

Curriculum Vitae

Name: Joyita Banerji

Designation: Assistant Professor

Affiliation: Department of Accounting and Finance, St. Xavier's College (Autonomous),
Kolkata

Birthdate: 22/01/1992

Email id: joyitabanerji@gmail.com

Contact: 9339419808

Academic Qualification:

Course	Board	Institution	Year of passing
M.Com	Calcutta University	St. Xavier's College, Kolkata	2014
B.Com	Calcutta University	South City College (Day)	2012
Senior Secondary School Examination	CBSE	Hariyana Vidya Mandir	2009
Secondary School Examination	CBSE	Hariyana Vidya Mandir	2007
NET(JRF)	-	UGC	2014
CA Inter (IPCC)	ICAI	ICAI	2011
Universal Certification of Forensic Accounting and Fraud Auditing	-	International Forensic Sciences, Pune	2017(July)

Thesis titled **“Developing an Investment Decision Making Model with respect to Individual Investors’ Behavioral Biases and Personality Traits”** submitted under guidance of Dr. Kaushik Kundu, Professor, Department of Management and Business Administration at Aliah University, New Town. Doctor of Philosophy in Management awarded on 29.08.2023.

Subjects Taught: Strategic Financial Management, Insurance, Indian Financial System and Financial Markets, Banking, Investment Analysis and Portfolio Management, Strategic Cost Management, Financial Accounting.

Areas of Interest: Behavioral Finance, Behavioral Economics, Public Policy, Investment Choices.

Teaching Experience:

- **Full time Assistant Professor, since 2014 – to present at St. Xavier’s College (Autonomous), Kolkata.**
- **Guest Faculty in Centre of Excellence in Financial Markets at the University of Calcutta – Calcutta Stock Exchange Post Graduate Diploma in Investment Portfolio Management Service (PGDPMS) Programme.**
- **Guest Faculty in Department of Chemical Engineering, Rashbehari Shiksha Prangan (Rajabazar Science College)**
- **Guest Faculty in Shri Shikshayatan College, M.Com Department**
- **Guest Faculty at Indian Institute of Social Welfare and Business Management.**

Seminars and Conferences attended:

- **Attended Faculty Development Program held 17-19th October,2014 on Research Design.**
- **Participated in the online workshop on “The Art of Thesis Writing and Academic Publishing” held from 14-16th August 2020 organized by Koach Scholar and BML Munjal University.**

- Attended Faculty Development Program held 15 -21st December,2022 on Recent Trends in Accounting and Finance.

Papers/Publications:

- **Appointed as reviewer to the Journal of Economic and Administrative Sciences (Emerald Publishing Group) in June, 2020.**
- Presented a paper titled **“Financial Inclusion: A Qualitative Critique of the recent Financial Reforms”** in the UGC Sponsored One day National Conference on **“Redefining Business Vision: Issues and Challenges”** **The Paper was published in Conference Proceedings in 2017(ISBN- 978-81-8484-651-5)**
- **“Creation of an Organizational Base for Constructivist Succession Planning in Indian Public Banks- A Qualified Critique”**. International Journal of Human Resource Management and Organisational Behavior, Vol 1, Issue 1, August-Jan 2015, ISSN- 2454-5015.
- Published a paper titled **“The LIBOR Scam”** in the Youthink Journal, Vol.XI. ISSN 2347-6222.
Paper titled **“Aviation Sector in India: A Cross Boundary Comparison, Priority on Air India”** published in the International Journal of Engineering Research and Application, ISSN- 2248-9622, Vol.6, Issue 8, (Part 5), August 2016, pp 18-25.
- Presented a paper titled **“Portfolio Choices of Investors: A Qualitative Critique of Prevalent Behavioural Biases among Investors”** at International Conference on Management and Business Practices, organised by the Department of Management and Business Administration held on 4 & 5th January, 2018 at Aliah University, Kolkata.
- Published a paper titled **“Prevalent Behavioral Biases and their Prospective Relationship with the Big Five Personality Traits”** - Frontiers in Management Research, Allied Publishers, New Delhi (S).
- Presented a paper titled **“Unrealistic probabilities: A speculation about the influence of Gambler’s Fallacy and the ‘Hot Hand’ on Investment Decisions”** at International Conference on Management and Business Practices, organised by the Department of Management and Business Administration held on 15th and 16th of January, 2019.

- Presented a paper titled **“Crowdfunding: An opportunity to edge out gender disparity in India”** in the National Conference on the theme “Women’s Issues and Everyday Life: Power, Resistance and Representation”.
- Published a paper titled **“An Empirical Investigation into the influence of Behavioural Biases on Investment Behaviour”** in SCMS Journal of Indian Management Vol. 17 January – March 2020, UGC Care A list.
- Presented a paper titled **“Flying High: Valuation and IPO Analysis of Unicorns”** in the International Webinar on The Neo-Normal Era: A Multifaceted Challenge of Modern Society dated 17th August 2020 organized by Hiralal Mazumdar Memorial College for Women.
- Published a book chapter titled **“Diplomatic Gaffes made by China in The Recent Past: An Overview”** in Business Management Practices – Emerging Trends, ISBN 978-93-88805-95-7.
- Paper titled “An Empirical Investigation into the Impact of Behavioral Biases on an Individual’s Financial Decisions” published in **Era of New Normal: Undefined Paradigm, ISBN 978-93-88069-71-7.**
- Paper titled **“The Bitcoin Bubble: Insights of Herd Behaviour”** published in Journal of Money, Banking and Finance, ISSN 2320-9747 in Volume 7 (2), 2021.
- Paper titled **“The Impact of Behavioral Biases on Individuals’ Financial Choices under Uncertainty: An Empirical Approach”** published in Business Perspectives and Research (Indexed in Scopus), May 2022
- Paper titled **“Relating Behavioral Biases to Personality: An empirical investigation on prospective Investors”**, published in Indian Journal of Economics and Business (Indexed in Scopus), December 2021.
- Presented paper titled **‘Nudging Individuals towards better Public Policies through Libertarian Paternalism’**, at the 5th International Conference on Management Business Practices, held from 10-11th January, 2023 at Aliah University.
- Paper titled **“Prioritizing Green Finance in India: A critique on Multi-Lateral Development Banks as a bulwark for Climate Financing”** published in The Chartered Accountant (UGC CARE Listed), January 2024.

- Presented paper titled **“Decade of Healthy Ageing: A review of the Un-healthy patterns prevalent in India”** at the 6th International Conference on Management Business Practices, held from 21st-22nd February, 2024.