



Dr. Shivaji Banerjee

BIOGRAPHICAL SKETCH

Dr. Shivaji Banerjee is the former HOD of Management in the Department of Commerce (Morning) at St. Xavier's College (Autonomous), Kolkata. Dr. Banerjee received his Ph.D. from the University of Burdwan in 2012 for his contribution to stress management. His thesis, "An Empirical Study of Personality Types and Stress Propensities of College Teachers in Kolkata District of West Bengal," has been widely acknowledged in academic circles and is strongly recommended for publication. Dr Banerjee's current research focuses on modelling behavioural trajectories exhibited in organizations. To be more precise, he is currently investigating the psychological response of employees to unfurl a causal relationship concerning their environmental cues. With an overall teaching experience spanning thirteen years, Dr. Banerjee has been associated as an accomplished professor of management in versatile departments of the college itself, while serving as a guest faculty of management in other reputed institutions such as the Department of Commerce and Management at St. Xavier's University, the Department of Business Management, Calcutta University, Department of Commerce, Calcutta University, Indian Institute of Social Welfare and Business Management (IISWBM), Institute of Business Management, Jadavpur University and the School of Management Sciences, Indian Institute of Engineering Science and Technology (IIST), Shibpur. A management aficionado, Dr. Banerjee has an array of scholarly publications in national and international peer-reviewed journals of repute. Known for his practical and case-oriented style of pedagogy, his experience transcends beyond the classroom and onto corporate floors. His management trainer and consultant role in leading corporate houses such as Ambuja Neotia Group, James Warren and Ubique Systems accentuates this.

Current Designation:

Assistant Professor (UGC) & Former Head-Management, Department of Commerce & Business Administration, St. Xavier's College (Autonomous), Kolkata and Visiting Faculty, Department of Commerce and Management, St. Xavier's University; Guest Faculty, Department of Business Management, University of Calcutta and Department of Commerce, University of Calcutta, Indian Institute of Social Welfare and Business Management (IISWBM)

Qualification:

M.Com, Ph.D., PGDBM, MIMA, ACIM (U.K), FPM (Fellow in Management) – Lincoln University College (Malaysia); Qualified UGC SLET (Specialization in Marketing) Accredited Management Teacher, All India Management Association (AIMA)

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SPHERE OF PEDAGOGICAL EXPERTISE

Sphere of Pedagogical Expertise: Marketing Management • Consumer Behaviour • Advertising and Sales Management • Human Resource Management • Organizational Behaviour

DOCTORAL RESEARCH

- ✧ Awarded Ph.D. in Commerce (Management: Organizational Behaviour) by the University of Burdwan in May 2012.
- ✧ Title of the thesis: **“An Empirical Study of Personality Types and Stress Propensities of College Teachers in Kolkata District of West Bengal”**.

POST-DOCTORAL RESEARCH

- ✧ Worldwide Publication of Doctoral Thesis entitled **“Personality Types and Stress Propensities of College Teachers”** by Lambert Academic Publishing, Germany bearing ISBN 978-3-659-71625-6.
- ✧ Publication of book entitled **“Visual Merchandizing as an Antecedent to Impulse Buying Behaviour: An Empirical Inquest with reference to Apparels”** by Research India Publications, bearing ISBN 978-93—84443-26-9.

Ph.D. GUIDE

- ✧ Appointed by the Maulana Abul Kalam Azad University of Technology, West Bengal (formerly West Bengal University of Technology) as a Registered Ph.D. Guide in Management from August 2013 onwards.
- ✧ Appointed as a Ph.D. Guide at the Department of Ph.D. Programmes (Faculty of Commerce and Management) since April 2016. Currently guiding 3 research scholars:
 - ▶ **Rev. Fr. Peter Arockiam, S.J.** (Domain: Organizational Development)
 - ▶ **Prof. Shaunak Roy** (Topic: A Study on the Perception of Urban Consumers towards Brand Personality and Cultural Influences on the Purchase of Select Consumer Durables in West Bengal) [Registration Ph.D./16/COM/03 on 21.08.2018] [Thesis submitted in July 2021]
 - ▶ **Prof. Santa Ghoshal** (Domain: Human Resource Management).
 - ▶ **Ms. Tripshita Saha** (Domain: General Management and Strategic Management)

Ph.D. RESOURCE PERSON

- ✧ Appointed by the Maulana Abul Kalam Azad University of Technology, West Bengal (formerly West Bengal University of Technology), as a Resource Person for conducting Ph.D. Coursework classes on Research Methodology for Doctoral Students from April 2016 onwards.

INTERNATIONAL CERTIFICATIONS

- ✧ **University of Pennsylvania**
 - Course: Retail Marketing Strategy
 - Year of Completion: 2023
 - Mode: Online
- ✧ **University of California**
 - Course: Human Resource Analytics
 - Year of Completion: 2023
 - Mode: Online
- ✧ **University of Virginia (Darden School of Business)**
 - Course: Marketing Analytics
 - Year of Completion: 2023
 - Mode: Online
- ✧ **University of Navarra**
 - Course: Organisational Behaviour
 - Year of Completion: 2023
 - Mode: Online
- ✧ **University of London**
 - Course: Brand Management
 - Year of Completion: 2023
 - Mode: Online
- ✧ **IE Business School, Madrid, Spain**
 - Course: Consumer Behavior & Market Research
 - Year of Completion: 2023
 - Mode: Online

BOOK PUBLICATION

- ✧ Mukherjee S, Miller D, Banerjee S(2021), Management Techniques and Applications, Asian Humanities Press. ISBN- 978-93B).

PUBLICATIONS IN PEER-REVIEWED JOURNALS

Publications in the Domain of Marketing Management

- ✧ Banerjee, S. (2018, October). Cognitive association of brands with brand ambassadors in the personal care segment: A study based in Kolkata. *The Journal of Emerging Technologies and Innovative Research*, 5(10), 99-109. ISSN: 2349-5162.
- ✧ Banerjee, S. (2018, June). Determinants of customer satisfaction, revisit intentions, and word of mouth in the restaurant industry: Study in selective outlets of South Kolkata. *International Journal of Business and Management Invention*, 7(6). ISSN: 2319-801X.
- ✧ Banerjee, S. (2015, August). From subjectivity to objectivity: Measuring customer lifetime value constructs. *International Journal of Marketing Management*, 1(1), 99-109. ISSN: 2454-5007.
- ✧ Banerjee, S. (2013, January-March). Shopping malls and Kolkata's consumers—An attitudinal and perceptual revelation. *Interdisciplinary Journal of Management and Behavioural Sciences*, 2(1), 107-117. ISSN: 2278-1285.
- ✧ Banerjee, S. (2012, December). An investigation between sales and selling costs—The Nestle experience. *CALYX Journal of Business Management*, 3, 90-97. ISSN: 2229-4260.
- ✧ Banerjee S, Ghosh A, Mitra S (2021). Exploring the impact of sales promotion strategies used by Food Delivery applications on purchase pattern of urban youth of Kolkata. *The Journal of Oriental Research, Madras*. ISSN: 0022-3301 (UGC Care)
- ✧ Banerjee S, Banerjee M, Saha T (2021). Customer value Proposition pay-off in Business Model Innovation: An Inspection on Spotify - The Game Changer of Digital Music Industry. *SemCom Management and Technology Review Journal* vol 9 issue 1, pp. ISSN: 2321-5968 (UGC Care)
- ✧ Roy S, Banerjee S (2022). Trajectories of Brand Personality Research since the New Millennium. *Fortune Institute of International Business Review*. Sage pp. 1-22 (Scopus)
- ✧ Roy S, Banerjee S (2021). Exploring the conceptualization of a new brand personality scale for consumer durables: Empirical Insights (Scopus)
- ✧ Arockian P, Banerjee S (2022). Examining the determinants of workplace spirituality among teachers: A Factor Analysis Study (UGC Care)
- ✧ Arockian P, Banerjee S (2022). Impact of Workplace Spirituality on Job Satisfaction of Teachers - A study of Selected Schools of Kolkata (UGC Care)
- ✧ Roy, S. & Banerjee, S. (2022). Exploring the Conceptualization of a New Brand Personality Scale for Consumer Durables: Empirical Insight. *SCMS Journal of Indian Management* [Indexed in Scopus], Vol XIX ,No 2 June 2022
- ✧ Roy, S. & Banerjee, S. (2022). Trajectories of Brand Personality Research since the New Millennium: A Bibliometric Analysis. *FIIB Business Review* [Indexed in Scopus], OnlineFirst; ISSN: 2455-2658; DOI:

- ✧ i) 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

Publications in the Domain of Human Resource Management

- ✧ Banerjee, S. (2018, March). Correlates of pay satisfaction with employee performance: Patterns of influence on bank managers. *Business Analyst*, 5(4). ISSN: 0973-211X.
- ✧ Banerjee, S. (2018, December). Expanding horizons of morality from man to animal: A critique. *International Journal of Research and Analytical Reviews*, 39(1). ISSN: 2349-5138.
- ✧ Banerjee, S. (2015, August). Creation of an organizational base for constructivist succession planning in Indian public banks: A qualified critique. *International Journal of HRM and Organizational Behaviour*, 1(1), 1-10. ISSN: 2454-5015.
- ✧ Banerjee, S. (2015, March). A longitudinal study on the interface between occupational stress and turnover intentions: An encounter of BPO employees. *Indian Journal of Training and Development (IJTD)*, 45(1), 46-60. ISSN: 0971-5592.

Publications in the Domain of Strategic Management

- ✧ Banerjee, S. (2015, July-September). Convergence of Kautilya's Arthashastra and modern management. *Journal of Management Values and Ethics (JMVE)*, 5(3), 22-27. ISSN: 2249-9512.
- ✧ Banerjee, S. (2014, April). Examining the dynamics of whistleblowing: A causal approach. *The IUP Journal of Corporate Governance*, 13(2), 7-26. ISSN: 0972-6853.
- ✧ Banerjee, S. (2013, December). Predicting the impact of business ethics and CSR practices on the psychology of investors – An empirical investigation. *Perspectives on Management: Bi-Annual Journal of Heritage Business School (Special Edition)*. ISSN: 0974-7095.
- ✧ Banerjee, S. (2013, June). 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)*, 2(1). ISSN: 2278-3172.
- ✧ Banerjee, S. (2007, June). Mitigating the crises of mature age. *Indian Journal of Training and Development (IJTD)*, 37(2), 39-46. ISSN: 0971-5592.

Publications in the Domain of Accounting and Financial Management

- ✧ Banerjee, S. (2012, January). Towards a systemic pattern of financial inclusion in India – A review. *The Management Accountant, ICWAI*, 47(1), 30-34.
- ✧ Banerjee, S. (2007, May). Forensic accounting explored. *The Management Accountant, ICWAI*.

PUBLICATIONS IN EDITED CONFERENCE VOLUMES

- ✧ Noel S, Banerjee S, Ghosh A, (2021) "Purchase Decision Making of Baby Food Products among Yong Mothers: An Exploratory Study". Proceedings of International Conference of Department of Business Administration, Aliah University<Allied Published Pvt Ltd. ISBN No- 978-93-90951-08-6.
- ✧ 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),
- ✧ Banerjee, S. (2015, March). Personal selling versus advertising: Insights from the Indian steel industry. In National Council of Education, Bengal and Institute of Business Management, Jadavpur University (pp. 96-110). ISBN: 978-93-84106-23-2.
- ✧ Banerjee, S. (2013, January). The spiritual organization—Leadership proclamations from ancient wisdom. In Conference Volume on Integrating Spirituality and Organizational Leadership (ISOL), Xavier Institute of Management, Bhubaneswar (pp. 255-267). ISBN: 978-81-920639-3-5.
- ✧ Banerjee, S. (2012, March). Leveraging knowledge quotient through online distance education—A critique. In Proceedings of UGC-Sponsored Seminar on I.C.T. in Higher Education: Opportunities and Challenges, St. Xavier's College (Autonomous), Kolkata (pp. 39-46). ISBN: 978-81-924140-0-3.
- ✧ Banerjee, S. (2007, February). Succession planning in Indian companies: A case study of Infosys Technologies Ltd. In Seminar Souvenir, Department of Commerce, University of Burdwan.
- ✧ Banerjee, S. (2006, November). Economic compulsions of coalition will decide the future of reforms: An Indian perspective. In Seminar Volume, Chandernagore Government College, Chandernagore.

FELLOW

- ✧ South Asian Institute for Advanced Research and Development (SAIARD) conferred Fellow Designation in recognition of exceptional achievements in the field of education on June 30, 2020. (Fellow Membership No: SFM/01 (CBM)/ 2020).

AWARDS AND RECOGNITIONS

- ✧ Conferred **Management Education Excellence Award 2018** by the International Benevolent Research Foundation, Kolkata on October 5, 2018 at the National Education Convention, held at Science City Auditorium, Kolkata, 2018.
- ✧ Awarded by the Global Management Council, Ahmedabad, with the Adarsh Vidya Saraswati Rashtriya Puraskar-National Award of Excellence 2018 and a distinction of being one of the best teachers in the country.
- ✧ Overall Best Paper Award at the International Seminar on Human Resource Management and Development in the Digital Age for the paper “**Consumer Perception of the Hospitality Sector in the Era of Digitalization: A Study**”. Paper presented at the Department of Management, North Eastern Hill University, Tura Campus, Meghalaya, India on June 23-24, 2017
- ✧ Best Paper Award at the National Paper Presentation Competition on Evolving Paradigms of Management Practices” organized by Heritage Business School, Kolkata for the paper “**Predicting the Impact of Business Ethics and CSR Practices on the Psychology of Investors – An Empirical Investigation**” on December 12, 2013.

PUBLICATION IN CHAPTER OF A BOOK

- ✧ Banerjee, S. (2013, November). Exploring the relationship between student satisfaction and loyalty in management institutes of Eastern India. In S. Debnath (Ed.), *The Contemporary Management Research Handbook* (pp. 122-155). LAP Lambert Academic Publishing, Germany. ISBN: 978-3-659-49072-9.
- ✧ Published a Chapter entitled “A Cognitive Study of Sustainable Strategy Restructuring and Business Value Development for Travel & Tourism Industry in the light of “Airbnb” Catastrophe accepted for publication in a book chapter titled “Sustainable Marketing and Customer Value” by Routledge – Taylor & Francis Group.
- ✧ Published a Chapter entitled “Driving Digital Transformation for Competitive Distinction: The Case of Saregama Carvaan 2.0” Published in book entitled “New Business Models in the course of Global Crisis” Published by Springer, Switzerland. Joint Editors – Dr. Amina Omrane and Dr Sudin Bag.
- ✧ Mitra S, Banerjee S, Arockian P. Towards Sustainable Practices in Covid-19: Addressing Consumer Attitudes and References towards Food Waste prevention in Restaurants under the new normal. *Sustainable Marketing and Customer Value* 1st Edition ISBN: 9781032002446 (Routledge)

EDITOR OF BOOK

- ✧ Edited a book on Contemporary Management Case Studies, published by Bharti Publications, New Delhi, in January 2020.

BOOK PUBLICATION

- ✧ Banerjee, S. (2015, August). Visual merchandizing as an antecedent to impulse buying behaviour: An empirical inquest with reference to apparels. Research India Publications, New Delhi. ISBN: 978-93-84443-26-9.
- ✧ Banerjee, S. (2015, August). Personality types and stress propensities of college teachers. Lambert Academic Publishing, Germany. ISBN: 978-3-659-71625-6.

OTHER PUBLICATIONS

- ✧ Published a theme article in Inertia Vol. 5 (Knowledge Marketing: Scientia est Potentia) – March 2015. Title – “Marketing Knowledge in the 21st Century: A Fleeting Fad or the Boulevard to Success?”
- ✧ Published an article in The Xaverian, the annual magazine of St. Xavier’s College (Autonomous), Kolkata – January 2014. Title – “Towards a Holistic Edifice of Academic Excellence.”
- ✧ Published an article in Youthink, the annual journal of the Department of Commerce, St. Xavier’s College (Autonomous), Kolkata. ISSN – 2347-6222 – September 2013. Title – “Will the Newspaper Industry Survive in the Growing Era of Smartphones and Tablets? A Statistical Analysis.”
- ✧ Published a concept paper in the conference souvenir of Inertia: Chapter 2 – March 2012. Title – “Mapping Trajectories of Global Consumer Behaviour—Some Reflections.”
- ✧ Published an article in Youthink, the annual journal of the Department of Commerce, St. Xavier’s College (Autonomous), Kolkata. ISSN – 2347-6222 – January 2012. Title – “The Revitalization of Management Education.”
- ✧ Published an article in Youthink, the annual journal of the Department of Commerce, St. Xavier’s College (Autonomous), Kolkata. ISSN – 2347-6222 – September 2011. Title – “Navigating Frontiers in Organisational Change Cyclone—Reasons, Rationalisations and Compliance.”
- ✧ Published an article in The Xaverian, the annual magazine of St. Xavier’s College (Autonomous), Kolkata – January 2011. Title – “Spirituality & Leadership: A Quest for Reconciliation for Enlightened Corporations.”
- ✧ Published a paper in HRM Review, ICFAI University Press – June 2008. Title – “Organizational Behaviour: Darker Dimensions Divulged.”

- ✧ Published a paper in Accounting World, ICFAI University Press – June 2008. Title – “Responsibility Accounting Systems—A Microscopic Analysis.”
- ✧ Published a paper in HRM Review, ICFAI University Press – January 2007. Title – “The Dynamics of Corporate Stress.”
- ✧ Published a paper at Indian Journal of Commerce (UGC Care) ISSN – 0019 512X Volume 73 – January – June 2020. Page 76 to 94 – Title – “Ascertaining Consumer Perceptual Divergences towards the construct of Brand Personality”: Indian corroborations.
- ✧ Published a paper entitled – “Exploring the Influence of Green Marketing Factors on Purchasing Decision Making of Urban Youth: An Empirical Study”. In Wesleyan Journal of Research, Volume XIV, Number 01 (VI) – January 2021 ISSN: 0975 1386 - UGC Care Approved.
- ✧ Published a paper at South Asian Journal of Marketing and Management Research entitled “Determining the factors influencing Consumer Decision Making and Choice of Green Products: The Moderating Role of Consumer Demographics”- ISSN 2249-877X in the year 2021.
- ✧ Published a paper entitled “Marketing Knowledge in the 21st Century: A Fleeting Fad or the Boulevard to Success?”- 2015, March -Theme Article for Inertia Vol. 5. (Knowledge Marketing: Scientia est Potentia)

PAPER PRESENTATIONS (NATIONAL & INTERNATIONAL LEVEL)

- ✧ Mitra S and Banerjee S(2021, Nov 25-26) "Efficacy of Social Media Sites on Employee Recruitment & Hiring Perspectives from Selected IT Companies in India ". (Paper Presentations) Techno India School of Management Studies Kolkata in collaboration with Eurasian Doctoral Student Academy, UK. Paper was adjudged Best
- ✧ Roy S and Banerjee S(2021, Dec 10-12) "Applicability of the Technology Acceptance Model in Examining Consumer Adoption Patterns of Online Video Streaming Services- A Factor Analysis Study". (Paper Presentation) Innovative Research Practices in Social Sciences-International Conference organised by Institute of Engineering
- ✧ Banerjee S(2021, Sep 23-25) "Patterns of Entrepreneurial Inclinations-Governance, Participation of Women in Business Proprietorship-Evidences from India" (Paper Presentation)- International Conference on Womens Family Based Entrepreneurship in India Organised by vishwabharati; Shantiniketan & Claflin University, USA
- ✧ Presented a paper entitled “Assessing the Validity of Rauschnabel et al University Brand Personality Scale in the context of top Business Schools in India – Empirical Insights” at Two Day International e Conference on Changing Landscape in Business Finance & Economy: A Global Perspective organised by Department of Commerce - Sidho Kanho Birsha University, Purulia, West Bengal, India – November 28 -29 2020.
- ✧ Awarded BEST PAPER at International Conference on Emerging Trends in Digital Technologies 2021 organised by Usha Pravin Gandhi College of Arts, Science and

Commerce on perception of Post Graduate Students towards “Learning in the New Normal” January 2021.

- ✧ International Conference on Society and Business in the New Millennium, organized by IBS, Kolkata and Lincoln University College, on April 12-13, 2019. Paper Presented on **“Investigating Consumer Perceptions and Usage Patterns of E-Tailing –An Empirical Study in Urban India”**.
- ✧ Presented a paper at 103rd Annual Conference organised by Indian Economic Association on “A Study on the impact of Sales Promotional Strategies used by Food Delivery Apps on the Purchase Pattern of Urban Youth of Kolkata” – December 29 2020. Awarded for BEST PAPER presentation.
- ✧ Presented a paper at International Conference on Sustainable Marketing – Delivering value 2021 Organised by University of Engineering & Management, Kolkata during 5th to 7th March 2021. Paper entitled “Towards Sustainable Practices during Covid 19: Addressing Consumer Attitudes and preferences towards Food Waste Prevention in Restaurants under the New Normal” Won BEST PAPER presentation award.
- ✧ National Conference, organised by the Department of Business Administration, University of Burdwan on January 20-21, 2006. Paper Presented on **“Direct-Marketing-A Case Study on Avon”**.
- ✧ National Conference, organised by the Department of Business Administration, University of Burdwan on March 16-17, 2007. Paper Presented on **“Niche Marketing: An Avenue to Specialisation”**.
- ✧ National Seminar, organised by the Department of Mass Communication, University of Burdwan on June 6-7, 2006. Paper Presented on **“Transition from Information Society to Knowledge Society: An Indian Perspective”**.
- ✧ International Seminar organised by Netaji Nagar College, Kolkata in January 2010. Paper presented on **“A Frame work of Corporate Transformation in the Wake of Challenging Economic Times”**.
- ✧ National Seminar Organised by Indian Accounting Association & University of Burdwan on Corporate Social Responsibility in February 2010. Paper presented on **“Organisational Commitment towards CSR: The Corporate Experience”**.
- ✧ International Seminar organised by St. Xavier’s College (Autonomous), Kolkata on December 8, 2011. Two papers presented on **“Non Formal Education-Its Industry Linkages”** and **“In Pursuit of a Liaison Framework betwixt the Academia and the Industry- A Normative Approach”**.
- ✧ National Seminar UGC Sponsored at Tarakeshwar Degree College, Hooghly on March 30-31, 2012. Paper Presented on **“Blueprint for Corporate Resurgence and Organizational Renewal in Economic Downturn-Strategies and Tactics”** Article accepted for Publication in Seminar Souvenir.
- ✧ National Seminar UGC Sponsored on “Financial Reporting- Changing Paradigm” organized by the Department of Commerce, St. Xavier’s College (Autonomous), Kolkata in Collaboration with the Institute of Chartered Accountants of India on February 4, 2012. Paper Presented on **“A Discourse on the Ethico-Moral Auditing Convention for Re-engineering the Enterprise”**.

- ✧ State Level Seminar UGC Sponsored Organised by St. Xavier's College (Autonomous), Kolkata on ICT in Higher Education on March 28, 2012. Paper Presented on **"Leveraging Knowledge Quotient through Online Distance Education-A Critique"**. Paper published in the Conference Souvenir Volume.
- ✧ International Marketing Conference by Indian Institute of Management, Calcutta, on December 28-30, 2012. Paper Presented on **"Pioneering a Neural Nexus betwixt Marketing and the Social Consumer—A Constellation of Versatile Neuromarketing Rudiments"**.
- ✧ International Conference on Integrating Spirituality and Organizational Leadership (ISOL), organized by the Xavier Institute of Management, Bhubaneswar on January 10-12, 2013. Paper Presented on **"The Spiritual Organization—Leadership Proclamations from Ancient Wisdom"**.
- ✧ International HR Conference, HR NEXT-Focus, Engage, Align, organized by the Indian Institute of Social Welfare and Business Management (IISWBM) in February 27-28, 2013. Paper Presented on **"Rationalizing and Modelling the Antecedents and Precedents of Human Behaviour—A Conceptual Framework"**.
- ✧ National Seminar on Changes and Challenges in Global Business Scenario, organized by the Institute of Business Management, Jadavpur University on May 3-4, 2013. Paper Presented on **"Personal Branding in the Indian Political Milieu—A Comparative Case-Study"**.
- ✧ International Conference on Cost Consciousness, Sustainability, Governance and Development, organized by the Gaeddu College of Business Studies, Bhutan in June 11-12, 2013. Paper Presented on **"An Enquiry into the Antecedents, Precedents and Dimensions of Whistle-Blowing—An Ethico-Moral Approach"**.
- ✧ International Conference on Finance and Business Management (ICFBM-13), organized by the Society of Technical and Management Professionals, Haridwar, India on June 15-16, 2013. Paper Presented on **"Shopping Malls and Kolkata's Customer's—An Attitudinal and Perceptual Revelation"**.
- ✧ UGC Sponsored National Conference on Inclusive Growth, Business and Environment in India's Emerging Economy, organized by St. Xavier's College (Autonomous), Kolkata in collaboration with Shri Shikshayatan College, Kolkata in September 2013. Paper Presented on **"Mediating Effects of Mystery Shopping on Total Customer Experience—Indian Insights"**.
- ✧ National Paper Presentation Competition on "Evolving Paradigms of Management Practices" organized by Heritage Business School, Kolkata, in December 2013. Paper Presented on **"Predicting the Impact of Business Ethics and CSR Practices on the Psychology of Investors—An Empirical Investigation"**. Paper adjudicated Second Position in the overall competition.
- ✧ International Conference in Human Resource Management on "HR Leadership: People. Process. Practice" organized by the Indian Institute of Social Welfare and Business Management, on February 6-7, 2014. Paper Presented on **"Downsizing Corporate Anorexia through Personnel Selection and Performance Modelling: A Meta-Analytic Approach"**.
- ✧ UGC-DEB Sponsored two-day National Seminar on "Changing Scenario in Indian Business Environment" organized by the School of Humanities and Social Sciences, Netaji Subhas

Open University on August 8-9, 2014. Paper Presented on **“Developing a Liaison between Corporate Social Responsibility and Environmental Sustainability in India—A Case-based Analysis”**.

- ✧ UGC-Sponsored National Conference on “Re-Imaging India: Challenges and Opportunities in Finance, Management and Policy Making” organized by the Departments of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata in collaboration with International Management Institute, Kolkata on September 19-20, 2014. Paper Presented on **“The Dimensionalities and Determinants of Pay Satisfaction: An Investigation of Bank Employees in Kolkata”**.
- ✧ International Marketing Conference on “Emerging Markets, Evolving Perspectives” organized by International Management Institute, Kolkata in collaboration with IAE, University of Tours, France and The Whitman School of Management, Syracuse University, USA on December 16-17, 2014. Paper Presented on **“Synchronizing Marketing Performance Measurement Indicators with Corporate Strategy: A Conceptual Framework”**.
- ✧ 5th 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) on January 15-16, 2015. Paper Presented on **“Attitudinal Impact of Cause-Related Marketing on Brand Equity and Consumer Purchase Intention: An Exploratory Analysis”**.
- ✧ National Seminar on “Contemporary Management Issues” organized by the National Council of Education and Institute of Business Management, Jadavpur University on April 24, 2015. Paper presented on **“Personal Selling versus Advertising: Insights from the Indian Steel Industry”**.
- ✧ International Marketing Conference (MARCON) organized by the International Management Institute, Kolkata (IMI-K) during December 19-20. Paper presented on **“Differences in Consumer’s Perception of Brand Personality: An Exploration of the OnePlus Brand in Indian Metropolitan Cities”**

CORPORATE TRAINING AND CONSULTANCY

- ✧ Appointed by Bhagirathi Neotia—Park Hospitals and Bengal Ambuja Group as a Corporate Trainer and Consultant for conducting training programs in Employee Motivation, Leadership, Stress and Conflict Management, Team Building etc. since April 2013.
- ✧ Ubique Systems as a trainer and consultant on Dynamics of Organizational Change.
- ✧ Invited by Ubique Solutions as part of Corporate Training Program to deliver a special lecture on “Externalities of Organizational Transformation” on January 22, 2015

- ✧ Acted as a Resource Person for Short-term Training Program on Human Resource Management, organized by the National Institute of Technical Teachers' Training, Kolkata established by MHRD, Government of India on August 26, 2015
- ✧ Engaged as a Consultant of Marketing and Human Resource Management Strategy by James Warren Tea Limited during December 2014 and May 2016.
- ✧ Conducted a one-day training programme on B2B Selling for Employees of Marketing Department at James Warren Tea Kolkata in March 2017

ACADEMIC MENTOR: IIM CALCUTTA

- ✧ Acted as Academic Mentor for Start-up Weekend in the 8th Entrepreneurship Summit organized by E-Cell, IIM Calcutta Innovation Park and powered by Google for Entrepreneurs during July 2015.

EDITORIAL BOARD MEMBER

- ✧ Appointed by the International Journal of Advances in Research and Technology (IJOART) as an Editorial Board Member in the field of Management.

REVIEWER

- ✧ Appointed by the Oxford University Press, New Delhi, as an expert reviewer of a Text Book on Advertising and Promotions – An IMC Perspective in September 2013.
- ✧ Appointed by the Global Business Review Journal Committee for blind review of conference proceedings papers related to the International Marketing Conference, organized by the International Management Institute (IMI), Kolkata, during December 16-17, 2014.

INVITED LECTURE / SPEAKER

- ✧ Appointed by The Institute of Cost & Works Accountants of India as an Author and Content Developer for study materials in Management and Business Ethics.

INVITED LECTURE / SPEAKER

- ✧ Invited as a resource person to deliver a session on “Human Perception and Social Interaction” at the 7-day UGC Workshop, organized by the Department of Library and Information Science, University of Calcutta.
- ✧ Delivered a talk on “Changing Role of Marketing in the Corporation” at the J.D. Birla Institute, Kolkata on April 2, 2019.
- ✧ Delivered lectures at the Ph.D. Coursework of St. Xavier’s College (Autonomous), Kolkata in “Research Ethics and Qualitative Dimensions of Research” during December 2017 and November 2018.
- ✧ Invited as a resource person at the Management Development Programme on Marketing organized by the International Management Institute (IMI-K) for Indian Postal Executives in February 2018.
- ✧ Invited by Enterprise Development Institute to deliver a session for Faculty Development Programme on December 15, 2017.
- ✧ Invited as a resource person in the Faculty Development Programme organized by the Enterprise Development Institute, Kolkata on December 15, 2017.
- ✧ Delivered a special talk on “Ethics in Research” organized by National Institute of Technical Teachers Training, Kolkata under MHRD, Government of India, for administrators in Polytechnic Colleges on December 15, 2016.
- ✧ Delivered a Special Seminar Lecture at International Management Institute, Kolkata (IMI-K) for MBA Students on “Customer Relationship Management” on October 1, 2015
- ✧ Delivered a Guest Lecture at Indian Institute of Social Welfare and Business Management, Kolkata (IISWBM), organized by the Department of Public Systems Management on “Services Marketing: Tangibilizing the Intangible” on May 15, 2015
- ✧ Invited by Ubique Solutions as part of Corporate Training Program to deliver a special lecture on “Externalities of Organizational Transformation” on January 22, 2015
- ✧ Edu-Summit 2013 organized by Akademiks: Path to Knowledge on March 31, 2013 at St. Stephen’s School, Kolkata.
- ✧ Invited as an expert for a Round Table Discussion on “Cost and Management Accounting Research in Education Sector” at Directorate of Research, Institute of Cost Accountants of India, on September 15, 2012.

- ✧ Delivered a Special Talk on “Neuromarketing-Demystifying the Brain of Consumer” at Inertia Chapter 2 at St Xavier’s College (Autonomous), Kolkata in March 2012.
- ✧ Attended Panel Discussion at ILEAD, Kolkata on “Is CSR a Compulsion or an Intention for Corporates” on March 23, 2012.
- ✧ Strategy Forum 2011 organised by the Indian Chamber of Commerce on October 1, 2011 at Taj Bengal, Kolkata.
- ✧ Delivered an invited lecture on “HR: The Value Driver in Modern Organisations” at the UGC Sponsored State level Seminar at Chandernagar Government College, Chandernagar in April 2009.

RADIO COUNSELLOR

Invited by IGNOU as an expert for an interactive radio counselling program on Management Functions and Behaviour broadcasted by Gyan Vani (105.4 FM) on December 8, 2013 from 7pm to 8pm.

CONFERENCE CHAIRPERSON

Session Chair

- ✧ Chaired a session on Marketing at ISBM Kolkata on Emerging Socio-economic Trends and Business Strategy, in association with the Indian Economic Association, on January 24, 2020.
- ✧ Chaired a track on Marketing at the International Marketing Conference (MARCON) organized by the International Management Institute (IMI), Kolkata during December 19-20, 2019.
- ✧ Chaired a track on Marketing at the International Conference on Emerging Socio-Economic Trends and Business Strategy organized by the International School of Business and Media during January 18-19, 2019.
- ✧ Invited as a Chairperson on Marketing Strategy at the National Management Conference on Global Strategy for Self-Sufficiency organized by Bharatiya Vidya Bhawan in association with the Association of Indian Management Schools on March 23-24, 2018.
- ✧ Invited to chair a technical session on Marketing Management at the National Seminar organized by the Institute of Business Management, Jadavpur University in May 2013.

- ✧ Invited to chair a technical session on Finance at the National Conference organized by St. Xavier's College (Autonomous), Kolkata on September 2013.
- ✧ Chaired a session in Marketing at the National Conference organized by the Association of Indian Management Schools and Bharatiya Vidya Bhawan on Global Strategy for Self-Sufficiency during March 23-24, 2018.

Panel Discussion Moderator

- ✧ Invited as a Panellist at the Heritage College, Kolkata on "Start-ups—Subsistence to Transformational Entrepreneurship" on May 10, 2019.
- ✧ Invited as a Panellist Moderator at Army Institute of Management, Kolkata for chairing and moderating a Panel Discussion Session on "Developments in Trade Marketing" on December 3, 2016.

RESOURCE PERSON

- ✧ Delivered special lectures for M.Phil. (Management) students of MAKAUT (formerly WBUT) on "Research Methodology—Tools and Techniques for Social Scientists" during December 2019.
- ✧ Delivered the Keynote Address at the One-day Workshop organized by the Scottish Church College, on Project Writing & Field Work on February 29, 2020.
- ✧ Invited as Chief Guest at the Youth Parliament, hosted by the Asian International School, Kolkata, on January 13, 2020
- ✧ Acted as a member of the Expert Committee for Comprehensive Viva Voce at the Department of Business Administration, Vidyasagar University on June 18, 2019.
- ✧ Acted as a resource person at the International School of Business & Media on 'Integrity in Research & Publication' in the Seven-day Workshop on Advanced Research Methodology on June 19, 2019.
- ✧ Invited as a subject expert in the Selection Panel for Bank Personnel at the United Bank of India Head Office, Kolkata on February 26, 2019.
- ✧ Acted as a Resource Person at a Management Development Programme organized by the International Management Institute, Kolkata on 'Increasing Marketing Effectiveness for Postal Executives' during February 19-21, 2018.
- ✧ Nominated as an expert in Management for the Examination Committee of Sister Nivedita University, Kolkata

- ✧ Nominated as a subject expert by the Vice-Chancellor for Board of Studies in Management constituted at Maulana Abul Kalam Azad University of Technology, Kolkata.
- ✧ Acted as a Resource Person in Strategic Management at The Institute of Chartered Accountants of India, Kolkata branch in May 2009 for C.A. Foundation Crash Course.
- ✧ Appointed by Deshbandhu College for Girls as a Resource Person in Human Resource Management Industrial Relations for BBA (Hons) course.
- ✧ Project Coordinator of BBA (Hons) at Deshbandhu College for Girls.
- ✧ Acted as an Expert in Strategic Management at the Syllabus Restructuring Committee Meeting of the Institute of Chartered Accountants of India, Kolkata in Nov 2011.
- ✧ Appointed by the West Bengal University of Technology as an expert for GDPI sessions for JEMAT qualified candidates for MBA admissions in August 2013.
- ✧ Appointed by the Post-Graduate Department of Commerce, St. Xavier's College (Autonomous), Kolkata, as an internal expert for curriculum restructuring of Strategic Management, Human Resource Management and Organizational Behaviour subjects.
- ✧ Acted as an Expert for conducting Practical Examination of MBA 4th Semester Examination on 'Management Skill Development' at Vidyasagar University, Midnapore on May 16, 2016 and at Eastern Institute of Integrated Learning and Management (EIILM), Kolkata on May 18, 2016.
- ✧ Acted as an Evaluator to conduct Viva-Voce of M.Com Specialization students in Marketing at the Department of Commerce and Management, J.D. Birla Institute on May 27, 2016.
- ✧ Invited as an expert in the panel for promotion of Bank Probationary officers at United Bank of India, Kolkata Headquarters in June 21, 2016.
- ✧ Acted as a Resource Person for training in Human Resource Management for Technical staff of Colleges organised by the National Institute of Technical Teachers training and Research MHRD, Government of India.
- ✧ Invited as Resource Person at Tata Institute of Social Sciences (TISS), Guwahati for conducting a lecture session for Post Graduate Students on "Crafting Organizational Culture for Superior Performance" on October 20, 2016.
- ✧ Nominated by the Vice-Chancellor of West Bengal Institute of Technology (MAKAUT) as a member of the Curriculum Restructuring Committee for MBA and BBA courses on July 14, 2017.
- ✧ Appointed by the Vice-Chancellor of West Bengal University of Technology as a subject expert in Management in the Board of Studies for BBA and MBA in July 2017.

Online Lecture

- ✧ Invited as a resource person at the Webinar organized by St. Xavier's College, Burdwan on June 27, 2020 on the topic "Customer Engagement, Buyer-Seller Relationships in a Post-COVID World"

INVITED LECTURES OUTSIDE WEST BENGAL

- ✧ Invited as Resource Person at Tata Institute of Social Sciences (TISS), Guwahati for conducting a lecture session for Post Graduate Students on "Crafting Organizational Culture for Superior Performance" on October 20, 2016.
- ✧ Invited as Session Speaker at the International Conference on Integrating Spirituality and Organizational Leadership (ISOL), organized by the Xavier Institute of Management, Bhubaneswar on January 10-12, 2013.

FACULTY DEVELOPMENT PROGRAM (FDP)

- ✧ Participated in the Faculty Development Programme Organised by the Department of Accounting & Finance, St. Xavier's College (Autonomous), Kolkata on 12th April, 2008.
- ✧ Participated in the Faculty Development Programme on 'Case Based Teaching' organised by Heritage Institute of Technology and Higher Education Forum, Kolkata Chapter in July, 2010.
- ✧ Participated in the Faculty Development Programme Organised by the Dept. of Commerce, St. Xavier's College on 17th September, 2011.
- ✧ Participated in the One-Day Faculty Development Programme organized by the Dept. of Commerce, St. Xavier's College on 24th August, 2013.
- ✧ Organizing Secretary of Faculty Development Programme on Teaching and Practicing Entrepreneurship in Higher Educational Institutions (HEIs) organized by the Department of Management, Faculty of Commerce (Morning) on November 20, 2018.

MANAGEMENT DEVELOPMENT PROGRAM (MDP)

- ✧ Attended the Management Development Programme organised by Indian Institute of Management, Calcutta in December 2008 on "Building Organisational Culture for Superior Performance" and presented a Case Study on "The Management of Agreement".

- ✧ Attended the Management Development Programme organized by the Heritage Business School, Kolkata on “Enhancing Managerial Consciousness through Ancient Scriptures: Dealing with Decisional Dilemma” on July 19, 2013.

WORKSHOP

- ✧ Participated in the one day Workshop organised by British Council, Kolkata on “Speak Clear and Sound Right” on May, 2009.
- ✧ Participated in the two-day workshop on “Facilitating Ethics Education in Technical/ Business Schools” on February 17-18, 2014.
- ✧ Participated in the one-day workshop on “Human Values Development Program” organized by the All India Association for Christian Higher Education (AIACHE), New Delhi at St. Xavier’s College (Autonomous), Kolkata, on November 18, 2015.

TRAINING

- ✧ Attended a one month course on “Soft Skills Development” organised by St. Xavier’s Teachable, Kolkata in February-March 2006, and was ranked FIRST in overall merit assessment.
- ✧ Completed Research Training Organised by Centre for Interdisciplinary Studies, University of Burdwan in May 2011 as part of the Ph.D. Course Work.

REFRESHER / ORIENTATION COURSE

- ✧ Attended Refresher Course on ‘Business Studies’ at the University of Calcutta during December 31, 2018 to January 21, 2019 and was awarded Grade ‘A’ on overall assessment of performance.
- ✧ Attended UGC ‘Sponsored Special Winter School’ organised by Academic Staff College University of Calcutta in Commerce from February 25 to March 19 2009 and obtained grade ‘A’ in overall assessment.

PROFESSIONAL MEMBERSHIPS

- ✧ All India Management Association
- ✧ Association of Indian Management Scholars International, USA

- ✧ Associate Member, Chartered Institute of Marketing, UK
- ✧ Subcommittee Invitee Member in Human Resource Management at Bengal National Chamber of Commerce & Industry

CONFERENCE PARTICIPATIONS (INTERNATIONAL LEVEL)

- ✧ Eighth International Accounting Conference held at Kolkata on January 6-7, 2007.
- ✧ International Conference organised by the Department of Economics, University of Burdwan on the theme “Issues in Development Economics” on January 28-29, 2006.
- ✧ International Conference organized by the Department of Bengali, Chandernagar Government College, Chandernagar on the theme “Agriculture, Society and Bengali Literature” on March 19, 2007.
- ✧ Global Forum Organised by XLRI, Jamshedpur on the theme “Sustainable Development” from June 8-10, 2009.
- ✧ UGC Sponsored International Seminar on the theme “Globalisation, Capitalist Crisis and Inclusive Development: Myths and Reality”, organised by the Department of Economics, Political Science and Sociology, Lady Brabourne College, Kolkata, on December 21-23, 2009.
- ✧ International Seminar on “Spirituality, Science and Consciousness” organised by Ramakrishna Mission Institute of Culture, Kolkata during January 8-10, 2010.
- ✧ Inertia-International Marketing Summit organized by St. Xavier’s College (Autonomous), Kolkata on January 28-29, 2011 as a Core Committee Member.
- ✧ Inertia-International Marketing Summit organized by St. Xavier’s College (Autonomous), Kolkata on March 2012 as a Core Committee Member.
- ✧ Global Earth Summit Chapters I & II organized by Department of Environmental Studies, St. Xavier’s College, (Autonomous), Kolkata in February 2011 and March 2012.
- ✧ Inertia-International Marketing Summit on the theme “The Global Entrepreneur” organized by St. Xavier’s College, Kolkata on April 2013 as a Core Committee Member.
- ✧ Inertia Take IV-International Marketing Summit on the theme “Global Presence of the Indian Film Industry: Marketing of Indian Cinema” organized by St. Xavier’s College, Kolkata on March 2014 as a Core Committee Member.
- ✧ Inertia Vol. 5-International Marketing Summit on “Knowledge Marketing: Scientia est Potentia” organized by St. Xavier’s College (Autonomous), Kolkata on April 2015 as a Core Committee Member.

- ✧ International Seminar on “Human Resource Management and Development in the Digital Age”, organized by the Department of Management, North Eastern Hill University, Tura Campus, Meghalaya, India on June 23-24, 2017.

CONFERENCE PARTICIPATIONS (NATIONAL LEVEL)

- ✧ National Seminar on “Strategic Human Resource Management” organised by the Department of Commerce, University of Burdwan, on February 3-4, 2007.
- ✧ National Seminar on “Corporate Governance & Capital Market in India”, organised by the Department of Commerce, University of Burdwan & ICAI on January 14, 2006.
- ✧ Economic Summit “Confluence”, organised by the Department of Economics, St. Xavier’s College (Autonomous), Kolkata on September 19, 2008,
- ✧ UGC-Sponsored National Seminar on “Governing Business in the 21st Century: Opportunities & Challenges”, organised by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata on November 20-21, 2009.
- ✧ UGC-Sponsored National Seminar on “Professionalism in Teacher Education”, organised by St. Xavier’s College (Autonomous), Kolkata on February 21-22, 2011.
- ✧ UGC-Sponsored National Symposium 2015 on “Overcoming Challenges for Sustainable Corporate Excellence”, organized by St. Xavier’s College (Autonomous), Kolkata and Indian Council of Social Science Research (ICSSR) on March 21, 2015.

CONFERENCE PARTICIPATIONS (STATE / REGIONAL LEVEL)

- ✧ Seminar on the theme “Ethics in Management”, organised by the Department of Commerce, University of Calcutta on September 2, 2006.
- ✧ Seminar on the theme “Necessity & Scope of Collaborative Research in the Field of Higher Education”, organised by J.D. Birla Institute, Kolkata on February 23, 2007.
- ✧ Seminar on “Aspects of Algebra, Real and Functional Analysis and Topology” organised by the Department of Mathematics, Chandernagore Government College, Chandernagar on November 29-30, 2006.
- ✧ UGC-Sponsored Seminar organised by the Post-Graduate Department of Commerce, St. Xavier’s College (Autonomous), Kolkata in “Challenges and Opportunities in Commerce Education” on May 2, 2009.

- ✧ UGC sponsored Seminar on “Corporate Governance” Organised by the Department of Commerce, Netaji Nagar College on February 23, 2009.
- ✧ Annual Conference of Bengal Economic Association at St. Xavier’s College, Kolkata on February 16-17, 2008.
- ✧ Seminar on “Challenges in Higher Education” organized by the Centre for Academic Extension and Enrichment, Scottish Church College, Kolkata on March 20, 2010.
- ✧ Seminar on “Awakening India, Vision 2020”, organised by the Post Graduate Department of Commerce, St. Xavier’s College (Autonomous), Kolkata

