

SOULINA BANERJEE



soulinabanerjee@sxccal.edu.in 

Kolkata, West Bengal 

Assistant Professor, Department of Management Studies, St. Xavier's College (Autonomous), Kolkata

Assistant Professor in Management with years of progressive academic experience across premier autonomous colleges and management institutes in Eastern India. Specialised in Marketing Management, Consumer Behaviour, Human Resource Management. An enthusiast PhD scholar in Management with multiple peer-reviewed journal publications, book chapters, and national/international conference presentations. She is committed to advancing management education through innovative teaching practices, interdisciplinary research, and industry-academia engagement.

Education

St. Xavier's University Kolkata

Pursuing PhD - Management

Jul 2023 | Kolkata

West Bengal College Service Commission

West Bengal SET

Pondicherry University

Post-Graduation (MBA)

2019

St. Xavier's College (Autonomous) Kolkata

Post-Graduation (M.Com)

2017 | Kolkata

St. Xavier's College (Autonomous), Kolkata

Graduation (B.Com)

2015 | Kolkata

St. John's Diocesan Girls Higher Secondary School, Kolkata

Higher Secondary

2012 | Kolkata

St. John's Diocesan Girls Higher Secondary School, Kolkata

Secondary

2010 | Kolkata

Experience

St. Xavier's College, Kolkata

Assistant Professor

Jul 2026 - Present | Kolkata, West Bengal

The Heritage College

Assistant Professor

Jul 2019 - Jul 2026

The Bhawanipure Education Society College

Guest Lecturer

Feb 2022 - Jul 2026

The Heritage College

Guest Lecturer

Apr 2018 - Jun 2019

J.D Birla Institute

Part time faculty

Feb 2019 - Apr 2019

Indian Institute of Management, Calcutta

Teaching Associate

Jun 2018 - May 2019

Heramba Chandra College

Guest Lecturer

Aug 2017 - Jun 2018

International Institute of Management

Teaching Associate

Jul 2017 - Apr 2018

Book Publications

- Dutta,D.,Roy,S.,Basu,D. and Banerjee,S.(2019) **Marketing Management and Human Resource Management**.ABS Publishing House, ISBN- 978-93-86796-21-9
- Ghose,S. and Banerjee,S.(2020)**Entrepreneurship Development and Business Ethics**.ABS Publishing House, ISBN- 978-93-86796-30-1

Publication in Journals

- Banerjee, S. and Dutta, S.(2017). **Portrayal of women on Bengali print magazine advertisements:A study** .Veiwpont an International journal of Management and Technology,Vol 8,pp. 35-39.ISSN :22293925
- Nath, S. and Banerjee, S.(2017). **Impact of Social Marketing On Consumer Behaviour**. Kindler- the Journal of Army Institute of Management , VolXVII, pp. 118- 132.ISSN :09730486
- Sharma, P. and Banerjee, S.(2020). **Work Place Spirituality and Work Life Balance: An Introspection of two major aspects among Female Faculty Members in Kolkata, West Bengal**. Our Heritage, Vol 68,pp. 585-596.ISSN : 0474-9030
- Banerjee, S. and Haque, A(2020).**Shift in the Education System Stimulated by COVID 19**. International Journal for Research in Engineering Application & Management.Vol 06,pp. 156- 160.ISSN : 2454-9150
- Roy, N.,Banerjee, S. and Agarwal, N. (2020). **Emanation of zoom application as a Tool for professional communication Amid the lockdown**. International Journal of Creative Research Thoughts , Vol 8,pp. 3576-3581.ISSN : 2320-2882
- Banerjee, S., Agarwal, N. and Roy, N. (2020). **A Study Of Cisco Webex As A Tool For Online Communication – An Introspection**. International Journal of Research and Analytical Reviews,Vol 7,pp. 565-570. ISSN 2349-5138
- Banerjee, S and Nath, S.(2021) . **Consumer’s Buying Quirk Stimulated by Online Festive Offers** Innovative Management Practices An Interdisciplinary Approach pp. 212-220. ISBN 978- 93-90951-08-6
- Banerjee,S and Khatua,S.(2026).**A Literature Review on Emerging Role Portrayal of Indian Women in Advertisements** International Journal for Research Trends and Innovation Vol.11,pp. 565-567 ISSN:2456-3315

Paper Presentation in Conferences

- **Triple Bottom Line: A Strategem Of Sustainable Management System** paper presented at the Third International Conference on “Mother Earth: Environmental Crisis & Sustainable Strategies”, organized by the Department of Environmental Science, University of Burdwan, during **January 11-13, 2018**.
- **Prominence Of Women Empowerment In Rural India** paper presented at the 38th National Level Annual Conference of Bangiya Arihanti Parishad (Bengal Economic Association) on Economic Theory and Development Economics, organized by IQAC & Department of Economics Bijoy Krishna Girls College, Howrah sponsored by UGC CPE, during **February 17th & 18th, 2018**.
- **Impact Of Digitalisation In Selected Banking Sectors Of Kolkata** paper presented at the 4th Management Doctoral Colloquium and VGSOM Research Scholar's organized by Vinod Gupta School of Management Indian Institute of Technology Kharagpur during **March 14th & 15th, 2018**.
- **Sensory Branding - Customers Subconscious Trigger** paper presented at the 2 Days Doctoral Colloquium by Maulana Abul Kalam Azad University of Technology on the topic on **31st March and 1st April 2018**.
- **Impact Of Social Marketing On Consumer Behaviour** paper presented at the National Conference on Contemporary Management practices (NCCMP 2018) organized by Army Institute of Management during **April 21st, 2018**.
- **Workplace Spirituality and Work life Balance: An Introspection of two major aspect among Female Members in Kolkata, West Bengal** paper presented at Two day International Conference on Emerging Perspective in Commerce, Economics, Environment and Management- Transformation of the Global Economy organised by St. Xavier's College in collaboration with Bengal National Chamber of Commerce & Industry on **13th -14th September 2019**
- **Consumer's Buying Quirk stimulated by online festive offers** paper presented at 4th International Conference on Management and Business Practices organised by Department of Management and Business Administration Aliah University, Kolkata on **8th and 9th February , 2021**.
- **Change In Role Portrayal of Women** paper presented at the 5th Doctoral Colloquium organized by St. Xavier's University, Kolkata on **26th and 27th June 2024**
- **A Study On Change In Role Portrayal of Women In Advertising** Paper presented at the international seminar organised by the Department of Economics and Commerce in collaboration with Ramkrishna Mission VidyaMandir , Belur Math, Howrah on “ Different Dimensions of Development Economics and its Shifting Paradigms” sponsored by ICSSR, New Delhi on **22nd and 23rd February 2024**.
- **Stereotypes to Empowerment: Change in Indian Women Role Representation in Advertisements for period 2014 to 2024** paper presented at the 10 Pan-IIM World Management Conference 2025 held at the Indian Institute of Management Ranchi from **November 27 to 29, 2025**
- **Portrayals of Women in Advertising: A Study of Gen Z and Millennial Consumer Engagement Across Media and Product Types** paper presented at 4th International Conference on Regenerative Ecosystems (ICRE 2025), held from **2-6th December 2025**, held at XIM University, Bhubaneswar
- **A Change in Role Portrayal of Women in Indian Advertisements: A Study among GenZ and Millennial Consumers** paper presented at International Conference on Business Innovation and Transformation 2026 , held from **18-19th February 2026** , held at CHRIST (Deemed to be University), Bengaluru.

Participation in Conferences

- 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**.
- A One Day Workshop on “Open Economy Macro Economics: From Theory to Praxis” organised by The Heritage College by the Department of Economics & Commerce on **28th November 2024** .
- Two Day Workshop on “ Data Analysis and Basic Statistics with R” organised by Department of Economics & Commerce at The Heritage College in collaboration with Kolkata R UseR Group supported by R Consortium on **13th and 14th of November 2024**.

Participation in Webinar

- Mc Graw Hill organized webinar on “Leadership in Times of Crisis” by Dr. Himanshu Rai, Director – IIM Indore on **May 7,2020**.
- Indian Institute of Digital Education organized a webinar on “Digital marketing” by Karan Shah, Founder & CEO of IIDE on **May 12,2020**.
- Mc Graw Hill organized webinar on “Impact of Pandemic on Entrepreneurship in India” by Saurabh Chandra, BITS & IIM-A Alumnus and Industry Expert on **May 14,2020**.
- Mc Graw Hill organized webinar on “Getting Job Ready for post Covid era” by Sandeep Kochaar, Founder and Story teller- Blew Minds Consulting on **May 21,2020**.
- Mc Graw Hill organized a webinar on “The Economics of the Pandemic” by Sean Flynn, Behavioral Economist and Author of International Bestseller on **May 28,2020**.
- Mc Graw Hill organized a webinar on “Impact of AI during Pandemic Times” by Dr. Raul. V. Rodriguez, Assistant Professor and Dr. Samala Nagarraj, Assistant Professor Marketing at Woxsen School of Business on **June 4th, 2020**.
- Mc Graw Hill organized a webinar on “Role of Marketing in times of Pandemic” by Dr. Rajan Saxena, Ex-Vice Chancellor, NMIMS University on **June 11,2020**.
- Shri Shikshayatan College organized a webinar on “AI-Driven Marketing in Post COVID Era” by Prof. (Dr.) Rajib Dasgupta, Professor, University of Calcutta on **June 18,2020**.
- Indian Institute of Contemporary Management and Research organized a webinar on “The NextGen and Business Education: The Challenges for the Teaching Community” by Prof. Arup Chaudhuri on June 23rd 2020.
- Acacia Global Knowledge Initiative organised a webinar on “Future of Banking” on **June 24th 2020**.
- Heritage Business School organised a webinar on “Influencing Consumer Behaviour through Sensory Marketing” addressed by Prof. Nandan Sengupta, Faculty, Cambridge Marketing College, UK on **July 8th 2020**.
- St. Xavier’s College organized a webinar on “Pandemic and Natural Disasters: Understanding and Coping” by the Internal Quality Assurance Cell on **July 11th and 12th ,2020**.
- St. Xavier’s College Post graduate and Research Department of Commerce in association with IQAC hosted a Two day International Webinar on “Managing Business in Post Covid 19 World: Changes , Challenges and Strategies” on **18th and 19th July, 2020**.

Faculty Development Program

- Soulina Banerjee has participated in an online Faculty Development Programme on “Data Analytics for Business & Research” organized by the Department of Information Technology, Faculty of Commerce St. Xavier’s College, Kolkata on **4th December, 2021**.
- Soulina Banerjee has actively participated in a Seven Day Faculty Development Programme on “Pedagogical Innovations in Management Teaching & Research” organized by St. Xavier’s College , Kolkata February **14th to 20th 2023**.
- Soulina Banerjee has participated in a faculty Development Programme on “Advanced Trends in Research Techniques - Series I Qualitative Analysis using NVivo” organised by Research and Innovation of St. Xavier’s University, Kolkata on **22nd and 23rd September 2023**
- Soulina Banerjee, has completed the NEP 2020 Orientation & Sensitization Programme in online mode under Malaviya Mission Teacher Training Programme (MMTTP) of Ministry of Education, Government of India organized by Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) from **April 02, 2024 to April 12, 2024**
- Soulina Banerjee, has completed one week Faculty Development Programme on “ Next Generation Research Techniques: AI Integration in Systematic Literature Review, Bibliometric , and Meta Analysis” organised by Xavier Business School, St. Xavier’s University Kolkata from **12th to 18th December 2024**.
- Soulina Banerjee, has completed 3rd Refresher Course on Accounting and Taxation on “Bridging Theory and Practice : Emerging Trends in Accounting and Taxation” organised by Malaviya Mission Teacher Training Center, Shri

Workshop Attended

- Completed an online workshop on “Innovation and Entrepreneurship in a Post Covid World” Held from 22nd June to 29th June 2020, as NPTEL Special Lecture Series,Co organized by National Digital Library of India and Rajendra Mishra School of Engineering Entrepreneurship Indian Institute of Technology, Kharagpur
- Attended a one day workshop on "Implementation of NEP for B. Com. level" organized by Calcutta University in Surendranath College on 17th June, 2023.
- Attended a workshop “Empowering Educators” on 26th November, 2024, organized by Institute of Company Secretaries of India.

Invited Lecture

Acted as a resource person at METRO Cash & Carry on the topic Radical Change in Consumer Behaviour due to COVID19 on **20th August 2020**

Acted as a resource person for “Career After Family” members regarding Financial Literacy at The Heritage College from **January to April 2025**.

Acted as a resource person for “Career After Family” members regarding Financial Literacy at The Heritage College from **January to April 2026**.

Certificate Program

- Completed an online certificate program from **Copenhagen Business School** in “An Introduction to Consumer Neuroscience & Neuromarketing” offered through Course era on June 20th 2020.
- Completed an online certificate program for 12 weeks (July - October 2023) on Product and Brand Management by **NPTEL and IIT Roorkee** SWAYAM course