletter of the Department. His vision fosters reflection, collaboration, and excellence—a true testament to his service.

Let us continue to support and contribute to this valuable platform. I wish the newsletter continued success in the years ahead.

Rev. Dr. Peter Arockiam, SJ
Vice-Principal



ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
Bachelor of Management Studies (BMS) - AICTE Approved
The Bi-Annual Newsletter

S P E C T R U M

Vol. 1(2), July - December, 2025

St. Xavier's College (Autonomous), K
College with Potential for Excellence (2006), College of Excellence (2014), College with a Heritage Status (2015), NAAC Graded A++ College (4th Cycle, 2024), ISO 9001:2015 Certified, NIRF INDIA RANKING 2024: 6th Rank in College Category

Phase -III
STUDENT INDUCTION PROGRAMME (SIP)
Bridge Course on **Basics of Accounting**
Target Participants: **1st Year BMS Students**
Organized by
Department of Management Studies

TUESDAYS & THURSDAYS
5th August - 2nd September, 2025

Scan the QR for Enrolment:



Key Events

9th July
1st Year Inauguration
followed by Student
Induction Programme
(Phase I)

23rd July
Phase II - Student
Induction Programme -
Introduction to Different
Societies

5th August
Phase III - Student
Induction Programme -
Commencement of Bridge
Course on Basics of
Accounting

ST. XAVIER'S COLLEGE (AUTONOMOUS), KOL
College with Potential for Excellence (2006), College of Excellence (2014), College with a Heritage Status (2015), NAAC Graded A++ College (4th Cycle, 2024), ISO 9001:2015 Certified, NIRF INDIA RANKING 2024: 6th Rank in College Category

Knowledge Enhancement Session
on
" Beyond the Numbers: Technical Tools & Market Psychology "

Fr. Dominic Savio, SJ
Principal

Biswanath Chakraborty
SEBI Smart Trainer

Fr. Dr. Peter Arocki
Vice-Principal

DATE 06.08.2025 **TIME** AT 4:45 PM **VENUE** Room 23

Organized by Department of Management Studies
Accounting & Finance Group



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ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
XAVIER'S MANAGEMENT SOCIETY

X-ELEVARE

REV. DR. DOMINIC SAVIO, SJ
PRINCIPAL
St. Xavier's College (Autonomous), Kolkata
President, Xavier's Management Society

REV. FR. PETER AROCKIAM, SJ
VICE-PRINCIPAL
Department Of Commerce (ECONOMICS)
And Management Studies
St. Xavier's College (Autonomous), Kolkata

Dr. DEBIPROSAD DUARI
SPEAKER
Former Director, Research & Academic, M. P. Birla Inst. of
Fundamental Research, M. P. Birla Planetarium, Kolkata.

VENUE	TIME	DATE
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Key Events

6th August
Knowledge Enhancement
Session on "Beyond the
Numbers: Technical Tools
& Market Psychology"

19th August
XMS hosted Inaugural
& Investiture Ceremony
followed by a Speaker
Session on "Our
Cosmic Environment"

ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA

College with Potential for Excellence (2006), College of Excellence (2014), College with a Special
Heritage Status (2015), NAAC Graded A++ College (4th Cycle, 2024), ISO 9001:2015 Certified,
NIRF INDIA RANKING 2024: 6th Rank in College Category

**KNOWLEDGE ENHANCEMENT SESSION
ON**

MULYA PRAVAH : THE PERSONAL BRAND ERA
- SHOW UP OR STAY INVISIBLE

Rev. Dr. Dominic Savio, SJ
Principal

Chynelle Priyanka Stephen
Entrepreneur and Owner of
Crackpot By CPS

Fr. Dr. Peter Arockiam, SJ
Vice-Principal

Friday | **Time** | **Rohinton**

29th August
Knowledge Enhancement
Session on Mulya Pravah
: The Personal Brand Era
- Show Up or Stay
Invisible



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ORIENTATION PROGRAMME LEARNING MANAGEMENT SYSTEM

FOR 1ST YEAR BMS STUDENTS

DATE
12 SEPTEMBER, 2025

TIME
4.00 PM - 4.45 PM

VENUE
ROOM 22 & 40

ORGANIZED BY DEPARTMENT OF MANAGEMENT STUDIES



Key Events

30th August
Academic Research Practice Session on
“Application of Statistical Analysis in Atmospheric Sciences”

2nd September
Rev. Dr. Dominic Savio, SJ; Principal released the first issue of the Bi-Annual Departmental Newsletter “Spectrum”

6th September
XMS organized a Speaker Session on “Building Your Future: From Passion to Finance” on the occasion of X-Genesis

St. Xavier's College (Autonomous), Kolkata

College with Potential for Excellence (2006), College of Excellence (2014), College with a Special Heritage Status (2015), NAAC Graded A++ College (4th Cycle, 2024), ISO 9001:2015 Certified, NIRF INDIA RANKING 2024: 6th Rank in College Category

Academic Research Practice Session on Application of Statistical Analysis in Atmospheric Sciences



Rev. Dr. Dominic Savio, SJ
Principal



Dr. Anwesa Bhattacharya
Scientist C, IMD



Fr. Dr. Peter Arockiam, SJ
Vice-Principal

 Saturday
30 August, 2025

 Time
4.15 PM - 5.45 PM

 Fr. Depelchin Auditorium

ORGANIZED BY
DEPARTMENT OF MANAGEMENT STUDIES



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St. Xavier's College (Autonomous), Kolkata
Autonomous College (2006), College with Potential for Excellence (2006), College of Excellence (2014), College with a Special Heritage Status (2015), NAAC Graded A++ College (4th Cycle, 2024), ISO 9001:2015 Certified, NIRF INDIA RANKING 2025: 8th RANK IN COLLEGE CATEGORY

SOCIAL AND INDUSTRY CONNECT

Career Acceleration Programme

ON

INTERNSHIPS DECODED: OPPORTUNITIES, ACCESS, AND HIGH- IMPACT CAREER MOVES

ORGANIZED BY

Department of Management Studies

Key Highlights

- >Actionable insights to optimise internship learning outcomes
- Strategies to align internships with career goals
- Smart pathways to identify high-value opportunities
- Tactics to convert internships into long-term advantages



Key Events

12th September

**Orientation Programme
on Learning Management
System (LMS) for the 1st
Year Students**

26th September

**Pre-Puja Celebration
“AGAMANI” organized by
the Staff of BMS, B.Com.
(Evening) and M.Com.
Departments**

19th November

**Career Acceleration
Programme on
“Internships Decoded:
Opportunities, Access &
High-Impact Career
Moves for 3rd Year
Students**

ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
It's that time of the year again
when we celebrate the triumph of good over evil.
We're excited to invite you to join us for

আগমনী

ON FRIDAY, 26 SEPTEMBER, 2025

5:15 pm onwards

Come & soak up the festive
atmosphere. Enjoy some delicious food &
seek the blessings of Maa Durga

Venue: Big -Parlour

Happy Durga Puja



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Faculty Spotlight

Dr. Shaunak Roy

Publications

- Banerjee, R., & Roy, S. (2025). Determinants of Smartwatch Purchase Decision: Insights from Urban Consumers in Kolkata, India. *BIMS Journal of Management*, 10(1), 57-76.
- Hazra, S., & Roy, S. (2025). Charting the Terrain of Artisan Entrepreneurship: A Science Mapping and Performance Analysis Approach. In S. K. Basu & S. Dutta (Eds.), *Business Innovation Practices and Sustainability in the VUCA World* (pp. 228-241). Bharti Publications.

Conference Presentations

- Roy, S., & Dasgupta, B. (2025, Sep 28-29). Emotional Intelligence and Academic Success in India: Mediating Pathways. International Conference on Management and Information Systems, Bangkok, Thailand.
- Hazra, S., & Roy, S. (2025, Nov 7-8). Charting the Terrain of Artisan Entrepreneurship. 4th International Conference on Business Innovation Practices and Sustainability, St. Xavier's College, Kolkata.
- Hazra, S., & Roy, S. (2025, Nov 29-30). Assessing Entrepreneurial Resource Deployment through Digital Innovation: The Case of Sholapith Craft Artisans. 1st International Conference on Transforming Business, Economy, and Society, St. Xavier's University, Kolkata.

Invited Roles / Resource Person

- Session Co-Chair, Doctoral Colloquium, International Conference on Management and Information Systems (ICMIS-25), Bangkok, Thailand (Sep 28-29, 2025).

Workshops Conducted (Commacad)

- Research Methodology and Thesis Writing (Aug 23-24).
- Systematic Literature Review (Oct 25-26).
- Publish in Scopus-Indexed Journals (Nov 30).



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Faculty Spotlight

Prof. Sayak Mitra

Publications

- Roy, S., Mitra, S., & Samanta, P. K. (2025). "Do Institutional Investors and Corporate Governance Affect Post-IPO Operating Performance? Evidence from Indian Firms". Conference Proceedings, 10th PAN-IIM World Management Conference (WMC), Indian Institute of Management Ranchi. ISBN: 978-81-994866-9-0, pp. 359.

Conference Presentations

- Mitra, S. (Oct. 2025). "Sustainability Costs and Debt-Financing Decisions of Indian Consumer Goods SMEs: A Pre and Post-GST Perspective". One-Day International Conference on Navigating Global Shifts and Innovations (ICNGSI), K.P.B. Hinduja College of Commerce, Mumbai.
- Roy, S., Mitra, S., & Samanta, P. K. (Nov. 2025). "Do Institutional Investors and Corporate Governance Affect Post-IPO Operating Performance? Evidence from Indian Firms". Paper ID-598, 10th PAN-IIM World Management Conference (WMC), IIM Ranchi.
- Bhadra, M., Mitra, S., & Samanta, P. K. (Dec. 2025). "How Executive Compensation Shapes Capital Structure and ESG Performance Nexus: Evidence from NSE Listed Indian Manufacturing Companies". Management Doctoral Research Colloquium, DoMS, NIT Durgapur.

Invited Roles / Resource Person

- One-Day Workshop on Computerised Accounting and E-Filing for UG Semester-IV, Harimohan Ghosh College (affiliated to University of Calcutta), August 2025.
- One-Day National Workshop [Virtual Mode] on E-Filing of Tax Returns, jointly organized by Kolkata Bidhannagar Society for Academic Advancement and THK Jain College, August 2025.
- Lecture Series on Finance and Allied Subjects [Virtual Model]; Topic: Direct Tax Management for B.Com undergraduate students, Kolkata Bidhannagar Society for Academic Advancement, August 2025. [YouTube Link].
- Session Co-Chair, Finance & Accounting Track, 10th PAN-IIM World Management Conference (WMC), Indian Institute of Management Ranchi, 2025.

Other Achievements

- Best Paper Award in Track-1 (Finance & Accounting), One-Day International Conference on Navigating Global Shifts and Innovations (ICNGSI), K.P.B. Hinduja College of Commerce, Mumbai, October 2025.



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Faculty Spotlight

Dr. Rajni Gupta

Publications

- Sectoral Variations in ESG Performance: A Comparative Analysis of Environmental, Social and Governance Scores of Selected Indian Companies. In proceedings of COHERENCE 2025: International Management Conference on Digital Transformation for Phygital Future, Bharatiya Vidya Bhavan Institute of Management Science, Kolkata (Sep 18-19).

Conference Presentations

- Sectoral Variations in ESG Performance: A Comparative Analysis of Environmental, Social and Governance Scores of Selected Indian Companies. COHERENCE 2025, Bharatiya Vidya Bhavan Institute of Management Science, Kolkata (Sep 18-19).

Conferences, Seminars & Workshops Attended

- Refresher Course: Bridging Theory and Practice in Accounting and Taxation. Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (online, Jul 1-14).
- 4th International Conference on Business Innovation Practices and Sustainability in the VUCA World. St. Xavier's College, Kolkata (Nov 7-8).
- COHERENCE 2025. Bharatiya Vidya Bhavan Institute of Management Science, Kolkata (Sep 18-19).

Dr. Sanjana Ghosh

- Awarded PhD from Post Graduate and Research Department of Microbiology, St. Xavier's College (Autonomous), Kolkata (University of Calcutta). Thesis: "**Study on Microbial Succession with Respect to Crop Productivity in Reclaimed Agricultural Soil of East Kolkata Wetlands.**"

Publications:

- Ghosh et al., "An insight to microbial metagenome in wetland ecosystem" (Bacterial Metagenomics, De Gruyter). [DOI](#)
- Ghosh et al., "Concealed Prebiosis in Human Gut Microflora" (Extracellular Polysaccharides, Springer). [DOI](#)
- Ghosh et al., "A Holistic Treatise on Nature Driven Solution to Cancer" (Bioactive Ingredients for Healthcare Industry Vol. 2, Springer). [DOI](#)



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Faculty Spotlight

Patents Published:

- No. 202531068085 (25.07.25): Bacteria for plastic degradation (Inventors: Sanjana Ghosh, Shoham Ghosh, Arup Kumar Mitra).
- No. 202431101754 (08.08.25): Probiotic for immunity enhancement (Inventors: St. Xavier's College, Soumyajit Modak, Arunabha Pal).

Seminars & Awards:

- "Microbial solution for Cucurbita maxima & Zea mays productivity, East Kolkata Wetlands" (ICEES, St. Xavier's, 10-11 Oct.): Young Scientist Award.
- "Role of PGP in unleaded agriculture, East Kolkata Wetlands" (IMS, Kalimpong, 15-16 Nov.): 2nd Prize, Oral Presentation.

Dr. Basuli Dasgupta

Conference Presentations

- Analysing the impact of competitive strategies on market share and profitability: A case study on leading investment banks (3rd International Conference on Emerging Socio-economic Trends and Business Strategies, ISB&M, Kolkata, 29-30 Aug 2025).
- The Influence of Peer Pressure on Financial Decisions and Behavioural Changes following Budget 2025 (same conference).
- Emotional Intelligence and Academic Success in India: Mediating Pathways (International Conference on Management and Information Systems, Chitkara University, 28-29 Sep 2025).

Invited Role / Resource Person

- Session Coordinator, 4th International Conference on Business Innovation Practices and Sustainability in the VUCA World, St. Xavier's College (Autonomous), Kolkata (7-8 Nov 2025).

Conferences, Seminars & Workshops Attended

- 7-day FDP on Reimagining and Restructuring Teaching-Learning Under NEP 2020, St. Xavier's College (Autonomous), Kolkata (6-12 Dec 2025).
- Online Refresher Course in Social Sciences (Interdisciplinary), The Gandhigram Rural Institute (26 May-9 Jun 2025).



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Faculty Spotlight

Dr. Sumanta Dutta

Book Publications

- Editor/Co-Editor: *Unlocking the Gig Economy in India* (Edition I). ISBN: 978-93-49468-71-9. Co-edited with Dr. Ravi Kant Modi. DOI: 10.62823/MGM/2025/9789349468719. Published 2025.
- Editor/Co-Editor: *Indian Knowledge Systems: Concepts and Applications* (Edition I). ISBN: 978-93-49566-80-4. Co-edited with Dr. Venugopal Rao Komma and Dr. NVR Jyoti Kumar. DOI: 10.70381/9789349566804.25. Released 2025.

Chaired Technical Sessions

- Chaired a technical session on "Environmental Sustainability & Green Living" at the 3rd International Conference on "Emerging Socio-Economic Trends and Business Strategy," organized by International School of Business & Media (ISB&M) Riverside Campus, Budge Budge, Kolkata, on August 30, 2025.

Invited Role / Resource Person

- Delivered keynote address on "Application of AI in Teaching" at the Faculty Development Programme (FDP) organized by the Internal Quality Assurance Cell (IQAC) of Tarakeswar Degree College and Rishi Bankim Chandra College, September 23, 2025.
- Speaker on "Beyond Data and Discovery: Understanding the Ethical Dimensions of Research," Department of Commerce, School of Business, Adamas University, November 18, 2025 (11:00 a.m.–1:00 p.m.).
- Resource person on "Upholding Ethics in Scholarship: Managing Research Integrity in Academic Publishing" during the Seven-Day Virtual International Professional Development Programme (PDP) on "Research and Teaching in the Digital Era: AI-Driven Insights, Immersive Learning and Funded Innovation Projects," organized by the Department of Commerce (Accounting and Finance), Faculty of Science and Humanities, SRM Institute of Science and Technology, Vadapalani City Campus, Chennai, December 10, 2025.
- Speaker in the lecture series "Frontier in Business Research: Insights, Innovation, and Impact" (online), School of Business, Adamas University, Kolkata, December 13, 2025.



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Faculty Spotlight

Dr. Supriyo Patra

Conference Presentations

Two research papers were presented at the 4th International Conference on Business Innovation Practices and Sustainability in the VUCA World (November 7-8, 2025).

- "A Study on Awareness and Purchase Behaviour of Pens among the People of Kolkata."
- "A Study on Awareness, Preference & Usage of UPI among the People of Kolkata."

Book Chapter

- A research paper titled "A Study on Awareness & Acceptance of Fantasy Sports among People of Kolkata and Ranchi" was contributed to the book Exploring Global Research Trends in Commerce and Management (July 2025).

Award

- The Best Paper Award was received at the same VUCA World conference for "A Study on Awareness, Preference & Usage of UPI among the People of Kolkata".

Dr. Sukanya Sarkhel

Publications

- Paper titled "Fertility shocks, motherhood and female labor market outcomes in India" accepted for publication in the special issue of Development Economics Review (February 2026).
- Op-ed article titled "Inverse Equation" published in The Telegraph on September 23, 2025.

Other Professional Activities

- Completed two peer reviews as a reviewer for Journal of South Asian Development (Sage) and Applied Economics Letters (Taylor & Francis).
- Completed training on "POSH Act 2013, AICTE & UGC Regulations" on Saturday, July 19, 2025.

Prof. Oyndrila Ganguly

Publications

- The Role of AI in Revolutionizing Fairness in Platform Gig Worker Contracts. Proceedings of Sixth International Ethical Hacking Conference (eHaCon 2025). Springer Nature. DOI: 10.1007/978-981-96-8632-2. (eHaCon 2025, IEM Kolkata, 20-21 Feb 2025).
- Critical Analysis of Platform Gig Workers under Unorganised Social Security Act, 2008. Ch. 11, Ecofusion Marketing Strategies for Industry 4.0 Sustainability. ISBN: 9781041228332. (UEM Conference, 10-12 May 2024).



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Bachelor of Management Studies (BMS) - AICTE Approved
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Vol. 1(2), July – December, 2025



Abstract The Fourth Industrial Revolution is characterized by rapid advancements in automation and artificial intelligence (AI), which are reshaping labor markets and significantly impacting platform gig workers. While the technologies such as platform economy offer great solutions, their effectiveness depends on existing policies. The government plays a crucial role in establishing labor conditions and mediating relationships between employers and workers. However, inadequate regulatory involvement often leads to the perpetuation of informal and precarious work, leaving gig workers deprived of job security, benefits, and fair wages. In this context, a contractual analysis of platform gig economy with the technologies reveals significant challenges faced by these workers under current contractual arrangements. The lack of adequate protections within these contracts allows exploitative practices to persist, rendering workers vulnerable with limited opportunities for skill development and career advancements. This highlights the critical need to examine the implications of contractual agreements on workers' rights in an AI-driven labor landscape. Addressing the informal labor issues and improving skill development are essential for managing the effects of AI on employment; by scrutinizing the contracts governing the platform gig work, stakeholders can identify the weaknesses and advocate for stronger labor protection. This integrated approach ensures that the benefits of new technologies do not exacerbate existing inequalities, ultimately creating a more equitable environment for gig workers. The findings confirm the importance of contractual analysis as a tool to empower workers and safeguard their rights in the evolving platform gig economy.

Keywords Platform gig workers • Artificial Intelligence • Labor market • Contract • Inequalities • Workers' rights

O. Ganguly (✉)
St Xavier's College (Autonomous), Kolkata, India
e-mail: oyndrilaganguly@gmail.com

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M. Chakraborty et al. (eds.), *Proceedings of Sixth International Ethical Hacking Conference*, Lecture Notes in Networks and Systems 1513,
https://doi.org/10.1007/978-981-96-8632-2_5

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Application Details	
APPLICATION NUMBER	202431101754
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	22/12/2024
APPLICANT NAME	1. St. Xavier's College, Kolkata 2. SOUMYAJIT MODAK 3. Arunabha Pal 4. Adrish Sil 5. Srinjoy Maitra 6. Sanjana Ghosh 7. Bedaprana Roy 8. Ansh Arya 9. Aarav Mittal 10. Vedant Saboo 11. Aditi Sanki 12. Arup Kumar Mitra
TITLE OF INVENTION	A PROBIOTIC FORMULATION FOR ENHANCING IMMUNITY
FIELD OF INVENTION	FOOD
E-MAIL (As Per Record)	rupikathaganguly01@gmail.com
ADDITIONAL E-MAIL (As Per Record)	
E-MAIL (UPDATED Online)	



Application Details	
APPLICATION NUMBER	202431101754
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	22/12/2024
APPLICANT NAME	1. St. Xavier's College, Kolkata 2. SOUMYAJIT MODAK 3. Arunabha Pal 4. Adrish Sil 5. Srinjoy Maitra 6. Sanjana Ghosh 7. Bedaprana Roy 8. Ansh Arya 9. Aarav Mittal 10. Vedant Saboo 11. Aditi Sanki 12. Arup Kumar Mitra
TITLE OF INVENTION	A PROBIOTIC FORMULATION FOR ENHANCING IMMUNITY
FIELD OF INVENTION	FOOD
E-MAIL (As Per Record)	rupikathaganguly01@gmail.com
ADDITIONAL E-MAIL (As Per Record)	
E-MAIL (UPDATED Online)	



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Student Achievement

Shravasti Ray (BMS Department, Marketing Specialization)

Paper Presentation:

- Presented the research paper titled A Study on Awareness and Purchase Behaviour of Pens among the People of Kolkata at the 4th International Conference on Business Innovation Practices and Sustainability in the VUCA World (November 7-8, 2025).

Book Chapter:

- Published the research paper titled A Study on Awareness and Purchase Behaviour of Pens among the People of Kolkata (ISBN: 978-93-47303-68-5, Bharti Publications, New Delhi).

Soumyadeep Das (BMS Department, Marketing Specialization)

Paper Presentation:

- Presented the research paper titled A Study on Awareness, Preference & Usage of UPI among the People of Kolkata at the 4th International Conference on Business Innovation Practices and Sustainability in the VUCA World (November 7-8, 2025).

Book Chapter:

- Published the research paper titled A Study on Awareness, Preference & Usage of UPI among the People of Kolkata (ISBN: 978-93-47303-68-5, Bharti Publications, New Delhi).

Award:

- Received the Best Paper Award for the research paper titled A Study on Awareness, Preference & Usage of UPI among the People of Kolkata at the 4th International Conference on Business Innovation Practices and Sustainability in the VUCA World (November 7-8, 2025).

Adarsh Kumar (BMS Department, Marketing Specialization)

Book Chapter:

- Published the research paper titled A Study on Awareness & Acceptance of Fantasy Sports among People of Kolkata and Ranchi (ISBN: 978-93-6646-138-0, Exploring Global Research Trends in Commerce and Management, July 2025).



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Student Achievement

Ananya Lal (BMS Department, Finance Specialization)

Paper Presentation:

- Presented the research paper titled "The Influence of Peer Pressure on Financial Decisions and Behavioural Changes following Budget 2025," at the 3rd International Conference on Emerging Socio-economic Trends and Business Strategy held on August 29–30, 2025.

Saakshi GudGud (BMS Department, Finance Specialization)

Paper Presentation:

- Presented the research paper titled "Analysing the impact of competitive strategies on market share and profitability: A Case Study on leading Investment Banks ", at the 3rd International Conference on Emerging Socio-economic Trends and Business Strategy held on August 29–30, 2025





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Community Outreach Program

Prayas: A Social Welfare Initiative by XMS

18 Dec 2025: Food Distribution Drive

- Prayas kicked off with a food truck near Urbana, serving 300+ needy people hot meals and spreading community warmth.

19 Dec 2025: Stray Dog Welfare Drive

- The team distributed biscuits and water to strays across Park Street, Salt Lake, and Rabindra Sarobar, emphasizing animal compassion.

20 Dec 2025: NGO Visit

- At Pather Sathi NGO, we gave underprivileged students notebooks, stationery, and food, plus joyful activities like drawing and singing amid Christmas cheer.

Prayas touched diverse lives through compassion and service—grateful for the meaningful impact.

St. Xavier's College (Autonomous), Kolkata
Department of Management Studies
XAVIER'S MANAGEMENT SOCIETY
AND
SMILE MAKERS
PRESENT
Prayas
A XAVIER'S MANAGEMENT SOCIETY
INITIATIVE

DATE: 19.12.25 | TIME: 7-9 AM
VENUE: SALT LAKE | SAROBAR LAKE |
PARK STREET

STRAY DOG **NGO VISIT**

DATE: 20.12.25 | TIME: 3-6 PM
VENUE: PATHER SAATHI NGO

FOOD
DISTRIBUTION

DATE: 18.12.25 | TIME: 12-3 PM | VENUE: NEAR URBANA

FOR FURTHER DETAILS CONTACT XMS PR: +91 90513 47497 +91 6290 222 545

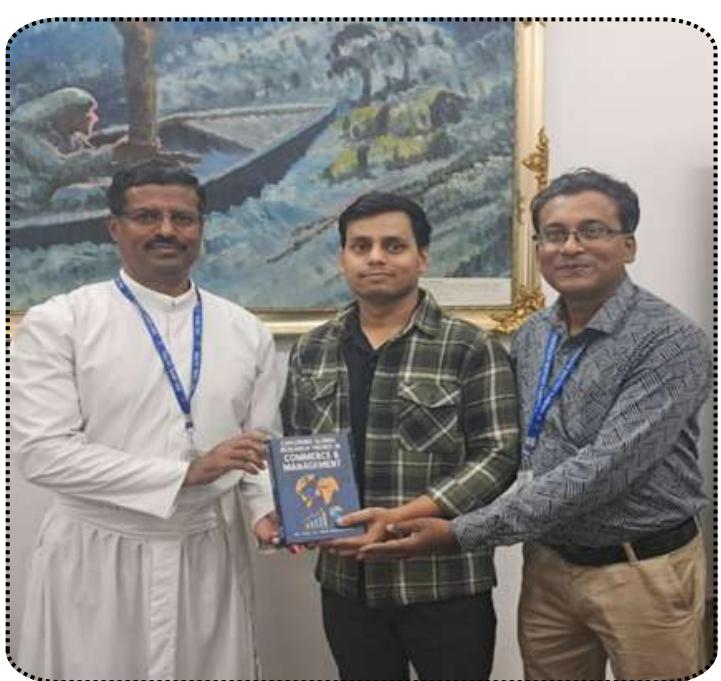




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Kolkata, West Bengal, India



Kolkata, West Bengal, India



Kolkata, West Bengal, India



Kolkata, West Bengal, India
G9x4+pc5, Mullick Bazar, Park Street Area, Kolkata, West Bengal 700016, India



Kolkata, West Bengal, India

G9x4+pc5, Mullick Bazar, Park Street Area, Kolkata, West Bengal 700016, India



Kolkata, West Bengal, India
30, Park St, Mullick Bazar, Park Street Area, Kolkata, West Bengal 700016, India



Kolkata, West Bengal, India

2nd Floor, St. Xavier's College, 30, Park St, Mullick Bazar, Park Street Area, Kolkata, West Bengal 700016, India
Lat 22.54903° Long 88.35582°



Kolkata, West Bengal, India

2nd Floor, St. Xavier's College, 30, Park St, Mullick Bazar, Park Street Area, Kolkata, West Bengal 700016, India
Lat 22.549048° Long 88.355812°



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Obituary
In Loving Memory Of



Dr. Dibyendu Sen

26.01.1973 - 24.12.2025

The BMS Department of St. Xavier's College mourns the untimely passing of Dr. Dibyendu Sen, Assistant Professor.

A dedicated educator and respected colleague, Dr. Sen was deeply committed to teaching and academic excellence. He was admired for his sincerity, humility, and supportive nature, and he touched the lives of many students and colleagues.

His passing is a great loss to the department and the college community. We extend our heartfelt condolences to his family, friends, and all who had the privilege of knowing him.