



Rev. Dr. Joseph Kulandai, SJ

Vice-Principal and Assistant Professor, Postgraduate and Research Department of Commerce (Morning) and Assistant Director, Fr. Verstraeton Central Library, St. Xavier's College (Autonomous), Kolkata



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BIOGRAPHICAL SKETCH

Rev. Dr. Joseph Kulandai, SJ is currently the Vice-Principal of the Postgraduate and Research Department of Commerce, St. Xavier's College (Autonomous), Kolkata and the Chairperson of the Board of Studies of the same department. He has previously served in several administrative capacities including Vice-Principal, St. Xavier's Collegiate School, Kolkata and Vice-Principal and Campus Administrator, St. Lawrence High School, Kolkata. He is a doctorate in accounting and finance and postgraduate qualifications in commerce and in human resource management. He has published three books as well as several articles in national and international reputed peer reviewed journals. He has completed two minor research projects and presented several papers in conferences.

Beyond the College, He has been actively associated with the Jesuit Higher Education Association of South Asia (JHEASA), where he contributes to collaborative initiatives aimed at enhancing Jesuit higher education across South Asia. Through his involvement in JHEASA, he participates in academic dialogue, institutional networking, and policy discussions focused on innovation in teaching, leadership formation, social outreach, and the promotion of Jesuit educational priorities in the region.

His combined contributions at both institutional and regional levels reflect a strong commitment to advancing quality education, academic collaboration, and the Jesuit mission of forming competent, compassionate, and socially responsible leaders.

Apart from his administrative duties and academic pursuits, father also takes active interest in outdoor sports and fitness activities besides being fond of gardening, listening to music and reading.

ACADEMIC QUALIFICATIONS

Awarded **Doctor of Philosophy (Ph.D.)** for the thesis '**Cost-Benefit Analysis of Jesuit Higher Education in India: With Special Reference to West Bengal**' by the Postgraduate and Research Department of Commerce, St. Xavier's College (Autonomous), Kolkata under the University of Calcutta in 2022

Awarded Postgraduate Diploma in Human Resurce management (PGDHRM) by Pondicherry University, Pondicherry

Awarded Master of Commerce (M.Com.) by Loyola College (Autonomous), Chennai

Awarded Bachelor of Commerce (B.Com.) by St. Xavier's College, Kolkata under the University of Calcutta

THEOLOGICAL QUALIFICATIONS

Awarded Bachelor of Theology (B.Th.) by Vidya Jyoti, New Delhi

Awarded Bachelor of Philosopht (B.Ph.) by Jana Deepa Vidyapith, Pune

CURRENT RESPONSIBILITIES

Period	Position	Institution
June 2020 - Present	Vice-Principal, Postgraduate and Research Department of Commerce (Morning)	St. Xavier's College (Autonomous), Kolkata
June 2020 - Present	Assistant Director, Fr. Verstaeten Central Library	St. Xavier's College (Autonomous), Kolkata
June 2020- Present	Chairperson, Board of Studies, Postgraduate and Research Department of Commerce	St. Xavier's College (Autonomous), Kolkata
June 2019 - Present	Assistant Professor, Postgraduate and Research Department of Commerce (Morning)	St. Xavier's College (Autonomous), Kolkata

PREVIOUS WORK EXPERIENCE

Period	Position	Institution
April 2019 - May 2020	Superintendent, Fr. Leeming Twin Hostels	St. Xavier's College (Autonomous), Kolkata
March 2019 - April 2019	Vice-Principal	St. Paul's School, Raghobpur
May 2017 - February 2019	Vice-Principal, Teacher & Campus Administrator	St. Lawrence High School, Kolkata
July 2017 - February 2019	Treasurer	St. Lawrence Evening School, Kolkata
March 2014 - April 2017	Vice-Principal and Teacher	St. Xavier's Collegiate School, Kolkata
March 2014 - April 2017	Director	St. Xavier's Collegiate (Night) School, Kolkata
May 2009 - May 2013	Director & Teacher	Jesuit Pre-Novitiate, Barasat

RESEARCH PROJECTS COMPLETED

Year of Completion	Major/Minor	Theme	Funding Agency	Duration	Grant Amount	Role
2025	Minor	Assessing the Inclusion of Financial Literacy in Higher Education Institutions in West Bengal	Govt. of West Bengal	6 months	₹35,000	Investigator
2026	Minor	Technology and the Mind of Generation Z: Behavioural Shifts and Mental Well-being in Kolkata	Govt. of West Bengal	6 months	₹35,100	Investigator

PUBLICATIONS (BOOKS)

Sl. No.	Year	Title	Domain
1	2020	Christianity-the ultimate answer to Sustainability! The audacity and power of hallowed Catholic figureheads in achieving the Sustainable Development	Spiritualism
2	2020	UGC-NET Paper I: My Mock Series (June 2011-December 2019 Solved MCQs)	General Academics
3	2022	Emerging Issues in Commerce, Environment, Economics and Management – edited book	Commerce

PUBLICATIONS (JOURNAL ARTICLES - SCOPUS)

Sl. No.	Year	Title	Domain
1	2021	Socio-Economic determinants of Rural Poverty: An Empirical Inquest into select regions of Paschim Midnapore in West Bengal	Economics

PUBLICATIONS (JOURNAL ARTICLES - UGC CARE)

Sl. No.	Year	Title	Domain
1	2023	Decoding Consumer Responses towards Marketing Communications of YouTube and its influence on Purchase Dynamics and Decision Making – An Examination of Maldives as a Tourist Destination	Marketing Management
2	2022	Efficacy of Social Media Sites on Employee Recruitment and Hiring - Perspectives from select IT Companies in India	Human Resource Management
3	2022	Green Banking: Vantage Points and Ways & Practices – Creating a Model Framework	Accounting & Finance
4	2022	Student’s Perception and Expectations determining choice of a Jesuit Higher Educational Institution: An exploratory study in Kolkata	General Management
5	2022	The role of Jesuit Priests towards growth of Education in West Bengal: A Historical Perspective	Higher Education
6	2020	Scrutinizing the key factors causing stress among teachers: A study of selected Jesuit Institutions	Management
7	2019	An Empirical Study on Jesuits contributions towards Higher Education in West Bengal - An Overview	Accounting & Finance

PUBLICATIONS (JOURNAL ARTICLES - PEER REVIEWED)

Sl. No.	Year	Title	Domain
1	2022	Understanding Consumer Perception towards usage of Music Apps during Covid-19: A study in West Bengal state	Marketing Management
2	2022	Ascertaining the role of Gender in influencing perception of students towards Virtual Conferences during COVID-19: A Study in Kolkata Metropolis	General Management
3	2022	Paradox of Indian Financial Mechanism	Accounting & Finance
4	2022	Investigating the Determinants of Stress among Teachers of Christian Schools	Management
5	2022	An Inquiry into the perceptual dimensions of teachers towards online teaching amidst Covid-19: The Moderating Role of Demographics	General Management
6	2022	App based Cab Services and Consumers of West Bengal amidst Covid-19: An Attitudinal and Perceptual Revelation	Marketing Management
7	2022	Anatomizing the crux antecedents of Socio-Economic Stress during Covid-19 lockdowns: A study among Entrepreneurs	General Management
8	2022	Impact of COVID-19 on Higher Education System in India	Higher Education
9	2022	Socio-Economic impact of Covid-19 on industrial migrant workers: A study in India	Economics
10	2022	Pioneering an Integrated Framework of Environment Sustainable Practices in Higher Education Institutions: Insights from St. Xavier's College, Kolkata	EVS and Higher Education
11	2022	Measuring the Attitudes and Behavioural Dynamics of Consumers towards Online Shopping amidst Covid-19: Insights from Kolkata	Marketing Management
12	2022	The impregnable role of Forensic Accounting in detecting Financial Frauds	General Management
13	2022	The Boon in the Bane: India goes Clean-Green amidst Coronavirus lockdown	Accounting & Finance
14	2022	The role of Jesuits in the development of education in West Bengal: A Conceptual Overview	Management

PUBLICATIONS (EDITED BOOKS OF CONFERENCES)

Sl. No.	Conference Name	Topic	Domain	ISBN	Publication Year
1	Sustainable Excellence - A Contemporary Business Perspective	Leveraging Social Media to Enhance the Effectiveness in Recruitment Process: A Study in 3 Major Metropolitan Cities in India	Human Resource Management	978-93-91355-30-2 Excel India Publications	2023
2	Pandemic, New Normal and Implications on Business	Factors Determining Consumer Choice of Shopping Malls: An Exploratory Study in Kolkata	Marketing Management	978-981-19-4892-3 Springer Publications	2022
3	Lessons from COVID-19: Impact on Healthcare Systems and Technology	Reflecting on the impact of COVID-19 on healthcare and IT sector with special emphasis on India: A collection of multifarious cases with few empirical evidences.	General Management	978-03-23998-78-9 Elsevier Publications	2022
4	International Conference on Innovative Business Practices in a Practices in a VUCA World	Investigating the Conceptual Underpinnings of Experiential Marketing in a Digital Era: A Study	Marketing Management	978-93-89657-14-2 Bharti Publications	2021.33333 333333
5	International Conference on Innovative Business Practices in a Practices in a VUCA World	Shuttl: Transforming Journey of Office Goers with Sustainability on the Mind	Marketing Management	978-93-89657-14-2 Bharti Publications	2020.83333 333333

PUBLICATIONS (OVERSEAS)

Sl. No.	Topic	Domain	Place	Publication Year
1	Empirica evidence of the Impact of Mergers and Acquisitions on Wealth of Shareholders: A Study of Select Indian Banks using Event Study Analysis	Accounting & Finance	Bentonville, USA	2021
2	Global Recession 2020: Economic Impact of COVID 19 Novel Coronavirus on USA and Select Nations of Europe and Asia	Economics	London, England, UK	2020

PAPER PRESENTATION IN NATIONAL AND INTERNATIONAL CONFERENCES

Presented a paper titled "AI Powered Recruitment and Organizational Trust and Reputation: The Mediating Role of Ethical Perceptions in India", ICHRM 2025 (Reimagining Human Resources & Workplace in the World of AI) held on 7-8 March, 2025

Presented a paper titled "An Appraisalment of the Effectiveness of Employee Training through Augmented Reality (AR) and Virtual Reality (VR): A Structred Topic Modelling Approach, Changing Role of HRM, Department of Business Management, University of Calcutta held on 7 March, 2025

Presented a paper titled "Advancing Critical Thinking among Management Students: The Role of Demographics, ICCEEM 2025 (Advancing Management Education - Opportunities and Challenges) held on 6-7 February, 2025

Presented a paper entitled "Music Listening and Psychological Well-Being during COVID-19 pandemic: Empirical Analysis of the perceptions of West Bengal public" on the International Virtual Conference "Rhythm-2021" held from 10th-12th December, 2021 organized by Indian Institute of Technology, Kharagpur (IIT, Kharagpur), West Bengal.

Presented a paper entitled "Efficacy of Social Media Sites on Employee Recruitment and Hiring - Perspectives from select IT Companies in India" on the Online International Conference on Sustainable Excellence in Business and Entrepreneurship (ICSEBE-2021) held on 25th and 26th November, 2021 organized by the Techno India School of Management Studies, Kolkata.

Presented a paper entitled "Socio-Economic impacts of Covid-19 on industrial migrant workers: A study in India" on the One Day ICSSR-ERC sponsored International Webinar on Impact of Covid-19 on Informal and Migrant Workers" held on 20th September, 2020 organized by Dept. of Economics and Commerce, Naba Ballygunge Mahavidyalaya, Kolkata.

Presented a paper entitled "Scrutinizing the key factors causing stress among teachers: A study of selected Jesuit Institutions" in One Day International Conference on Human Capital Innovation and its Practices held on 6th March, 2020 by the Department of Business Administration, Loyola College, Chennai.

Presented a paper entitled "Investigating the Conceptual Underpinnings of Experiential Marketing in the Digital Era" in a Two Day International Conference on Innovative Business Practices in a VUCA World held on 3th & 4th January, 2020 organized by Dept. of M.Com, B.Com (Evening) & BMS, St. Xavier's College (Autonomous) Kolkata.

Presented a paper entitled "Shuttl: Transforming the Journey of Office Goers with Sustainability on Mind" in a Two Day International Conference on Innovative Business Practices in a VUCA World held on 3th & 4th January, 2020 organized by Dept. of M.Com, B.Com (Evening) & BMS, St. Xavier's College (Autonomous) Kolkata.

Presented a paper entitled "An Empirical Study on Jesuits contributions towards Higher Education in West Bengal - An Overview" in a Two Day International Conference on Emerging Perspectives in Commerce, Economics & Management Policies for a Better World (ICCEEM 2019) held on 13th & 14th September, 2019 organized by Dept. of Commerce & Business Administration, St. Xavier's College (Autonomous) Kolkata.

PAPER PRESENTATIONS AT CONFERENCES OUTSIDE INDIA

Presented a paper entitled "Tracking the perceptions of Indian consumers towards e-Health services in a post COVID world" on the ICIDR International Conference on the Impact of COVID-19 on Society" (ICICS-2022), held on 29th January, 2022 at Paris, France.

PAPER PRESENTATIONS AT CONFERENCES OUTSIDE WEST BENGAL

Presented a paper entitled “Scrutinizing the key factors causing stress among teachers: A study of selected Jesuit Institutions” in the One Day International Conference on Human Capital Innovation and its Practices (ICHCIIP-2021) held on 6th March, 2020 organized by the Department of Business Administration, Loyola College, Chennai.

Presented a paper entitled “Predicting the paradigm shift of consumer behaviour towards ecommerce in a post pandemic world: An extended TAM approach” in the Two Day International Conference on International Virtual Conference on Managing Business in PostCovid Era (IVCoMBiPCE-21) held on 12th November, 2021 organized by Rajalakshmi School of Business, Chennai.

Presented a paper entitled “Brand Equity antecedents of Smartphones and associated Consumer Choice: The Case of Apple iPhones” on the Two Day International Conference on Advances in Management and Technology (ICAMT-2021), held on 11th & 12th December, 2021 organized by Sadabai Raisoni Women’s College, Nagpur, G H Raisoni School of Business Management, Nagpur and Mazedan International Research Academy, Nagpur.

Presented a paper entitled “Ascertaining the role of Gender in influencing perception of students towards Virtual Conferences during COVID-19: A Study in Kolkata Metropolis” on the One Day International Conference on Emerging Trends in Digital Technology (ICETDT2022), held on 22nd February, 2022 organized by Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai.

Presented a paper entitled “Factors determining consumer choice of shopping malls: An Exploratory Study in Kolkata” on the 12th Annual International Research Conference on New Normal, New Ways: Implications for Business, Environment and Society (SIMSARC-2021), held from 20th – 22nd December, 2021 organized by Symbiosis Institute of Management Science, Pune

Presented a paper entitled “Socio-Economic determinants of Rural Poverty: An Empirical Inquest into select regions of Paschim Midnapore in West Bengal” on the ICSSR sponsored ICIDR International Conference on Social Sciences – 2021, held on 28th August, 2021 organized by the ICIDR Center for Research.

Presented a paper entitled “Sustainable HRM Practices of St. Xavier’s College, Kolkata in the ‘new normal’ and its impact on Organizational Culture: A Case-Based Approach” on the One Day International Conference on Role of Human Resource and Organizational Behaviour for Business Sustainability in Current Scenario (ICH OBS-2021), held on 27th February, 2021 organized by the IPEM Group of Institutions, Ghaziabad.

Presented a paper entitled “Decoding Consumer Responses towards Marketing Communications of YouTube and its influence on Purchase Dynamics and Decision Making – An Examination of Maldives as a Tourist Destination” on the Two Day International Conference on Sustainable Business Models in Turbulent Times (ICSBMTT’2022), held on 18th and 19th February, 2022 organized by St. Joseph’s Institute of Management, Bangalore.

Presented a paper entitled “Student’s Perception and Expectations determining choice of a Jesuit Higher Educational Institution: An exploratory study in Kolkata” on the Two Day International Conference on Contemporary Issues in Business Management (ICCIBM-2021), held on 5th & 6th March, 2021 organized by Sikkim Manipal Institute of Technology, Sikkim.

Presented a paper entitled “Understanding Consumer Perception towards usage of Music Apps during Covid-19: A study in West Bengal state” on the Two Day International Marketing Conference -1, imarC, held on 21st & 22nd April, 2021 organized by the Indian Institute of Management, Shillong.

Presented a paper entitled “Pioneering an Integrated Framework of Environmental Sustainable Practices in Higher Education Institutions: Insights from St. Xavier’s College, Kolkata” on the Two Day International Conference on Innovative Applications of Emerging Technologies and Management (ICIAETM-2021), held on 2021, organized by the Prestige Institute of Engineering Management & Research, Indore.

PAPER PRESENTATIONS AT CONFERENCES OUTSIDE WEST BENGAL

Presented a paper entitled “Measuring the Attitudes and Behavioural Dynamics of Consumers towards Online Shopping amidst Covid-19: Insights from Kolkata” on the Three Day International Conference on Research and Education (CERE-2021), held from 18th – 20th June, 2021, organized by the Indian Institute of Management, Indore (IIM, Indore).

Presented a paper entitled “Determining the Attitudinal and Perceptual Dynamics of Society towards Waste Segregation and Management: Empirical Insights from Kolkata’s populace” on the Three Day International Conference on Advances in Management and Technological Innovations: Impacting Industries (ICAMT III-2021), held on 20th, 21st & 22nd April, 2021 organized by Motilal Nehru National Institute of Technology, Allahabad.

Presented a Teaching Case Study, entitled “Redefining the gastronomic blueprint of biryani: Behrouz’s brace to muster Indian prospects to become the ‘blue blood’ of biryani brands amidst Covid-19 pandemic” in the Two Day International Summit on Management Case Studies (ISMCS) 2021, held on 12th June and 13th June, 2021, organized by Indian Institute of Management, Ranchi (IIM, Ranchi).

Presented a paper entitled “How are Supply Chain Practices affecting the Effectiveness of Supply Chain Performance during Covid-19? Empirical Evidences from SMUs in Kolkata city” on the Four Day International Conference on Society of Operations Management (SOM-2021), held from 12th–15th November, 2021 organized by Xavier Labour Relations Institute (XLRI), Jamshedpur, Jharkhand.

Presented a paper entitled “Acceptance and Usage of Online Learning Apps in the pandemic era: A probe into the perception of College Students in eastern-India region” on the 41st Annual Conference (Virtual) of the Orissa Commerce Association, held from 8th-10th December, 2021 organized by Laxmi Narayan College, Jharsuguda, Orissa.

BEST PAPER AWARD AT CONFERENCES

Won the Best Paper Award by presenting a paper entitled “Efficacy of Social Media Sites on Employee Recruitment and Hiring - Perspectives from select IT Companies in India” on the Two Day Online International Conference on Sustainable Excellence in Business and Entrepreneurship (ICSEBE-2021) held on 25th and 26th November, 2021 organized by the Techno India School of Management Studies, Kolkata.

Won the Best Paper Award by presenting a paper entitled “Pioneering an Integrated Framework of Environmental Sustainable Practices in Higher Education Institutions: Insights from St. Xavier’s College, Kolkata” on the Two Day International Conference on Innovative Applications of Emerging Technologies and Management (ICIAETM-2021), held on 2021, organized by the Prestige Institute of Engineering Management & Research, Indore.

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Won the Best Paper Award by presenting a paper entitled “Predicting the paradigm shift of consumer behaviour towards e-commerce in a post pandemic world: An extended TAM approach” in the Two Day International Conference on International Virtual Conference on Managing Business in Post-Covid Era (IVCoMBiPCE-21) held on 12th November, 2021 organized by Rajalakshmi School of Business, Chennai.

Won the Best Paper Award by presenting a paper entitled “Ascertaining the role of Gender in influencing perception of students towards Virtual Conferences during COVID-19: A Study in Kolkata Metropolis” on the One Day International Conference on Emerging Trends in Digital Technology (ICETDT-2022), held on 22nd January, 2022 organized by Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai.

