

Dr. Chandrima Banerjee

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Date of joining: 01.07.2006

Department: Post Graduate & Research Department of Commerce (Evening),

Qualification: Ph.D. in Commerce (Management), M.Com

Present Status: Permanent, Full-time

Designation: Assistant Professor

SEMINARS / CONFERENCES/ FDPS ATTENDED

- Participated in (also an active member of Technical Sessions and Paper Presentation committee) international conference on ‘Emerging Perspectives in Commerce, Economics, Environment and Management – Shaping the future: Trends and Insights for tomorrow’ organized by the Post Graduate and Research Department of Commerce, St. Xavier’s College (Autonomous), Kolkata in collaboration with St. Xavier’s University, Kolkata on 9th and 10th February, 2024.
- Participated in the 3rd international conference on ‘Business Innovation Practices and Sustainability in the VUCA World’ organized by the Post Graduate and Research Department of Commerce, St. Xavier’s College (Autonomous), Kolkata in collaboration with Post Graduate Department of Commerce, University of Calcutta, India and Institute of Islamic Education and Research, Islamic University, Bangladesh during 25th - 26th November, 2023.
- Participated in Faculty Development Programme on Integrating Artificial Intelligence in Higher Education organized by the IQAC Cell, St. Xavier’s College (Autonomous), Kolkata on 3rd October, 2023.
- Participated in international conference on ‘Emerging Perspectives in Commerce, Economics, Environment and Management – Building the SDG economy: Emerging Challenges and Prospects’ organized by IQAC and Post Graduate and Research Department of Commerce St. Xavier’s College (Autonomous), Kolkata in association with Fordham University, New York, USA on 10th and 11th February, 2023.
- Participated in Virtual International conference on ‘Emerging Perspectives in Commerce, Economics, Environment and Management – Road towards sustainable economy’ organized by Department of Commerce, St. Xavier’s College (Autonomous), Kolkata in collaboration with the Institute of Cost Accountants of India on 27th and 28th January, 2022.
- Participated in national webinar on ‘Pandemics and natural disasters: Understanding and Coping’ organized by St. Xavier’s College IQAC and Academic Council on 12th and 13th July 2020. Participated in a webinar on ‘Influencing Consumer Behaviour through sensory marketing’ organized by Heritage Business School on July 8, 2020.
- Participated in the International Webinar on ‘Pedagogy through the Looking Glass: Challenges and Opportunities’ jointly organised by Narasinha Dutt College, Howrah, West Bengal, India and Naba Ballygunge Mahavidyalaya, Kolkata, West Bengal, India on July 5, 2020.

- Participated in Webinar on ‘Intellectual Property Rights: The Indian Scenario’ organized by Department of Commerce, New Alipore College, Kolkata in association with Internal Quality Assurance Cell, New Alipore College, Kolkata on 26th June, 2020.
- Participated in Two Day International Webinar on ‘COVID 19: Emerging Challenges and Capacity Building organized by Bangabasi Morning College I.Q.A.C on 26th and 27th June, 2020.
- Participated in national webinar organized by Nabagram Hiralal Paul College Department of Hospitality & Tourism Management and Retail Management Challenges & Opportunities after Post Covid-19 in Tourism, Hospitality, Logistics & Retail sector held on 25th June, 2020.
- Participated in Webinar organized by Department of Commerce, Evening [Under- Graduate & Post-Graduate Sections] Shri Shikshayatan College, Kolkata on AI-Driven Marketing in Post-COVID Era held on 18th June, 2020.
- Participated in ICCEEM 19 International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management – Transformation of the Global Economy organized by Department of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata in collaboration with Bengal National Chamber of Commerce & Industry on 13th and 14th September, 2019.
- Participated in Seven Day Faculty Development Programme on Business Studies organized by Department of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata in collaboration with Department of Commerce, University of Calcutta from 20th - 26th May, 2019.
- Participated in One Day Faculty Development Programme on Teaching and Practicing Entrepreneurship in Higher Education Institutions organized by Department of Management, Faculty Commerce, St. Xavier’s College (Autonomous), Kolkata on 20th November 2018.
- Participated in Two Day UGC Sponsored International Conference on Innovative business practices in a VUCA world organized by Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata in collaboration with Department of Commerce, University of Calcutta on 5th and 6th January 2018.
- Participated in Two Day International Conference on Emerging Perspectives in Commerce, Economics and Management – Policies for a better world (ICCEM 2017) organized by Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata in collaboration with St. Xavier’s University, Kolkata on 2nd and 3rd November, 2017.
- Participated in One Day Faculty Development Programme on STATE OF THE INDIAN ECONOMY, organized by Department of Commerce and Department of Business Administration, St. Xavier’s College, Kolkata on 28th April, 2017.
- Participated in UGC Sponsored One Day National Conference on REDEFINING BUSINESS VISION: ISSUES AND CHALLENGES, organized by Department of Commerce, St. Xavier’s College, Kolkata, in collaboration with University of Calcutta, on 19th of March, 2016.
- Participated in UGC sponsored one day National Symposium Overcoming Challenges for Sustainable Corporate Excellence St. Xavier’s College (Autonomous), Kolkata B.Com & B.B.A Department with support from ICSSR on 21.03.2015.
- Participated in UGC sponsored National Conference on Inclusive Growth Business and Environment in India’s Emerging Economy, St. Xavier’s College (Autonomous), Kolkata

B.Com & B.B.A Department in collaboration with Shri Shikshayatan College, Kolkata on 6th and 7th September, 2013.

- Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata B.Com & B.B.A Department, on 6th April, 2013
- Participated in Faculty Improvement Programme, organized by St. Xavier's College, Kolkata Department of Economics, Commerce, 6th October, 2012
- Participated in the One Day Seminar on AWAKENING INDIA: VISION 2020, organized by Post Graduate Department of Commerce, St. Xavier's College, Kolkata, on 16th April, 2012.
- Participated in the UGC Sponsored National Seminar on FINANCIAL REPORTING: CHANGING PARADIGM, organized by St. Xavier's College, Kolkata in collaboration with The Institute of Chartered Accountants of India, on 3rd and 4th of February, 2012.
- Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata Department of Management, Commerce, on 4th August, 2012
- Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata, on 17th of September, 2011.
- Participated in the UGC Sponsored National Seminar on PROFESSIONALISM IN TEACHER EDUCATION, organized by Department of Education, St. Xavier's College, Kolkata, on 21st and 22nd February, 2011.
- Participated in UGC Sponsored National Seminar on GOVERNING BUSINESS IN THE 21ST CENTURY – OPPORTUNITIES AND CHALLENGES, organized by St. Xavier's College (Autonomous), Kolkata, on 20th and 21st November 2009.

WORKSHOPS ATTENDED

- Completed 48 hours Online Certificate Course on Digital Marketing organized by Placement and Career Counselling Cell, Ramkrishna Mission Vidyamandira, Belur Math, Howrah with Estory Infocom, Kolkata from 15th June to 1st September, 2024.
- Participated in 7 day Faculty Development Programme on Pedagogical Innovations in Management Teaching and Research organized by the Post Graduate and Research Department of Commerce and Department of Management Studies, St. Xavier's College (Autonomous), Kolkata in collaboration with St. Xavier's College IQAC Cell, from 14 – 20 February, 2023.
- Attended 7-day workshop NPTEL Special Lecture Series on INNOVATION AND ENTREPRENEURSHIP IN A POST-COVID WORLD organized by Rajendra Mishra School of Engineering Entrepreneurship, Indian Institute of Technology, Kharagpur, co-organized by National Digital Library of India from 22nd June to 29th June, 2020.
- Participated in One Day Workshop on OVERVIEW OF STOCK EXCHANGE, organized by St. Xavier's College, Kolkata, under the VISIT TO NSE initiatives of National Stock Exchange of India Ltd. on 14th of March, 2013.
- Participated in 30 hours WORKSHOP ON SPSS, organized by St. Xavier's College, Kolkata, during December 2010 – January 2011

ORIENTATION PROGRAMME AND REFRESHER COURSES ATTENDED

1. Attended from UGC-Human resource Development Centre, University of Hyderabad, a two week online Refresher Course on Commerce and Management Research from 04.09.2020 to 26.09.2020.

2. UGC 'Orientation Programme' Academic Staff College Jadavpur University, July 11 to August 6, 2011
3. UGC 'Refresher Programme' Academic Staff College, University of Calcutta, September 10 to September 29, 2012

ACADEMIC PUBLICATIONS

- Yashika Gupta and Chandrima Banerjee: Beyond Metros: The Luxury Awakening in India's Tier 2 and Tier 3 Cities YOUTHINK, Vol. XIX, (2025).
 - Divya Agarwal and Chandrima Banerjee: Quick E-Commerce Apps Supplying Daily Essentials in Kolkata: Consumer Analysis and Business Growth Strategies YOUTHINK, Vol. XVIII, (2024).
 - Devanshi Parasramka and Chandrima Banerjee : The impact of demographic characteristics on buyer decision of small sized flats, YOUTHINK, Vol. XVII, (2023).
 - Ishika Jalan and Chandrima Banerjee: Impulsive Buying Behaviour among Consumers over the Internet and how Marketers Exploit this to their Advantage, YOUTHINK, Vol. XV, (2021).
 - Chandrima Das and Dr. Rajib Dasgupta: Consumer Perception of Ethical Issues in Advertising – A Study Across Different Age Groups in Kolkata. Business Studies – Volume – XL, No. 1, pp. 44-55, January, 2019
 - Chandrima Das and Dr. Rajib Dasgupta: Do Men And Women Perceive Ethical Issues In Advertising Differently? – A Kolkata based study (2019). International Journal of Research and Analytical Reviews, 6(2): 31-38. [E-ISSN 2348-1269, P- ISSN 2349-5138 UGC Journal No: 43602.]
 - Priya Chanani and Chandrima Banerjee: Inbound Marketing – Market the new attractive way, YOUTHINK, Vol. XIII, (2018).
 - Anwesha Sarker and Chandrima Banerjee: Indian Political Marketing, YOUTHINK, Vol. XII, (2017).
 - Chandrima Banerjee and Dr. Rajib Dasgupta: Advertising to Children. YOUTHINK, Vol. XI, (2016).
 - Nabila Sayed and Chandrima Banerjee: The Fall and Rise of 'Meri Maggi', YOUTHINK, Vol. XI, (2016).
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