



Rev. Dr. Joseph Kulandai, SJ

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



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Rev. Dr. Joseph Kulandai, SJ has completed his Doctoral Degree in Accounting & Finance from the same Institution under the University of Calcutta. He also teaches Management in the Commerce Department of St Xavier's College (Autonomous), Kolkata. Prior to this, he served at St. Xavier's Twin Hostels, Kolkata as a Superintendent. He has served in various Jesuit schools as a Vice-Principal, Campus Administrator, Treasurer and Teacher over the years. Rev. Dr. Joseph Kulandai, SJ has also presented several research papers in National and International Conferences and has over 10 publications in UGC Care Journals, over 15 Peer Reviewed Journals, Edited Conference Volumes, 2 Overseas journals as well as a Book which was published in March, 2020. His incredible knowledge in the ambit of academia as well as his exquisite administrative and leadership skills is quite praiseworthy.

Father is also fitness enthusiast and actively involved in various outdoor activities like Basketball, Football, Volleyball, Athletics, etc. He loves listening to music, gardening, reading books. He is also an able counsellor and motivator of teachers, students and parents.

Academic Memoir

- Ph.D., St. Xavier's College (Autonomous), Kolkata
- PGDHRM, Pondicherry University, Puducherry
- M.Com, Loyola College (Autonomous), Chennai
- B.Th (Bachelor of Theology), Vidyajyoti, Delhi
- B.Ph (Bachelor of Philosophy), Jana Deepa Vidyapith, Pune
- B. Com, St. Xavier's College (Autonomous), Kolkata

Work Experience

[June, 2020 – present] Vice-Principal, Post Graduate and Research Department of Commerce (Morning), St. Xavier's College (Autonomous), Kolkata

[June, 2020 – present]

Assistant Director, Fr. Verstraeten Central Library, St. Xavier's College (Autonomous), Kolkata

[July, 2019 – present]

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

[April, 2019 – May, 2020]

Superintendent of St. Xavier's College Twin Hostels, 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

[May, 2001- March, 2002]

Assistant Director & Teacher, Jesuit Pre-Novitiate, Barasat

Participations in Conferences/Seminars/Workshops

- Participated in a UGC Approved Seven Day National Workshop on Quantitative Research Methodology (using SPSS-AMOS-iThenticate) held from 8th August, 2019 to 17th August, 2019 organized by the department of Commerce & BMS, St. Xavier's College (Autonomous), Kolkata in collaboration with Institute of Development Studies, Kolkata
- Participated in a One Day National Workshop on "Plagiarism and Academic Integrity" held on 19th August, 2019 organized by the Department of Information Technology and Fr. Verstraeten Central Library, St. Xavier's College (Autonomous), Kolkata
- Participated in the Principal's Conference on Higher Education: Challenges and Opportunities organized by the Jesuit Higher Education Association, South Asia (JHEASA), St. Xavier's College (Autonomous), Kolkata

Paper Presentations in National and International Conferences

- 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.
- 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 "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 "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 "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 “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 “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.

OUTSIDE WEST BENGAL

- **Chennai, Tamil Nadu**

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 (IHCIP-2021) held on 6th March, 2020 organized by the Department of Business Administration, Loyola College, Chennai.

- **Chennai, Tamil Nadu**

Presented 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.

- **Nagpur, Maharashtra**

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.

- **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

- **Jaipur, Rajasthan**

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.

- **Ghaziabad, Uttar Pradesh**

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.

- **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.

- **Indore, Madhya Pradesh**

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.

- **Indore, Madhya Pradesh**

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).

- **Allahabad, Uttar Pradesh**

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.

- **Ranchi, Jharkhand**

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).

- **Jamshedpur, Jharkhand**

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.

- **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.

OUTSIDE INDIA

- **Paris, France**

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.

Publications

Book Publications

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

Publications in UGC Care Journals

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

Publications in Edited Books of National and International Conferences

Sl. No.	Conference Name	Topic	Domain	ISBN	Publication Year
1	International Conference on Innovative Business Practices in a VUCA World	Shuttl: Transforming the Journey of Office Goers with Sustainability on Mind	Marketing Management	978-93-89657-14-2 Bharti Publications	2020
2	International Conference on Innovative Business Practices in a VUCA World	Investigating the Conceptual Underpinnings of Experiential Marketing in the Digital Era: A Study	Marketing Management	978-93-89657-14-2 Bharti Publications	2020
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	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

5	Sustainable Excellence – A Contemporary Business Perspective	Leveraging Social Media to Enhance the Effectiveness in Recruitment Process: A Study in 3 Major Metropolitan Cities of India	Human Resource Management	978-93-91355-30-2 Excel India Publications	2023
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Publications in Scopus Listed Journals

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

Publications in Peer-Reviewed Journals

Sl. No.	Topic	Domain	Publication Year
1	The role of Jesuits in the development of education in West Bengal: A Conceptual Overview	Higher Education	2019
2	The impregnable role of Forensic Accounting in detecting Financial Frauds	Accounting & Finance	2020
3	The Boon in the Bane: India goes Clean-Green amidst Coronavirus lockdown	EVS	2020
4	An Inquiry into the perceptual dimensions of teachers towards online teaching amidst Covid-19: The Moderating Role of Demographics	General Management	2021
5	App based Cab Services and Consumers of West Bengal amidst Covid-19: An Attitudinal and Perceptual Revelation	Marketing Management	2021
6	Anatomizing the crux antecedents of Socio-Economic Stress during Covid-19 lockdowns: A study among Entrepreneurs	General Management	2021
7	Impact of COVID-19 on Higher Education System in India	Higher Education	2021
8	Socio-Economic impact of Covid-19 on industrial migrant workers: A study in India	Economics	2021
9	Pioneering an Integrated Framework of Environment Sustainable Practices in Higher Education Institutions: Insights from St. Xavier's College, Kolkata	EVS and Higher Education	2021
10	Measuring the Attitudes and Behavioural Dynamics of Consumers towards Online Shopping amidst Covid-19: Insights from Kolkata	Marketing Management	2021
11	Understanding Consumer Perception towards usage of Music Apps during Covid-19: A study in West Bengal state	Marketing Management	2022
12	Ascertaining the role of Gender in influencing perception of students towards Virtual Conferences during COVID-19: A Study in Kolkata Metropolis	General Management	2022
13	Paradox of Indian Financial Mechanism	Accounting & Finance	2022
14	Investigating the Determinants of Stress among Teachers of Christian Schools	Management	2022

Overseas Publications

Sl. No.	Topic	Domain	Place	Publication Year
1	Empirical 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

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: Indore, Madhya Pradesh

Venue: Prestige Institute of Engineering Management Research

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.

Location: Allahabad, Uttar Pradesh

Venue: Motilal Nehru National Institute of Technology, School of Management Studies

Won the Best Paper Award by presenting 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 Innovation: Impacting Industries” (ICAMT III-2021), held from 20th-22nd April, 2021, organized by Motilal Nehru National Institute of Technology, School of Management Studies, Allahabad, Uttar Pradesh.

Location: Chennai, Tamil Nadu

Venue: Rajalakshmi School of Business (RSB)

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.

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.