



# Dr. Shaunak Roy

## Current Designation

Assistant Professor, Faculty of Management, Department of Commerce and Management Studies (Professor-in-Charge, Management Group), St. Xavier's College (Autonomous), Kolkata

## Qualification

Ph.D. (Commerce); M. Com (Marketing) [Gold Medalist]; PGPM-DM; UGC-NET (JRF)



## BIOGRAPHICAL SKETCH

Dr. Shaunak Roy serves as Assistant Professor of Management Studies and Professor-in-Charge of the Management Group at St. Xavier's College (Autonomous), Kolkata. He earned his Ph.D. in Commerce from the University of Calcutta in 2021, specializing in brand personality research. Dr. Roy's academic and research portfolio is anchored in Branding, Consumer Behaviour, Organizational Behaviour, and Entrepreneurship. His scholarly contributions have been disseminated through publications in reputed journals indexed in Scopus, Web of Science, and UGC-CARE, reflecting a strong commitment to research excellence and academic rigor. He is a co-author of two widely acclaimed textbooks, viz., *Entrepreneurship Development and Business Ethics*, published by Oxford University Press. In addition, he has contributed to academic discourse through books on *Facilitation Techniques in Higher Education* and *Visual Merchandising*, and has edited two casebooks in management and marketing, thereby strengthening practice-oriented pedagogy. Beyond academia, Dr. Roy extends his expertise as a Management Expert at BBN Times, a UK-based media technology organization. He also serves on the editorial boards of multiple management journals and is regularly invited as a peer reviewer for leading academic publications. His thought leadership is further reflected through invited lectures, workshops, and conference presentations on marketing, higher education, and research methodology. Dr. Roy's professional engagement is complemented by significant consultancy and corporate training experience with organizations such as Streebo, Netaji Subhas Open University, Commacad, and CEMCA. His contributions to academia and industry have been recognized through several prestigious accolades, including the 'Guru Vishistha Award 2024' conferred by Dayananda Sagar Business School, Bengaluru, and the 'Young Scholar Award 2023' awarded by Birla Institute of Management Technology, India.

## DOCTORAL STUDIES

- ▶ **Ph.D. in Commerce (Management)**, Department of Ph.D. Programmes  
St. Xavier's College (Autonomous), Kolkata [Awarded on November 8, 2021]  
**Topic of Research:** A Study on the Perception of Urban Consumers towards Brand Personality and Cultural Influences on the Purchase of Consumer Durables in West Bengal

## DOCTORAL SUPERVISION AND MENTORSHIP

- ▶ **Souris Bhattacharya** [Date of Enrollment: 02.04.2024]  
**Department:** Ph.D. Department (Postgraduate & Research Department of Commerce), St. Xavier's College (Autonomous), Kolkata
- ▶ **Somdyuti Hazra** [Date of Enrollment: 25.02.2025]  
**Department:** Ph.D. Department (Postgraduate & Research Department of Commerce), St. Xavier's College (Autonomous), Kolkata

## BOOK PUBLICATION

- ▶ Mukherjee, A. K. and Roy, S. (2023). **উদ্যোগ বিকাশের পরিচয়**. Oxford University Press. ISBN: 978-93-6725-373-1
- ▶ Mukherjee, A. K. and Roy, S. (2023). **Introduction to Entrepreneurship Development**. Oxford University Press. ISBN: 978-0-19-949446-0

- ▶ Sengupta, P., Menem, V. R., Kadam, M. & Roy, S. (2022). **Effective Facilitation: Instrument for Empowering Learners**. Clever Fox Publishing. ISBN: 978-93-56481-91-6
- ▶ Mukherjee, A. K. and Roy, S. (2019). **CommPass 4: An Essential Companion to B.Com. (Semester IV)**. Oxford University Press. ISBN: 978-0-19-949618-1
- ▶ Mukherjee, A. K. and Roy, S. (2019). **Entrepreneurship Development and Business Ethics**. Oxford University Press. ISBN: 978-0-19-949446-0
- ▶ Roy, S., and Banerjee, S. (2015). **Visual Merchandizing as an Antecedent to Impulse Buying Behaviour: An Empirical Inquest with Reference to Apparels**. New Delhi: Research India Publications. ISBN: 978-93-84443-26-9

## EDITORIAL UNDERTAKINGS

- ▶ Editorial Board Member of **“IUP Journal of Brand Management (IJBRM)”** since October 2024; published by IUP Publications (ISSN: 0972-9097).
- ▶ Editorial Board Member of **“International Journal of Marketing and Business Communication (IJMBC)”** since January 2022; published by Publishing India Group (ISSN: 2277-484X).
- ▶ Joint Editor of a book entitled **“Case Studies in Contemporary Management”** published by Bharti Publications, New Delhi, in January 2020 (ISBN: 978-93-89657-06-7).
- ▶ Editorial Board Member of **“YouThink: A Peer-Reviewed Journal”** since 2018; published by the Xavier’s Commerce Society (XCS), Department of Commerce, St. Xavier’s College (Autonomous), Kolkata (ISSN: 2347-6222).
- ▶ Co-editor of a book entitled **“Strategic Brand Management in a VUCA World”** published by Black Aviat Publications, Lucknow, in October 2021 (ISBN: 978-81-951250-3-6).

## RESEARCH PROJECTS

- ▶ ICSSR Vision Viksit Bharat@2047 Collaborative Research Project on **“Vulnerability and Social Security of the Elderly: A Study with Reference to West Bengal”** awarded by the Indian Council of Social Science Research (ICSSR), for ₹18,00,000, for a period of 1 year, commencing September 2024.
- ▶ Intramural Research Grant on **“Investigating the Destination Brand Personality of Santiniketan: An Analysis of Tourists’ Perceptions”** awarded by St. Xavier’s College (Autonomous), Kolkata, for ₹25,000, for a period of at least 1 year, commencing November 2023.

## PUBLICATIONS IN PEER-REVIEWED JOURNALS

- ▶ Roy, S. (2026). **From Shoreline to Shrine: Restructuring Digha’s Destination Brand Identity Through Spiritual Tourism**. South Asian Journal of Business and Management Cases [OnlineFirst], 1-22; DOI: 10.1177/22779779261427536
- ▶ 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; ISSN: 2456-222X
- ▶ Chakraborty, S. & Roy, S. (2025). **Investigating Customer Satisfaction and Loyalty Dynamics in Internet Service Providers: Key Factors and Strategic Implications**. Optimization. Vol. 17(1); ISSN: 0974-0988.
- ▶ Roy, S. (2025). **Skoodle Play: Navigating Innovation and Sustainability Issues in the Indian Toy and Stationery Market**. Case Folio: The IUP Journal of Management Case Studies [Indexed in UGC-CARE] Vol. 25(1); ISSN: 0972-5350; DOI: <https://doi.org/10.71329/CaseFolio/2025.25.1.54-63>
- ▶ Roy, S. (2024). **Balancing Tradition and Modernity: The Brand Personality of Santiniketan as a Tourist Destination**. South Asian Journal of Business and Management Cases [Indexed in Scopus] Vol. 13(3); ISSN: 2277-9779; DOI: <https://doi.org/10.1177/22779779241295262>

- ▶ Patodia, T. & Roy, S. (2023). **Understanding Consumer Perceptions and Purchase Intentions of Electric Vehicles: An In-Depth Analysis.** International Journal of Marketing and Business Communication Vol. 12(2); ISSN: 0973-3167
- ▶ Garodia, E. & Roy, S. (2022). **Mapping the Applications of Brand Personality in Professional Higher Education: Evidence from Select Business Schools in India.** International Journal of Marketing and Business Communication Vol. 11(2&3); ISSN: 0973-3167
- ▶ Roy, S. & Banerjee, S. (2022). **Exploring the Conceptualization of a New Brand Personality Scale for Consumer Durables: Empirical Insights.** SCMS Journal of Indian Management [Indexed in Scopus], Vol. 19(1); ISSN: 0973-3167
- ▶ Roy, S. & Banerjee, S. (2022). **Trajectories of Brand Personality Research since the New Millennium: A Bibliometric Analysis.** FIIB Business Review [Indexed in Scopus], Vol. 0(0) OnlineFirst; ISSN: 2455-2658; DOI: 10.1177/23197145221105942
- ▶ Gupta, R. & Roy, S. (2021). **Examining the Implications of Burying the Ghost of Retrospective Taxation in India: A Case-based Narrative.** Ajanta, Vol. 10(4); ISSN: 2277-5730
- ▶ Roy, S. & Banerjee, S. (2021). **Cross-Cultural Dissimilarities in the Perception of Brand Personality of Select Smartphones: Evidence from West Bengal, India and Bangladesh.** NMIMS Management Review [Indexed in WoS], Vol. 29(2); ISSN: 0971-1023
- ▶ Roy, S. & Banerjee, S. (2021). **Does ‘Green’ Brand Personality have any Impact on Consumers’ Purchase Intentions, Engagement and Loyalty?** IIMS Journal of Management Science, Vol. 12(1); ISSN: 0976-030X
- ▶ Roy, S. & Banerjee, S. (2020). **Is Geuens et al.’s New Brand Personality Scale Valid in the Indian Context? The Case of the Dell Brand in India.** Journal of Critical Reviews, Vol. 7(13); ISSN: 2394-5125
- ▶ Roy, S. & Banerjee, S. (2020). **Ascertaining Consumers’ Perceptual Divergences towards the Construct of Brand Personality: Indian Corroborations.** The Indian Journal of Commerce [Indexed in UGC-CARE], Vol. 73(1&2); ISSN: 0019-512X
- ▶ Roy, S. (2020). **Demonetization as a Trigger of Customer Adoption of Mobile Wallets in India: Developing an Integrated Framework.** Optimization: Journal of Research in Management, Vol. 12(1); pp. 1-12; ISSN: 0974-0988
- ▶ Pirogiwal, K. and Roy, S. (2020). **Pioneering a Framework to Assess Customer Acceptance towards 24x7 Convenience Stores: A Study in Kolkata.** Our Heritage Journal, Vol 68(8), pp. 134-150; ISSN: 0474-9030
- ▶ Roy, S. and Sonthalia, N. (2019, August). **Anthropomorphizing Brands: The Case Study of Amul Girl.** YouThink, Vol. 14, Xavier’s Commerce Society (XCS), Department of Commerce, St. Xavier’s College (Autonomous), Kolkata; ISSN: 2347-6222.
- ▶ Roy, S. (2019). **Analyzing the Influence of Brand-Customer Personality Consonance in Stimulating Brand Loyalty: The Case of Automobile Brands.** Journal of Marketing Vistas, Vol. 9(1); pp. 46-57; ISSN: 2249-9067
- ▶ Roy, S. (2019). **The Impact of Pay Satisfaction on the Performance of College Teachers: Empirical Insights from Kolkata, India.** The IUP Journal of Organizational Behaviour, Vol. 18 (2), pp. 42-57; ISSN: 0972-687X.
- ▶ Arockiam, A. P., Banerjee, S. and Roy, S. (2018). **Correlates of Pay Satisfaction with Employee Performance: Patterns of Influence on Bank Managers.** Business Analyst, Vol. 39(1); pp. 99-121; ISSN: 0973-211X
- ▶ Roy, S. (2018). **Horses for Courses: Are Adaptive Marketing Strategies going to work for IKEA in India?** ET Cases: Enabling Decisions, pp. 1-24; Product Code: MKTG-1-0077; ISBN: 978-81-931001-9-6
- ▶ Parasramka, T. and Roy, S. (2018). **Understanding the Importance of Qualitative Customer Insights and its Impact on Product Innovation: A Case Study of Maruti Suzuki India Limited.** Journal of Marketing Vistas, Vol. 8(1); pp. 40-50; ISSN: 2249-9067
- ▶ Roy, S. and Banerjee, S. (2018). **Analyzing the Influence of Ethical Marketing Practices on Consumer Purchase Behaviour: A Study on Consumer Durables in India.** PRIMa: Practices and Research in Marketing, Vol 9(1), pp. 1-17; ISSN: 2230-844X
- ▶ Roy, S. (2017). **Scrutinizing the Factors Influencing Customer Adoption of App-Based Cab Services: An Application of the Technology Acceptance Model.** IUP Journal of Marketing Management, Vol 16(4), pp. 54-69; ISSN: 0972-6845
- ▶ Roy, S. (2016). **Probing into the Parameters influencing Student’s Choice of a B-School: A Case-Study of Kolkata, India.** International Journal of Science, Technology and Management, Vol 5(12), pp. 479-490. ISSN: 2394-1529
- ▶ Banerjee, S. and Roy, S. (2016). **Synchronizing Marketing Performance Measurement Indicators with Corporate Strategy: A Conceptual Framework.** International Journal of Marketing and Business Communication, Vol 5(1), pp. 43-50. ISSN: 2277-484X
- ▶ Roy, S. (2016). **Anatomizing the Dynamics of Societal Behaviour towards E-waste Management and Recycling Initiatives: A Case Study of Kolkata, India.** Management and Labour Studies, Vol 41(1), pp. 1-18. DOI: 10.1177/ 0258042X16649465

- ▶ Das, L., Agarwal, P. and Roy, S. (2015). **Cause Related Marketing Campaigns and Consumer Purchase Intentions: Investigating the Role of Online Social Networks.** Kindler: The Journal of Army Institute of Management, Kolkata, Vol. 15 (2), pp. 7-20. ISSN: 0973-1486
- ▶ Roy, S. (2015). **Knowledge Management and Organizational Learning: Objectifying a Synergetic Liaison within the Learning Organization.** International Journal of Knowledge Management and Practices, Vol 3(1), pp. 1-12. ISSN: 2320-7523
- ▶ Roy, S. (2014). **Reengineering Our Vision: Breaking through the Paradoxical Crisis of Unemployability.** Presidency Journal of Management Thought & Research, Vol. 4 (2), pp. 64-69. ISSN: 2229-5275
- ▶ Banerjee, S. and Roy, S. (2014). **Examining the Dynamics of Whistleblowing: A Causal Approach.** The IUP Journal of Corporate Governance, Vol 13(2), pp. 7-26. ISSN: 0972-6853
- ▶ Roy, S. (2014). **Embedding Corporate Social Responsibility into Competitive Sustainable Development Strategies: Insights from India.** Business Analyst, Vol. 35 (1), pp. 97-115. ISSN: 0973-211X
- ▶ Banerjee, S. and Roy, S. (2013). **On the Road to an Encyclopedic Schema of Ethical Management: A Concoction of Multifarious Vedantic Philosophies.** International Journal of Business Ethics in Developing Economies (IJBED), Vol. 2 (1), pp. 51-57. ISSN: 2278-3172
- ▶ Banerjee, S. and Roy, S. (2013). **Shopping Malls and Kolkata's Customers: An Attitudinal and Perceptual Revelation.** Interdisciplinary Journal of Management and Behavioural Sciences (IJMBS), Vol. 2 (1), pp. 107-117. ISSN: 2278-1285

## PUBLICATIONS IN EDITED BOOKS/ CONFERENCE VOLUMES

- ▶ 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.
- ▶ Roy, S. (2024). **Playing the Green Game: The Case of BigBasket's Environmental Stewardship.** In Chaudhuri, M. & Sur, S. (Eds.). *Green Practices and Business Automation: Hosting the Green Card.* Allied Publishers Pvt. Ltd. ISBN: 978-93-89934-67-0.
- ▶ Roy, S. & Banerjee, S. (2023). **Applicability of the Technology Acceptance Model in Examining Consumer Adoption Patterns of Online Video Streaming Services: A Factor- Analytic Study.** In Kotler, P. et al. (Eds.). *Perspectives in Marketing, Innovation and Strategy.* Routledge Publications. ISBN: 978-10-323608-9-8 [Indexed in Scopus].
- ▶ Roy, S. & Banerjee, S. (2021). **Driving Digital Transformation for Competitive Distinctiveness: The Case of Saregama Carvaan 2.0.** In Omrane, A. and Bag, S. (Eds.). *New Business Models in the Course of Global Crises - Lessons from COVID-19 and Beyond.* Springer Publications.
- ▶ Roy, S. & Banerjee, S. (2021). **Probing into the Influence of 'Green' Brand Personality on the Purchase Dynamics of Consumers: An Empirical Analysis.** In Nilkant, D., Agarwal, V and Sunitha, B. K. (Eds.). *Management and Sustainability: Rethinking Social Innovation and Business Ethics in Sustainability Development.* Eureka Publications. Paper presented at the International Conference on "Sustainable Business Management Practices and Social Innovation", organized by the Center for Management Studies, Jain (Deemed-to-be-University), Bengaluru, on January 31, 2021. ISBN: 978-81-950380-4-6.
- ▶ Agarwal, P. & Roy, S. (2021). **Effectiveness of Open-Book Open-Web Examinations during the COVID-19 Pandemic: The Case of Undergraduate Degree Programs in India.** In Nilkant, D., Agarwal, V and Sunitha, B. K. (Eds.). *Management and Sustainability: Rethinking Social Innovation and Business Ethics in Sustainability Development.* Eureka Publications. Paper presented at the International Conference on "Sustainable Business Management Practices and Social Innovation", organized by the Center for Management Studies, Jain (Deemed-to-be-University), Bengaluru, on January 31, 2021. ISBN: 978-81-950380-4-6.
- ▶ Roy, S. (2020). **Using Secondary Data to Evaluate the Impact of the Novel COVID-19 Pandemic on the Global Aviation and Tourism Industry.** In Singh, A., and Pandey, A. (Eds.). *Socio-Economic Implications of COVID-19 Pandemic.* Black Aviat Publishing House. ISBN: 978-81-946558-0-0.
- ▶ Mukherjee, A. and Roy, S. (2020). **Implementing Vertical Farming for Sustainable Food Production in Urban India: A Case Study of UrbaGrow Aquaponics, Kolkata.** In Banerjee, S., Banerjee, M., Kunamaneni, S. and Chinta, A. (Eds.). *Enterprising Agriculture: Market Awareness Farm Innovation and Value Addition.* Paper presented at the UKIERI-supported Conference on

“Interdisciplinary Conference on Agri-Innovation and Entrepreneurship”, organized by Leeds Beckett University, UK, University of Calcutta, India and the International Management Institute, Kolkata, on January 21, 2019. ISBN: 978-93-89130-45-4

- ▶ Xavier, S. and Roy, S. (2019). **Pioneering Environmental Sustainability through Technological Innovation**. In Giri, S., Paul, P., Mitra, P. and Chattopadhyay, S. (Eds.). Sustainable Development: A Value Chain Perspective. Paper presented at the International Conference on “Sustainability Development: A Value Chain Perspective”, organized by the Management Development Institute (MDI), Murshidabad, during September 7-8, 2018. ISBN: 978-93-88874-23-6
- ▶ Roy, S. (2017). **Does Entrepreneurship Education Successfully Inculcate Entrepreneurial Verve among Management Students? An Empirical Investigation**. In Shiri, K.P.M. (Eds.). Paradigms in Management and Entrepreneurship. Paper presented at the National Conference on “Innovating Paradigms in Management & Entrepreneurship”, organized by the Aachi Institute of Management and Entrepreneurial Development (AIMED), Chennai, during November 25-26, 2016. Mumbai: AIMED. ISBN: 978-93-52675-87-6
- ▶ Roy, S. (2016). **How do Students Select a Business School in India? A Case-Based Analysis**. In Gupta, K.C. and Tyagi, N. (Eds.). Recent Innovations in Science, Technology, Management and Environment. Paper presented at 3<sup>rd</sup> International Conference on “Recent Innovations in Science, Technology, Management and Environment”, Indian Federation of United Nations Associations, New Delhi, December 18, 2016 (pp. 108-119). New Delhi: AR Research Publications. ISBN: 978-93-86171-13-9
- ▶ Banerjee, S. and Roy, S. (2016). **Mediating Effects of Mystery Shopping on Total Consumer Experience: Indian Insights**. In Raj, J., Savio, D., Chakravarty, S.L. and Roy, S. (Eds.). Emerging Issues on Inclusive Growth, Business and Environment. Paper presented at the Two-Day UGC-Sponsored National Conference on “Inclusive Growth, Business and Environment in India’s Emerging Economy”, St. Xavier’s College (Autonomous), Kolkata, September 6-9, 2013 (pp. 200-212). New Delhi: Regal Publications. ISBN: 978-81-8484-566-2
- ▶ Roy, S. (2015). **Investigating the Attitudinal Impact of Online Reviews on Consumer Purchase Decisions: The Case of Electronic Paraphernalia**. In Sharma, Y. (Eds.). Contemporary Management Practices: Creative or Dogmatic? Paper presented at the International Conference on “Inclusive Growth, Business and Environment in India’s Emerging Economy”, Jagan Institute of Management Studies, Rohini, New Delhi, February 6, 2015 (pp. 172-184). New Delhi: Excel India Publications. ISBN: 978-93-84869-17-5
- ▶ Roy, S. (2015). **Gandhian Leadership: Pioneering an Indian Paradigm of A-1-Leadership**. In Sharma, C.S. and Singh, R.K. (Eds.). Transformational Leadership and Beyond. Paper presented at the National Conference on “Transformational Leadership”, Shri Ram College of Commerce, New Delhi, April 6, 2013 (pp. 78-94). New Delhi: Excel India Publications. ISBN: 978-93-82880-26-4
- ▶ Banerjee, S. and Roy, S. (2013). **The Spiritual Organization: Leadership Proclamations from the Ancient Wisdom**. In Sengupta, S. (Eds.). Integrating Spirituality and Beyond. Paper presented at the 4<sup>th</sup> International Conference on “Integrating Spirituality and Organizational Leadership”, Xavier Institute of Management, Bhubaneswar, January 10-12, 2013 (pp. 255-267). New Delhi: ISOL Publications. ISBN: 978-81-920639-3-5
- ▶ Banerjee, S. and Roy, S. (2012). **Leveraging Knowledge Quotient through Online Distance Education: A Critique**. In Mitra, A. (Eds.). ICT in Higher Education: Opportunities and Challenges in the 21<sup>st</sup> Century. Paper presented at the One-Day UGC-Sponsored Seminar on “ICT in Higher Education: Opportunities and Challenges”, St. Xavier’s College (Autonomous), Kolkata, March 28, 2012 (pp. 39-46). Kolkata: SPS Education India Pvt. Ltd. ISBN: 978-81-924140-0-3

## PUBLICATIONS IN NEWSPAPERS/ MAGAZINES

- ▶ Roy, S. (2026, April). **Are the World’s Superpowers Losing?** Business Economics (Fortnightly Business Magazine); [Link to Article](#)
- ▶ Roy, S. (2026, January). **The Rupee’s Verdict: Exposing India’s decade of economic illusion**. Business Economics (Fortnightly Business Magazine); [Link to Article](#)
- ▶ Roy, S. (2025, May). **Brahmos or Bharat?** The Millennium Post (Op-Ed); [Link to Article](#)
- ▶ Roy, S. (2025, February). **Golden years, silver challenges—Can India’s elderly shape the future?** The Print; [Link to Article](#)

- ▶ Roy, S. (2024, October). **The Melody of Bireandra Krishna Bhadra’s Mahishasurmardini : The Essence of a Timeless Tradition. (Health, Culture & Tradition)** Business Economics (Fortnightly Business Magazine); [Link to Article](#)
- ▶ Todi, S. & Roy, S. (2024, February). **Exploring the Potential Benefits of REITs in India’s High-Interest Landscape** Treasury Management (IUP Publications); Vol. 21(2); pp 17-24.
- ▶ Roy, S. (2024, February). **Is Ayodhya emerging as a global destination brand? (Latest News)** Business Economics (Fortnightly Business Magazine); [Link to Article](#)
- ▶ Roy, S. (2020, April). **Marketing Strategy in the COVID-19 Crisis (Cover Story)** Business Economics (Fortnightly Business Magazine); Vol. 26(01); pp 18-19.
- ▶ Roy, S. (2020, April). **World bracing for Coronavirus Impact (In Focus Section)** Business Economics (Fortnightly Business Magazine); Vol. 25(23); pp 37-38.
- ▶ Roy, S. (2020, January). **Is Binge-watching your favourite TV series detrimental to the Environment?** Business Economics (Fortnightly Business Magazine); Vol. 25(20); pp 42-43.
- ▶ Roy, S. (2019, February). **If God created our universe, who created God?** Business Economics (Fortnightly Business Magazine); Vol. 41(2); pp 31-32.
- ▶ Roy, S. (2018, June). **Walmart buys Flipkart: Should Amazon be Concerned?** Business Economics (Fortnightly Business Magazine); Vol. 24(5); pp 48-50.
- ▶ Roy, S. (2018, April). **Looking beyond Jugaad: Time for a Corporate Renaissance in India?** The Executive, Xavier’s Management Society (XMS), Department of BBA/ BMS, St. Xavier’s College (Autonomous), Kolkata.
- ▶ Roy, S. and Banthia, S. (2017, November). **Analyzing the Impact of Packaging on Impulse Purchase Behaviour.** YouThink, Vol. 12, Xavier’s Commerce Society (XCS), Department of Commerce, St. Xavier’s College (Autonomous), Kolkata. ISSN: 2347-6222.
- ▶ Banerjee, S., and Roy, S. (2017, January). **Chasing Dreams of Intellectual Dominance and Beyond: The Jesuit Manifesto.** The Xaverian: Annual Magazine, St. Xavier’s College (Autonomous), Kolkata.
- ▶ Banerjee, S., and Roy, S. (2016, March). **Shifting the Ball to the Marketer’s Court: An Academic Inquest.** Inertia Souvenir (Theme Article), Department of Management, St. Xavier’s College (Autonomous), Kolkata.
- ▶ Banerjee, S., and Roy, S. (2015, March). **Marketing Knowledge in the 21st Century: A Fleeting Fad or the Boulevard to Success?** Inertia Souvenir (Theme Article), Department of Management, St. Xavier’s College (Autonomous), Kolkata.
- ▶ Banerjee, S., and Roy, S. (2014, March). **Lights... Sound... Camera... Action...** Inertia Souvenir (Theme Article), Department of Management, St. Xavier’s College (Autonomous), Kolkata.
- ▶ Roy, S. (2014, January). **Brand Equity of a Xaverian.** The Xaverian: Annual Magazine, St. Xavier’s College (Autonomous), Kolkata.
- ▶ Banerjee, S., and Roy, S. (2014, January). **Towards a Holistic Edifice of Academic Excellence.** The Xaverian: Annual Magazine, St. Xavier’s College (Autonomous), Kolkata.
- ▶ Roy, S. (2014, January). **Invest in India!** The Executive, Xavier’s Management Society (XMS), Department of BBA, St. Xavier’s College (Autonomous), Kolkata.

## REVIEWER

- ▶ Served as Reviewer for the Edited Book on “Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing”, published by IGI Global Publishers (February 2021).
- ▶ Serves as Reviewer for FIIB Business Review (ABS-1; Scopus Q1); Business Perspectives and Research (Scopus Q2); IIMS Journal of Management Science, South Asian Journal of Management and Business Cases (Scopus Q3), SAGE Open, and Cogent Business & Management (Scopus Q2).

## PAPER PRESENTATIONS

### PAPER PRESENTATIONS IN THE DOMAIN OF MARKETING & BRANDING

- ▶ **From Haat to Algorithm: Strategic Repositioning of Santiniketan’s Leather Handicraft Cluster.**  
Case Study presented at the 2<sup>nd</sup> Case & Research Conference 2026, on February 7-8, 2026, organized by the Indian Institute of Management, Nagpur.
- ▶ **When ‘Yes’ Became ‘Not Today’: How Governance Quietly Failed at Yes Bank.**  
Case Study presented at the 2<sup>nd</sup> Case & Research Conference 2026, on February 7-8, 2026, organized by the Indian Institute of Management, Nagpur.
- ▶ **AI-Powered Content Curation and Subscription Continuance in the Indian OTT Market: An Extended UTAUT2 Perspective.**  
Paper presented at the ICA-TSOM India Conference, on 28-30 January 2026, organized by the ICA-TSOM India Conference, Bennett University, Greater Noida.
- ▶ **Influence of YouTube Travel Vlogs on Parasocial Interaction and Luxury Tourism Aspirations: Insights from Indian Outbound Travelers.**  
Paper presented at the 11<sup>th</sup> Annual International Commerce Conference (11<sup>th</sup> AICC), on 23 & 24 January 2026, organized by the Department of Commerce, Faculty of Commerce & Business, University of Delhi.
- ▶ **Cognitive Load, Attention Dynamics, and Brand Trust: Empirical Evidence on Consumer Decision Quality in Urban FMCG Markets.**  
Paper presented at the 5<sup>th</sup> International Marketing Conference (iMarC-V), on 21 & 22 January 2026, organized by the Indian Institute of Management, Shillong.
- ▶ **Investigating the Effect of Sonic Branding on Emotional Resonance and Purchase Intentions across Millennials and Generation Z Customers: Insights from the OTT Sector.**  
Paper presented at the 5<sup>th</sup> International Marketing Conference (iMarC-V), on 21 & 22 January 2026, organized by the Indian Institute of Management, Shillong.
- ▶ **Emotional Intelligence and Academic Success in India: Mediating Pathways.**  
Paper presented at the International Conference on Management and Information Systems, jointly organized by INFOMS and Chitkara University on September 28-29, 2025, Bangkok (Thailand).
- ▶ **Charting the terrain of artisan entrepreneurship: A science mapping and performance analysis approach.**  
Paper presented at the 4<sup>th</sup> International Conference on Business Innovation Practices and Sustainability in the VUCA World on November 7-8, 2025, organized by St. Xavier’s College (Autonomous), Kolkata. [*Adjudged Best Paper*]
- ▶ **Assessing Entrepreneurial Resource Deployment through Digital Innovation: The Case of Sholapith Craft Artisans in Murshidabad, West Bengal.**  
Paper presented at the 1<sup>st</sup> International Conference on “Transforming Business, Economy, and Society through Innovation and Sustainable Practices” organized on November 29-30, 2025, by Xavier Business School, St. Xavier’s University, Kolkata.
- ▶ **Infinx: Balancing Growth and Compliance in a Highly Regulated Healthcare Market.**  
Paper presented at the IIM Nagpur Ivey Case Conference 2024, Indian Institute of Management (IIM), Nagpur, during December 21-22, 2024.
- ▶ **Impulse Buying Behavior in Kolkata's Apparel Retail: An Omnichannel Perspective Through the S-O-R Lens.**  
Paper presented at the International Conference on Next Gen Supply Chain: Trends, Innovations and Best Practices, Indian Institute of Management (IIM), Jammu, during November 22-23, 2024.
- ▶ **Determinants of Smartwatch Purchase Decision: Insights from Urban Consumers in Kolkata.**  
Paper presented at the International Conference on Technology, Innovation and Entrepreneurship: For Sustainable Global Development & Economic Growth – ICTIE2024, Apeejay Institute of Management & Engineering, Jalandhar on April 6, 2024.
- ▶ **Pioneering Play: The Resilient Upsurge of Skoodle in India's Toy and Stationery Market.**  
Paper presented at the 9<sup>th</sup> PAN IIM World Management Conference, Indian Institute of Management (IIM), Sambalpur, during January 21-24, 2024.
- ▶ **Exploring Tourists’ Perceptions of Destination Brand Personality: A Case Study of Santiniketan.**

Paper presented at the 13<sup>th</sup> International Conference on “International Conference on Management Cases,” organized by Birla Institute of Management Technology, Greater Noida, during November 30 – December 02, 2023 [**Adjudged Best Paper**]

- ▶ **Analyzing the Influence of Brand Experience and Brand Gender on Customer Loyalty: A Study on Apparel Brands**  
Paper presented at the International Conference on “Emerging Technologies and Sustainable Business Practices 2023,” organized by University School of Business, Chandigarh University, in association with ICSSR & ISTD, during June 23-24, 2023.
- ▶ **Tailoring the Experience: Can Spotify Tune into the Indian Market?**  
Paper presented at the FORE International Case Conference (FICC) 2023, organized virtually by the FORE School of Management, New Delhi, during June 2-3, 2023.
- ▶ **Scrutinizing the Role of Authenticity in Instagram Influencer Marketing: A Study of Consumer Perceptions and Attitudes**  
Paper presented at the International Conference on “India 2.0: Vision for India in 2047,” organized by St. Xavier’s College (Autonomous), Kolkata, in collaboration with Bhopal School of Social Sciences, during March 3-4, 2023.
- ▶ **Exploring the Strategic Association between Marketing Strategies and Purchase Intentions of Consumers: The Case of Select Cosmetic Brands in Kolkata**  
Paper presented at the International Conference on Emerging Perspectives in Commerce, Economics, Environment, and Management (ICCEEM 2023) on “Building the SDG Economy: Emerging Challenges and Prospects,” organized by the Post-graduate and Research Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, during February 10-11, 2023.
- ▶ **Assessing the Impact of Green Brand Personality on Consumer Purchase Behaviour: Indian Insights**  
Paper presented at the 2021 Association of Collegiate Marketing Educators (ACME) Virtual Conference, West Texas A&M University, USA, during March 17-20, 2021.
- ▶ **Probing into the Influence of ‘Green’ Brand Personality on the Purchase Dynamics of Consumers: An Empirical Analysis**  
Paper presented at the International Conference on “Sustainable Business Management Practices and Social Innovation,” organized by the Center for Management Studies, Jain (Deemed-to-be-University), Bengaluru, on January 31, 2021.
- ▶ **Assessing the Validity of Rauschnabel et al.’s University Brand Personality Scale in the context of Top Business Schools in India: Empirical Insights**  
Paper presented at the Two-Day International E-conference on “Changing Landscapes in Business, Finance and Economy: A Global Perspective” organized by Sidho Kanho Birsha University, Purulia, West Bengal, during November 28-29, 2020.
- ▶ **Appraising the Validity of the University Brand Personality Scale in the context of Top Business Schools in India and the USA: Empirical Insights**  
Paper presented at the FORE International Business Conference (FIBC) 2020 on “Future of Business in the New Global Realities”, organized by the FORE School of Management, New Delhi, during November 27-28, 2020.
- ▶ **Differences in Consumer’s Perception of Brand Personality: An Exploration of the OnePlus Brand in Indian Metropolitan Cities**  
Paper presented at the International Marketing Conference (MARCON 2019) on “Marketing in the New Era: Emerging Trends and Sustainable Practices”, organized by the International Management Institute (IMI), Kolkata, during December 19-20, 2019.
- ▶ **Pioneering a Framework to Assess Customer Acceptance towards 24x7 Convenience Stores: A Study in Kolkata**  
Paper presented at the International Conference on “Emerging Perspectives in Commerce, Economics, Environment and Management—Transformation of the Global Economy”, organized by the Department of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata, during September 13-14, 2019.
- ▶ **Investigating the Key Determinants of Visual Merchandising in Influencing Consumer Behaviour: A Study of Men’s Apparel Brands in Kolkata**  
Paper presented at the International Conference on “Emerging Perspectives in Commerce, Economics, Environment and Management—Transformation of the Global Economy”, organized by the Department of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata, during September 13-14, 2019.
- ▶ **Demonetization as a Trigger of Customer Adoption of Mobile Wallets in India: Developing an Integrated Framework**  
Paper presented at the International Business Research Conference on “Transformation Opportunities and Sustainability Challenges in Management, Technology, Healthcare and Tourism”, organized by the DSMS College, Durgapur, on March 8, 2019.
- ▶ **Horses for Courses: Are Adaptive Marketing Strategies going to work for IKEA in India?**  
Case Study presented at the Flame International Conference on “Research and Teaching Cases”, organized by the Centre for Case Development, FLAME University, Pune, during June 21-22, 2018.
- ▶ **Determining the Personality of Consumer Durable Brands using Geuens et al.’s Brand Personality Scale: A Study**

Paper presented at the 4th Doctoral Colloquium and VGSoM Research Scholars' Day, organized by the Vinod Gupta School of Management, Indian Institute of Technology (IIT), Kharagpur, during March 14-15, 2018.

- ▶ **Cross-Cultural Differences in Consumer Perception of Brand Personality between West Bengal and Bangladesh: A Systematic Review of Literature**  
Paper presented at the Two-Day International Conference on “Innovative Business Practices in a VUCA World”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata, during January 5-6, 2018.
- ▶ **Analyzing the Correlates of Upstream Marketing and Insight-Based Innovation: A Case Study of Maruti Suzuki India Ltd.**  
Paper presented at the International Marketing Conference (MARCON 2017), organized by the International Management Institute (IMI), Kolkata, during December 18-19, 2017.
- ▶ **Exploring the Potential of Neuromarketing as a Marketing Implement: A Review of Existing Literature**  
Paper presented at the Two-Day International Conference on “Emerging Perspectives in Commerce, Economics and Management”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata during November 2-3, 2017.
- ▶ **Impact of Ethical Marketing Practices on Consumer Purchase Behaviour: A Study of Select Consumer Durables in India**  
Paper presented at the International Conference on “Responsible Marketing”, organized by the Xavier School of Management (XLRI), Jamshedpur, on January 23-24, 2017.
- ▶ **Examining the Factors influencing Customer Adoption of App-based Cab Services: An Application of the Technology Acceptance Model (TAM).**  
Paper presented at the 1st International Conference on “Innovative Brand Building through Digital Marketing”, organized by the International Management Institute (IMI), New Delhi, during January 29-31, 2016.
- ▶ **Anatomizing the Dynamics of Societal Behaviour towards E-Waste Management and Recycling Initiatives: A Case Study of Kolkata, India.**  
Paper presented at the National Conference on “E-Waste Management”, organized by the Xavier School of Management (XLRI), Jamshedpur, during January 13-14, 2016.
- ▶ **Cause Related Marketing Campaigns and Consumer Purchase Intentions: Investigating the Role of Online Social Networks.**  
Paper presented at the National Conference on “Skilling for Tomorrow”, organized by Army Institute of Management (AIM), Kolkata, on October 21, 2015.
- ▶ **Investigating the Attitudinal Impact of Online Reviews on Consumer Purchase Decisions: The Case of Electronic Paraphernalia.**  
Paper presented at the International Conference on “Contemporary Management Practices: Creative or Dogmatic?” organized by Jagan Institute of Management Studies (JIMS), New Delhi, on February 6, 2015. [*Adjudged Best Paper*]
- ▶ **Attitudinal Impact of Cause-Related Marketing on Brand Equity and Consumer Purchase Intention: An Exploratory Analysis.**  
Paper presented at the 5<sup>th</sup> Annual International Conference on “Innovations and Best Practices in Business, Human and other Earth Resources Management”, organized by the Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata, during January 15-16, 2015.
- ▶ **Synchronizing Marketing Performance Measurement Indicators with Corporate Strategy: A Conceptual Framework.**  
Paper presented at the International Marketing Conference on “Emerging Markets, Evolving Perspectives”, organized by the International Management Institute (IMI), Kolkata, during December 16-17, 2014.
- ▶ **Probing into the Attitudinal Variances between Private Label and Generic Brands: An Exploratory Analysis.**  
Paper presented at the International Marketing Conference on “Emerging Markets, Evolving Perspectives”, organized by the International Management Institute (IMI), Kolkata, during December 16-17, 2014.
- ▶ **Mediating Effects of Mystery Shopping on Total Customer Experience—Indian Insights.**  
Paper presented at the UGC-Sponsored National Conference on “Inclusive Growth, Business and Environment in India’s Emerging Economy”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata, during September 6-7, 2013.
- ▶ **Personal Branding in the Indian Political Milieu—A Comparative Case Study.**  
Paper presented at the National Seminar on “Changes and Challenges in the Global Business Scenario”, organized by the Institute of Business Management, Jadavpur University, Kolkata, during May 3-4, 2013.
- ▶ **Pioneering a Neural Nexus betwixt Marketing and the Social Consumer: A Constellation of Neuromarketing Rudiments.**

Paper presented at the 2nd International Marketing Conference (MARCON) organized by the Indian Institute of Management (IIM), Calcutta during December 28-30, 2012.

▶ **Branding: The Retro Style—A Fusion of the Past and the Present Consumer Trends.**

Paper presented at Inertia 2012 on “Global Consumerism—Mapping Trajectories of Business Remodeling” organized by the Department of Management, St. Xavier’s College (Autonomous), Kolkata during March 19-20, 2012.

## PAPER PRESENTATIONS IN THE DOMAIN OF HRM & OB

▶ **AI-Powered Recruitment and Organizational Trust and Reputation: The Mediating Role of Ethical Perceptions in India.**

Paper presented at the International Conference on Human Resource Management (ICHRM 2025), organized by Loyola Institute of Business Administration (LIBA), Chennai, during March 7-8, 2025 [**Adjudged Overall Best Paper**].

▶ **Impact of Pay Satisfaction on the Performance of College Teachers: Empirical Evidence from Kolkata, India.**

Paper presented at the 7<sup>th</sup> International Conference on “Global Information and Business Strategies”, organized by Gitarattan International Business School (GIBS), New Delhi, during December 16-17, 2016.

▶ **The Dimensionalities and Determinants of Pay Satisfaction: An Investigation of Bank Employees in Kolkata.**

Paper presented at the UGC-Sponsored National Seminar on “Re-imaging India: Challenges and Opportunities in Finance, Management and Policy Making”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata, during September 19-20, 2014.

▶ **Establishing an Ethical Workplace Culture and Climate—Lessons from Wipro Limited.**

Paper presented at the UGC-DEB National Seminar on “Changing Scenario in Indian Business Environment”, organized by Netaji Subhas Open University, Kolkata, during August 8-9, 2014.

▶ **Downsizing Corporate Anorexia through Personnel Selection and Performance Modelling: A Meta-Analytic Approach.**

Paper presented at the International Conference in Human Resource Management on “HR Leadership: People, Process, Practice”, organized by the Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata, during February 6-7, 2014.

▶ **Actualizing a Structural Relationship between Knowledge Management and Organizational Learning.**

Paper presented at the 2<sup>nd</sup> International Conference on “Enhancing Organizational Value through HR”, organized by ICFAI Business School (IBS), Hyderabad, during April 11-12, 2013.

▶ **Gandhian Leadership—Pioneering an Indian Paradigm of A-1-Leadership.**

Paper presented at the National Conference on “Transformational Leadership” organized by Shri Ram College of Commerce, New Delhi, on April 6, 2013.

▶ **Rationalizing and Modelling the Antecedents and Precedents of Human Behaviour—A Conceptual Framework.**

Paper presented at the International HR Conference on “HR Next-Focus, Engage, Align” organized by the Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata, during February 27-28, 2013.

▶ **The Spiritual Organization—Leadership Proclamations from the Ancient Wisdom.**

Paper presented at the 4<sup>th</sup> International Conference on “Integrating Spirituality and Organizational Leadership” organized by the Xavier Institute of Management (XIM), Bhubaneswar, during January 10-12, 2013.

## PAPER PRESENTATIONS IN THE DOMAIN OF ENTREPRENEURSHIP & MANAGEMENT

▶ **Mindfulness AS A Cognitive Antecedent OF Sustainability Competencies IN Early-Stage Entrepreneurship: Evidence FROM Eastern India.**

Paper presented at the 13th International Conference on "Spirituality: A Tested Paradigm for Global Well-Being, Sustainability, and Digital Mindfulness", organized by the School of Management Sciences, Varanasi, during March 14-15, 2026.

▶ **Assessing the Role of Literacy, Trust, and Risk in Influencing Fintech Adoption Intentions: A Study on Handloom Entrepreneurs in West Bengal.**

Paper presented at the International Conference on Grassroots & Frugal Innovation in Emerging Economies, during March 12-14, 2026, organized by the Birla Global University, Bhubaneswar.

- ▶ **Women on Wheels, Empowering Lives: Manisha Gupta's StartUp! and the Pursuit of Inclusive Entrepreneurship.**  
Paper presented at the One-Day National Seminar on Women, Labour, and Empowerment in The Context of Globalization, organized by Women's Studies Centre, Vidya Bhavana, Visva Bharati University, on February 24, 2025.
- ▶ **Evaluating the Skills and Challenges of Bengal's Traditional Sweetmakers: A Study on Joynagar's GI-Certified Moa**  
Paper presented at the ICSSR-Sponsored Two-Day National Seminar on Geographical Indication (GI) as a Tool for Regional Development: An Investigation on of Different Types of Products Across the Districts of West Bengal, organized by the Department of Geography & Applied Geography, University of North Bengal, West Bengal, India during February 12-13, 2025.
- ▶ **Examining the Implications of Burying the Ghost of Retrospective Taxation in India: A Case-based Narrative**  
Paper presented at the National Conference on “Divestment Policy and its Impact on the Indian Economy”, organized by the Department of Commerce, Mahatma Basbeshwar Mahavidyalaya, Latur on October 7, 2021.
- ▶ **Effectiveness of Open-Book Open-Web Examinations during the COVID-19 Pandemic: The Case of Undergraduate Degree Programs in India**  
Paper presented at the International Conference on “Sustainable Business Management Practices and Social Innovation”, organized by the Center for Management Studies, Jain (Deemed-to-be-University), Bengaluru, on January 31, 2021.
- ▶ **Exploring the Evaluative Efficacy of Open-Book Open-Web (OBOW) Examinations: Insights from Indian Undergraduate Degree Programs.**  
Paper presented at the National Conference on “Research, Innovation and Benchmarking Practices for Sustainability Management”, organized by V Consultants, Hyderabad during August 15-16, 2020. *[Adjudged Best Paper]*
- ▶ **Implementing Vertical Farming for Sustainable Food Production in Urban India: A Case Study of UrbaGrow Aquaponics, Kolkata**  
Case Study presented at the UKIERI-supported Conference on “Interdisciplinary Conference on Agri-Innovation and Entrepreneurship”, organized by Leeds Beckett University, UK, University of Calcutta, India and the International Management Institute, Kolkata, on January 21, 2019.
- ▶ **Pioneering Environmental Sustainability through Technological Innovation: A Case-Based Approach**  
Paper presented at the International Conference on “Sustainability Development: A Value Chain Perspective”, organized by the Management Development Institute (MDI), Murshidabad, during September 7-8, 2018.
- ▶ **Probing into the Parameters influencing Student's Choice of a B-School: A Case-Study of Kolkata, India.**  
Paper presented at the 3rd International Conference on “Recent Innovations in Science, Technology, Management and Environment”, organized by Conference World, IFUNA, New Delhi, on December 18, 2016.
- ▶ **Repercussions of the Devaluation of the Chinese Renminbi on the Balance of Trade in India: An Exploratory Analysis.**  
Paper presented at the UGC-Sponsored National Seminar on “Application of Statistical Tools in Research and Data Analysis”, organized by Deshbandhu College for Girls, Kolkata, on October 6, 2015.
- ▶ **Developing a Liaison between CSR and Environmental Sustainability in India: A Case-based Analysis.**  
Paper presented at the UGC-DEB National Seminar on “Changing Scenario in Indian Business Environment”, organized by Netaji Subhas Open University, Kolkata, during August 8-9, 2014.
- ▶ **An Inquiry into the Dimensions, Antecedents and Consequences of Whistleblowing—An Ethico-Moral Approach.**  
Paper presented at the International Conference on “Cost Consciousness, Sustainability, Governance and Development”, organized by Gaeddu College of Business Studies (GCBS), Bhutan, during June 11-12, 2013.
- ▶ **Leveraging Knowledge Quotient through Online Distance Education—A Critique.**  
Paper presented at the UGC-Sponsored Seminar on “I.C.T. in Higher Education: Opportunities and Challenges in the 21<sup>st</sup> Century” organized by St. Xavier's College (Autonomous), Kolkata on March 28, 2012.
- ▶ **A Discourse on the Ethico-Moral Auditing Convention for Re-Engineering the Enterprise.**  
Paper presented at the UGC-Sponsored National Seminar on “Financial Reporting: Changing Paradigm”, organized by the Department of Commerce, St. Xavier's College (Autonomous), Kolkata during February 3-4, 2012.
- ▶ **In Pursuit of a Liaison Framework betwixt the Academia and the Industry: A Normative Approach.**  
Paper presented at the International Seminar on “Search for a Holistic Combination of Agriculture, Industry and Education”, organized by the Department of Commerce and Business Administration, St. Xavier's College (Autonomous), Kolkata on December 8, 2011.

## PARTICIPATION IN CONFERENCES/ MDPs/ FDPs/ WORKSHOPS

### PARTICIPATION IN INDUCTION PROGRAMMES/ REFRESHER COURSES/ STP

- ▶ **Two Week Refresher Course (Online) On “Research Methodology for Commerce & Management” and obtained Grade A+**  
University Grants Commission Malaviya Mission Teacher Training Centre (MMTTC) Mahatma Hansraj Malaviya Mission Teacher Training Centre (MH-MMTTC), Hansraj College, University of Delhi in collaboration with Dr. Akhilesh Das Gupta Institute of Professional Studies, from December 20, 2025-January 3, 2026.
- ▶ **Short-Term Program (Online Mode) entitled "A Course on Start-up and Entrepreneurship – from Failure to Fortitude: Mastering Entrepreneurial Resilience” and obtained Grade A+**  
University Grants Commission Malaviya Mission Teacher Training Centre (MMTTC) Jadavpur University, from December 2-8, 2025.
- ▶ **UGC-Sponsored Refresher Course on “Global Transformation in Consumerism: E-Commerce & E-Learning” (Interdisciplinary) and obtained Grade A**  
University Grants Commission Human Resource Development Centre of Guru Ghasidas Vishwavidyalaya, Bilaspur (Central University), India, from January 10-22, 2022.
- ▶ **Four-week Induction/ Orientation Programme for “Faculty in Universities/ Colleges/ Institutes of Higher Education” and obtained Grade A+**  
Teaching Learning Centre, Ramanujan College, University of Delhi, under the aegis of Ministry of Education, Government of India, from November 19-December 18, 2021.

### PARTICIPATION IN OTHER ACADEMIC PROGRAMS

- ▶ **FDP on “Integrating Artificial Intelligence in Higher Education”**  
Organized by the Internal Quality Assurance Cell (IQAC), St. Xavier’s College (Autonomous), Kolkata, on August 3, 2023.
- ▶ **Seven-Day FDP on “Pedagogical Innovations in Management Teaching and Research”**  
Organized by the Post-Graduate and Research Department of Commerce & Department of Management Studies, St. Xavier’s College (Autonomous), Kolkata, during February 14-20, 2023.
- ▶ **Pre-Conference Workshop on “Structural Equation Modelling using AMOS”**  
Organized by the Institute of Engineering & Management, Kolkata on December 10, 2021.
- ▶ **FIIB Educational Leaders Conference (ELC 2021) on “Exploring Higher Education in a Pre-Post Pandemic World: A Multi-Stakeholder Perspective”**  
Organized by Fortune Institute of International Business (FIIB), New Delhi during October 22- 23, 2021.
- ▶ **Round Table Discussion on “How B-Schools are Changing their Curriculum to Adapt to Business Challenges of Post-Covid Era”**  
Organized by Globsyn Business School, Kolkata on June 24, 2021.
- ▶ **Online Workshop on “Art of Thesis Writing and Academic Publishing”**  
Organized by Koach Scholar, New Delhi, during August 14- 16, 2020.
- ▶ **One-Day Webinar on “Data Analysis in R using STATCRAFT”**  
Organized by Department of Statistics, University of Lucknow, on August 13, 2020.
- ▶ **International Conference on “Rediscovering Management of Business post COVID 19”**  
Organized by Center for Management Studies, Jain (Deemed-to-be) University, during August 8-9, 2020.
- ▶ **Workshop on “Case Study Methods”**  
Organized by HISASHI Excellence Education Private Limited on August 9, 2020.
- ▶ **Online Workshop on “Demystifying Literature Review Techniques”**  
Organized by Koach Scholar, New Delhi during July 30 - August 2, 2020.
- ▶ **Two-Day Webinar on “NAAC Assessment and Accreditation Process under PARAMARSH Scheme”**  
Organized by the IQAC and Academic Council, St. Xavier’s College (Autonomous), Kolkata during July 30-31, 2020.

- ▶ **MDP on “Managing Difficult Customers”**  
Organized by SDM Institute for Management Development, Mysuru during June 23-24, 2020.
- ▶ **International Webinar on “Managing Business in a Post COVID-19 World: Changes, Challenges and Strategies”**  
Organized by the PG Department of Commerce, St. Xavier’s College (Autonomous), Kolkata during June 18-19, 2020.
- ▶ **Webinar on “Pandemics and Natural Disasters: Understanding and Coping”**  
Organized by the IQAC and Academic Council, St. Xavier’s College (Autonomous), Kolkata during June 11-12, 2020.
- ▶ **Webinar on “The NextGen and Business Education: Challenges for the Teaching Community”**  
Organized by the Indian Institute of Contemporary Management Research (IICMR), on June 23, 2020.
- ▶ **Online Hands-on Course on “ProAct Digital Teacher”**  
Organized by the Loyola Institute of Business Administration (LIBA), Chennai during June 15-20, 2020.
- ▶ **Workshop on “Getting Research Ideas & Publishing them in International Journals”**  
Organized by the International Management Institute (IMI), Kolkata, during December 19-20, 2019.
- ▶ **Workshop on “Case-Writing”**  
Organized by the Indian Institute of Contemporary Management Research (IICMR), during June 14-15, 2019.
- ▶ **Seven-Day FDP on “Business Studies”**  
Organized by the Department of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata and Department of Commerce, University of Calcutta, during May 20-26, 2019.
- ▶ **Two-Day Workshop on “Teaching with Simulations”**  
Organized by the S. P. Jain Institute of Management and Research (with support from Harvard Business Publishing), during March 15-16, 2019.
- ▶ **2-Weeks (14-Days) FDP on “Teaching Entrepreneurship”**  
Organized by the Entrepreneurship Development Institute (EDI), Kolkata under DST-NIMAT Project (Government of India) 2018-19, during December 3-14, 2018.
- ▶ **FDP on “Teaching and Practicing Entrepreneurship in Higher Educational Institutions”**  
Organized by the Department of Management, St. Xavier’s College (Autonomous), Kolkata on November 20, 2018.
- ▶ **Two-Day Workshop on “Big Data Analytics using R Programming”**  
Organized by the Institute of Business Management (IBM), Jadavpur University, Kolkata during April 20-21, 2018.
- ▶ **6<sup>th</sup> Case Method Workshop**  
Organized by the Case Research Center, Indian Institute of Management (IIM), Calcutta during March 5-6, 2018.
- ▶ **FDP on “Goods and Services Tax”**  
Organized by the Department of Commerce, St. Xavier’s College (Autonomous), Kolkata on December 20, 2017.
- ▶ **FDP on “State of Indian Economy”**  
Organized by the Department of Commerce, St. Xavier’s College (Autonomous), Kolkata on August 28, 2017.
- ▶ **Doctoral Summer School on “Action Research”**  
Organized by the Indian Institute of Management (IIM), Calcutta during May 20-23, 2017.
- ▶ **FDP on “Responsible Marketing”**  
Organized by the Xavier School of Management (XLRI), Jamshedpur during January 21-22, 2017.
- ▶ **FDP on “E-Commerce, Social Media and Marketing”**  
Organized by the International Management Institute, Kolkata on January 7, 2017.
- ▶ **UGC-Sponsored One-Day National Conference on “Redefining Business Vision: Issues and Challenges”**  
Organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata on March 19, 2016.
- ▶ **Seven-Day UGC-Sponsored National Level Faculty Development Program: Workshop on Research Methodology using SPSS**

Organized by the Department of Commerce and Business Administration, St. Xavier's College (Autonomous), Kolkata during October 1-8, 2015.

- ▶ **State Level One-Day Seminar on “New Companies Act 2013”**  
Organized by the Department of Commerce and Business Studies, AJC Bose College, Kolkata on October 7, 2015.
- ▶ **UGC-Sponsored One-Day National Symposium 2015 on “Overcoming Challenges for Sustainable Corporate Excellence”**  
Organized by the Department of Commerce (UG and PG), St. Xavier's College (Autonomous), Kolkata on March 21, 2015.
- ▶ **International Workshop on “Facilitating Ethics Education in Technical/Business Schools”**  
Organized by the Indian Institute of Management (IIM), Calcutta during February 17-18, 2014.
- ▶ **MDP on “Enhancing Managerial Consciousness through Ancient Scriptures: Dealing with Decisional Dilemma”**  
Organized by Heritage Business School, Kolkata during July 19, 2013.
- ▶ **St. Xavier's Global Earth Summit: An International Conference on “A Sustainable Earth, Nihil Ultra (Nothing Beyond)”**  
Organized by the Department of Environmental Studies, St. Xavier's College (Autonomous), Kolkata during March 11-12, 2011.
- ▶ **Intaglio 2009-10, International B-School Meet of IIM Calcutta**  
Organized by Indian Institute of Management (IIM), Calcutta, during January 7-8, 2010.
- ▶ **UGC-Sponsored National Seminar on “Governing Business in the 21st Century—Opportunities and Challenges”**  
Organized by the Department of Commerce and Business Administration, St. Xavier's College (Autonomous), Kolkata during December 16-17, 2010.

## TRAINING, CAPACITY BUILDING, INVITED LECTURES & RESOURCE PERSON ENGAGEMENTS

- ▶ Invited as **Resource Person** to deliver a hands-on session on “**AI in Academic Research**” at Shri Shikshayatan College, Kolkata, on March 18, 2026.
- ▶ Conducted multiple e-workshops as **Resource Person for Commacad** on research methodology, data analysis, scholarly writing, reference management, systematic literature review, questionnaire development, AI-enabled SPSS analysis, and Scopus-indexed publication strategy, including:
  - ↳ **Questionnaire Development & Survey Design:** 05.04.2026
  - ↳ **How to Leverage AI in Data Analysis Using SPSS:** 07.03.2026–08.03.2026
  - ↳ **How to Get Published / Publishing in Scopus-Indexed Journals:** 22.02.2026; 30.11.2025
  - ↳ **Research Paper Writing:** 07.02.2026–08.02.2026
  - ↳ **Systematic Literature Review:** 25.10.2025–26.10.2025; 12.04.2025–13.04.2025
  - ↳ **Research Methodology & Thesis Writing:** 23.08.2025–24.08.2025; 28.09.2024–29.09.2024
  - ↳ **Data Analysis with SPSS:** 24.05.2025–25.05.2025; 22.03.2025–23.03.2025; 24.08.2024–25.08.2024; 22.06.2024–23.06.2024; 28.04.2024
  - ↳ **Reference Management Using Mendeley:** 29.12.2024; 28.04.2024
- ▶ Invited as **Session Co-Chair** for the Doctoral Colloquium at the **International Conference on Management and Information Systems (ICMIS-25)**, jointly organized by INFOMS and Chitkara University, Bangkok, Thailand: **28.09.2025–29.09.2025**.
- ▶ Invited as **Resource Person** to deliver multiple sessions during the 5-Day Faculty Development Programme on “**NEP 2020: Use and Development of Online Modules for Teaching, Learning, and Research,**” organized by Chandrakona Vidyasagar Mahavidyalaya, West Bengal: **21.03.2025–25.03.2025**.
- ▶ Invited as **Resource Person** to deliver an online session for participants from various HEIs across India as part of the National-Level One-Week Online FDP on “**Teaching and Learning in the Blended Mode,**” jointly organized by Netaji Subhas Open University and Uttarakhand Open University: **14.11.2024**.
- ▶ Invited as **Resource Person** to conduct a two-hour Skill India Development Course under the **PMKY/PMKVY 4.0 Scheme** on “**Customer Service for Entrepreneurs**” and “**Getting Ready with Job Apprenticeships,**” organized by St. Xavier's College

(Autonomous), Kolkata, in association with Life Science Sector Skill Development Council and SHRM Biotechnology Pvt. Ltd.: **19.07.2024.**

- ▶ Invited as **Resource Person** to conduct five sessions on entrepreneurship at the **Three-Week Technology-Based Entrepreneurship Development Programme in Mushroom Cultivation and Plant Tissue Culture**, hosted by St. Xavier's College (Autonomous), Kolkata, funded by DST-NIDHI and the Institution's Innovation Council: **01.09.2023–23.09.2023.**
- ▶ Invited as **Resource Person** to conduct two sessions on **“Business Planning & Strategy”** and **“Business Games,”** organized by the West Bengal State Council of Technical and Vocational Education and Skill Development: **07.08.2023–08.08.2023.**
- ▶ Conducted a two-day workshop on **“The Interface between AI and Heutagogy in the Blended Learning Paradigm,”** organized by Netaji Subhas Open University, Kolkata, in association with CEMCA: **21.05.2023.**
- ▶ Invited as **Mentor/Resource Person** to deliver a talk on **“Business Model Canvas & Pitching”** for Hult Prize OnCampus Programme 2023, organized by Hult Prize, St. Xavier's College (Autonomous), Kolkata: **19.02.2023.**
- ▶ Conducted a brainstorming session on **“Strengthening the Capacity Needs of Vocational Teachers and Trainers,”** organized by CEMCA, New Delhi, for faculty members of vocational and skill-based higher education institutions: **06.09.2022.**
- ▶ Invited as **Resource Person** to deliver a talk on **“Funding Opportunities for Entrepreneurs”** on the occasion of World Entrepreneurs' Day 2022, organized by Panskura Banamali College, West Bengal: **25.08.2022.**
- ▶ Invited as **Resource Person** to deliver a talk on **“Branding and Packaging”** as part of the two-month orientation programme for Pre-Seed Stage and Seed Stage start-ups, organized by VIKAS R-ABI, ICAR-National Rice Research Institute, Cuttack, Odisha: **23.02.2022.**
- ▶ Conducted multiple **Capacity Building Programmes for Higher Education Teachers**, organized by CEMCA in collaboration with Netaji Subhas Open University, for faculty members of various affiliating colleges and regional centres of NSOU, including:
  - **Durgapur Regional Centre:** 17.12.2021–19.12.2021
  - **North Bengal Division, Virtual Mode:** 07.01.2022–09.01.2022
  - **Kalyani Regional Centre:** 25.02.2022–28.02.2022
  - **Salt Lake Headquarters:** 25.03.2022–27.03.2022
- ▶ **Jalpaiguri Regional Centre:** 08.04.2022–10.04.2022
- ▶ Invited as **Session Chair** in the Doctoral Colloquium at the International E-Conference on **“Disruptions in Business and Economy: Challenges and Opportunities to a Sustainable Future,”** organized by St. Joseph's College of Commerce (Autonomous), Bengaluru, in collaboration with St. Xavier's College (Autonomous), Kolkata; Eastern Institute of Technology, New Zealand; Loyola College, Manvi; and UN Global Compact Network India: **29.11.2021.**
- ▶ Conducted a 26-day capacity-building training programme on **“Online and Blended Learning,”** organized by CEMCA in collaboration with the University Grants Commission, Bangladesh, for approximately 1,000 higher education faculty members from universities and institutions across Bangladesh: **23.09.2021–20.10.2021.**
- ▶ Conducted a four-week training workshop on **“Online Capacity Building and Sensitization Programme,”** organized by CEMCA for faculty members of Delhi Skill and Entrepreneurship University, New Delhi: **02.06.2021–26.06.2021.**
- ▶ Delivered the keynote address on **“Higher Education in the COVID-19 Situation”** as invited keynote speaker, organized by Samarkand State Architectural and Civil Engineering Institute, Uzbekistan: **10.12.2020.**
- ▶ Delivered a webinar talk on **“By the Teachers, for the Teachers: Digital Learning during COVID-19”** as invited moderator, organized by Global Shapers New Delhi Hub: **28.11.2020.**
- ▶ Delivered a webinar talk on **“Marketing and Branding: New Opportunities in the New Normal”** as invited speaker, organized by Proto Academy, Mysuru: **24.07.2020.**
- ▶ Delivered a session on **“Sustainable Us”** as invited speaker at the workshop-cum-seminar on Sustainability and Climate Change, organized by We Are One: **04.01.2020.**
- ▶ Delivered a session on **“Dunning the Krugers: Life inside Bubbles of Climate Change Denial”** as invited speaker at the MASH Mixer on Climate Change, organized by The Mash Project: **31.08.2019.**
- ▶ Delivered a seminar on **“Stimulating Entrepreneurship and Innovation in the iGeneration”** as Keynote Speaker for the students of Class XI, Don Bosco School, Liluah: **30.11.2018.**

- ▶ Delivered a seminar on **“The Genius in the Consumer”** as Resource Person for the Marketing Specialization students, St. Xavier’s College (Autonomous), Kolkata: **04.08.2018**.
- ▶ Delivered a seminar on **“There’s No Luck, Only Good Marketing”** as Resource Person for the Marketing Specialization students, St. Xavier’s College (Autonomous), Kolkata: **29.07.2017**.
- ▶ Delivered a special talk on **“Unlocking the Buying Brain: A Neuromarketing Perspective”** as Guest Speaker during *Inertia: Vol. 5*, organized by the Faculty of Management, Department of Commerce, St. Xavier’s College (Autonomous), Kolkata: **18.03.2015**.
- ▶ Delivered a special talk on **“The Kolaveri Phenomenon: How Viral Marketing and Social Media are Pivotal to 100-Crore Bollymark”** as Guest Speaker during *Inertia: Vol. 5*, organized by the Faculty of Management, Department of Commerce, St. Xavier’s College (Autonomous), Kolkata: **27.03.2014**.
- ▶ Delivered a special talk on **“At the Crossroads: Making the Perfect Career Choice”** as Guest Panelist during Edu-Summit 2013, organized by Akademiks Institute, Kolkata.

## CONSULTANCY, ADVISORY ROLES, ACADEMIC LEADERSHIP & PROFESSIONAL SERVICE

- ▶ Appointed as **Session Co-Chair / academic contributor in international doctoral colloquium platforms**, including ICNIS-25, Bangkok, Thailand: **2025**.
- ▶ Appointed as **Advisor** for the International Conference on **“Disruptions in Business and Economy: Challenges and Opportunities to a Sustainable Future,”** organized by the Departments of Management Studies, St. Joseph’s College of Commerce (Autonomous), Bengaluru; St. Xavier’s College (Autonomous), Kolkata; Loyola College, Manvi; and Eastern Institute of Technology, New Zealand: **30.11.2021**.
- ▶ Appointed as **Management Expert** at BBN Times, a UK-based media technology company, since **January 2018**.
- ▶ Served as **Joint Convener** of the Two-Day International Conference on **“Emerging Perspectives in Commerce, Economics and Management,”** organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata: **02.11.2017–03.11.2017**.
- ▶ Appointed as **Professor-in-Charge of Xavier’s Commerce Society** at St. Xavier’s College (Autonomous), Kolkata, since **July 2017**.
- ▶ Appointed as a **Working Committee Member of the Consultancy Cell** at St. Xavier’s College (Autonomous), Kolkata, since **May 2017**.
- ▶ Offered academic consultancy services to **Streebo**, a US-based Artificial Intelligence and Digital Transformation company, for its Gujarat office in India, with a specific focus on CSR programme development in the domain of higher education.
- ▶ Appointed as **Consultant and Expert in Marketing and Finance** for the International Relations Council, an organization engaged in supporting the growth of start-up enterprises in India.
- ▶ Served as **Professional Content Writer** for organizations such as Bhagirathi Neotia Women and Child Care Centre, Akademiks Institute, Cute Jute, and East Bengal Jewellery House.
- ▶ Acted as **Corporate Knowledge Assistant** for organizations and institutions, including Bhagirathi Neotia Women and Child Care Centre, James Warren Tea Limited, Ubique Systems Pvt. Ltd., Indian Institute of Social Welfare and Business Management, and West Bengal University of Technology.
- ▶ Served as **Creative Designer for Print Communication** for organizations and institutions, including RR Kaizen, Akademiks Institute, Reading Right, East Bengal Jewellery House, and St. Xavier’s College (Autonomous), Kolkata.
- ▶ Acted as **Marketing and Social Media Consultant** for organizations and institutions, including RR Kaizen, Akademiks Institute, East Bengal Jewellery House, and Bhagirathi Neotia Women and Child Care Centre.

## INVITATIONS AS JUDGE IN VARIOUS EVENTS

- ▶ Invited to judge the ‘XPM: Political Strategic Marketing’ event during X-Negotium 2019, organized by the St. Xavier’s School, Kolkata on October 15, 2019.

- ▶ Invited to judge the ‘Best CEO: Marketing Round’ event during Xavrang 2019, organized by the St. Xavier’s University, Kolkata on April 5, 2019.
- ▶ Invited to moderate the Exhibition Debate of the ‘Xaverian Debating Festival 2019’ organized by the Xaverian Debating Society, St. Xavier’s College (Autonomous), Kolkata on April 2, 2019.
- ▶ Invited to judge the Business Debate of ‘Corporate Roadies’ event during X-Inovae 2018, organized by the Xavier’s Commerce and Management Society (XCMS), St. Xavier’s University, Kolkata on November 15, 2018.
- ▶ Invited as chief judge to a Start-Up Booster event during Biztatva 2017, organized by the Entrepreneurship Development Cell, St. Xavier’s College (Autonomous), Kolkata, on February 23, 2018.
- ▶ Invited to judge multiple events during XMC 2017, organized by the Department of Business Administration, St. Xavier’s College (Autonomous), Kolkata, during March 20-21, 2017.
- ▶ Invited to judge a Public Relations event during Inertia 2016, organized by the Faculty of Management, Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, on March 1, 2016.

## PROFESSIONAL MEMBERSHIPS

- ▶ Member (Professional) of the **Association of Indian Management Scholars (AIMS-International)** since 2021.
- ▶ Member of the **Association of Collegiate Marketing Educators (ACME), USA** since 2021.
- ▶ Member of the **Global Links Impact Investment Forum (GLIIF)** since 2020.
- ▶ Life Member of the **Indian Commerce Association (ICA)** since 2018.
- ▶ Member of the **Society of Technical and Management Professionals (STMP)** since 2013.

