

FACULTY PROFILE

Name: Payal Sharma

Designation: Assistant Professor

Department: Commerce (Morning) – Accounting & Finance

Qualifications/Academia: M.COM, UGC NET, Ph.D. (pursuing)

Email ID: payal@sxccal.edu

Biographical Sketch

Payal Sharma is an Assistant Professor at St. Xavier's College (Autonomous), Kolkata since February 2021. Prior to joining St. Xavier's as an Assistant Professor, she had also served St. Xavier's University, Kolkata as a full-time faculty member. She is currently pursuing her Ph.D. in Accounting & Finance from St. Xavier's College, Kolkata. She has also published some quality research papers. A zealous academician, an avid learner and a research aficionado, Prof. Payal strives to contribute her bit to the society by shaping the young minds in the best way.

Areas of Specialization and Research

Her area of specialization broadly includes Accounting & Finance. And her research interest lies in the field of Behavioral Finance, Gender and financial inclusion, Human Resource Management and Psychology.

Teaching Experiences

Department of Commerce (Morning)
St. Xavier's College (Autonomous), Kolkata
Full time Assistant Professor (Accounting & Finance)

From February 2021 – Present Date.

Department of Commerce and Management
St. Xavier's University, Kolkata
Full -time faculty

From January 2020 to February 2021.

PUBLICATIONS*Publications in UGC Care Listed Journals*

Sl. No.	Journal Name	Title of the Paper	Domain	ISSN	Publication Year
1	The Management Accountant Journal	Demystifying the Cult of Cryptocurrency: A Discourse on Bitcoin	Accounting & Finance	0972-3528	2021
2	Mukt Shabd	Student's Perception and Expectations determining choice of a Jesuit Higher Educational Institution: An exploratory study in Kolkata	General Management	2347-3150	2022
3	Kala Sarovar	Efficacy of Social Media Sites on Employee Recruitment and Hiring - Perspectives from select IT Companies in India	Human Resource Management	0975-4520	2022
4	AIMS Journal of Management	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	2395-6852	2022
5	The Management Accountant Journal	Measuring Internal Audit Function Via Balanced Scorecard	Accounting & Finance	0972-3528	2022

Publications in Edited Book/Conference Volumes

1	National Education Policy - 2020	Synchronizing Curriculum Development with Pedagogical Strategies in Higher Educational Institutions: A Conceptual Framework	Higher Education	978-93-90903-55-9	2021
2	Business, Economics and Society: THE CHANGING DIMENSIONS (Vol-I)	Impact of Financial Leverage on Profitability - An Empirical Study of select Indian Steel Companies	Accounting & Finance	978-1-387-53928-4 Red Shine Publications, London, England, UK	2021
3	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
4	World Congress on Information and Communication	Rationalizing the TPACK Framework in Online Education - Perception of College Faculties towards Aakash BYJU'S App in the 'new normal'	General Management	Springer Publications	2023

Publications in other Peer-Reviewed/Refereed Journal

1	International Journal of Business and Management Invention	Anatomizing the crux antecedents of Socio-Economic Stress during Covid-19 lockdowns: A study among Entrepreneurs	General Management	2319-8028	2021
2	Amity Business Review	Finding the influence of NPAs on Profitability - A Juxtaposition of Public and Private Sector Banks in India	Accounting & Finance	0972-2343	2021
3	IIMS Journal of Management Science	Understanding Consumer Perception towards usage of Music Apps during Covid-19: A study in West Bengal state	Marketing Management	0976-030X	2022
4	International Journal of Advance and Innovative Research (Conference Special)	Ascertaining the role of Gender in influencing perception of students towards Virtual Conferences during COVID- 19: A Study in Kolkata Metropolis	General Management	2394-7780	2022
5	Journal of Academic Advancement	A Study of Factors Affecting the Investment Behaviour of Individuals: A Systematic Literature Review'	Accounting & Finance	2583 - 5203	2024

BEST PAPER AWARDS

Location: Kolkata, West Bengal

Venue: Techno India School of Management Studies

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.

Location: Mumbai, Maharashtra

Venue: Usha Pravin Gandhi College of Arts, Science and Commerce

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.

OTHER ACHIEVEMENTS

Invited as a Resource Person for the Pimpri-Chinchwad-Akurdi Chapter One Day Webinar on Demystifying the Cult of Cryptocurrency: A Discourse on Bitcoin, organized by The Institute of Cost Accountants of India on 25th June, 2022 on Google Meet.

PRESENTATIONS

- ***Kolkata, West Bengal***

Presented a paper on *A Study of Factors Affecting the Investment Behaviour of Individuals: A Systematic Literature Review* in International Seminar on 'Entrepreneurship, Growth And Competitiveness' being organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India in collaboration with The Department of Commerce and IQAC, Naba Ballygunge Mahavidyalaya, Kasba, Kolkata & The Research and Development Cell and IQAC, Kabi Sukanta Mahavidyalaya, Bhadreswar, India scheduled in August 12 - 13, 2023.

- ***Kolkata, 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.

- ***Kharagpur, Midnapore***

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.

- ***Mumbai, Maharashtra***

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 (ICETDT-2022), held on 22nd February, 2022 organized by Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai.

- ***Pune, Maharashtra***

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.

- ***Bangalore, Karnataka***

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.

- ***Sikkim***

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.

- ***Shillong, Meghalaya***

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.

- ***New Delhi***

Presented a paper entitled “The Effects of Perceived Trust and Subjective Norm in driving customers’ usage of Mobile Banking” on the Fore International Marketing Conference (FIMC-2021), held on 26th–27th November, 2021 organized by Fore School of Management, New Delhi.

- ***Jharsuguda, Orissa***

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.

- ***Vishakapatnam, Andhra Pradesh***

Presented a paper entitled “Introspecting on the Attitudinal and Behavioural trajectories of consumers towards Upstox during COVID-19: Corroborations from West Bengal state” on the Management Doctoral Colloquium (MDC) “Shodh Samagam-2021” held on 9th and 10th December, 2021 at Indian Institute of Management, Vishakapatnam (IIM, Vizag), Andhra Pradesh.

FACULTY DEVELOPMENT PROGRAMME/WORKSHOPS/SEMINARS/WEBINARS ATTENDED

- ❖ **AICTE-ISTE** approved Orientation Programme on "**Business Analytics in Management Research**" organized by **Bhartiya Vidya Bhavan Institute of Management Science**, Kolkata, West Bengal.
- ❖ Two days **Faculty Development Programme** on "**Teaching Teachers: Style Finalizing and Professionalism**" organized by St. Xavier's University, Kolkata in February 2020.
- ❖ Five days online **Faculty Development Program** sponsored by **AICTE Training and Learning (ATAL) Academy** on "**Behavioral Finance & Investment Management**" organized by KIIT School of Management University.
- ❖ Webinar with NAAC Experts on "**NAAC Assessment and Accreditation Process: The Know How**" organized by IQAC, St. Xavier's University, Kolkata.
- ❖ Two days online **Faculty Development Program** organized by GNA Business School, GNA University, Punjab.
- ❖ **Global Development Dialogue** Webinar on **Taiwan and Odisha: Economic and Investment Opportunities** held in May 2021.
- ❖ "**National Webinar on Ecosystem Restoration**" organized by the Department of Commerce, Acharya Bangalore B School, Karnataka in June 2021 on World Environment Day.
- ❖ Web Conference on "**Leveraging Benefits of e-invoicing and New GST Compliance**" organized by TDP Global along with the World Association of Small and Medium Enterprises.
- ❖ National Webinar on "**Research Article Writing**" organized by Nirmala Memorial Foundation College of Commerce and Science, Mumbai.
- ❖ Virtual International Conference on "**Emerging Perspective in Commerce, Economics, Environment and Management-ROAD TOWARDS SUSTAINABLE ECONOMY**" organized by Department of Commerce, St. Xavier's College (Autonomous), Kolkata in collaboration with Indian Institute of Cost Accountants of India on 27th and 28th January, 2022.

- ❖ ***Faculty Development Programme*** on "***Frame work for Preparation and Presentation of Financial Statements***" organized by Department of Commerce (Accounting and Finance), St. Xavier's College (Autonomous), Kolkata in collaboration with Internal Quality Assurance Cell (IQAC) from 15th-21st December 2022.

- ❖ Seven days ***Faculty Development Programme*** on "***Recent Developments in Accounting and Finance***" organized by Post Graduate & Research Department of Commerce in collaboration with Internal Quality Assurance Cell (IQAC), St. Xavier's College (Autonomous), Kolkata on 22nd 2022.

- ❖ Two days International Conference on ***Emerging Perspectives in Commerce, Economics, Environment and Management- Building The SDG ECONOMY: Emerging Challenges and Prospects*** held on February 10-11, 2023 organized by Internal Quality Assurance Cell (IQAC) and Post Graduate and Research Department of Commerce St. Xavier's College (Autonomous), Kolkata in association with Fordham University, New York, USA.

- ❖ Attended a One Day ***Faculty Development Programme on Integrating Artificial Intelligence in Higher Education*** organized by Internal Quality Assurance Cell (IQAC) supported by Rashtriya Uchchatar Shiksha Abhiyann (RUSA) held on 3rd October, 2023.

- ❖ Two days International Conference on ***Emerging Perspectives in Commerce, Economics, Environment and Management- Shaping The Future Trends and Insights for Tomorrow*** held on February 9-10, 2024 organized by the Post Graduate and Research Department of Commerce St. Xavier's College (Autonomous), Kolkata in collaboration with St. Xavier's University, Kolkata.

- ❖ Participated in Online ***NEP 2020 Orientation and Sensitization Programme-2*** held under the aegis of the Malaviya Mission Teacher Training Centre (Formerly HRDC, BU), The University of Burdwan, from 1st May 2024 to 10th May 2024.