

## Resume



**Name** : DR. ANULEKHA BANERJEE  
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**Biographical sketch** : After completing her Masters from the University of Calcutta and qualifying SLET (W.B.) she took up the assignment of teaching in this College. Besides, she is engaged with research activities and has been awarded the degree of Ph.D. from the same University.

**Research interest** : Corporate social responsibility and branding; consumer behaviour; service marketing

**Publications** :

### *In National Journals*

1. Banerjee, S. and **Banerjee, A.** Working capital financing – Case studies of ACC and Ultratech. *Calyx*, 1(1): 126-131, **2010**. (ISSN 2229-4260)
2. **Banerjee, A.** and Dasgupta, R. Two sides of the same coin: CSR perspective. *You Think*, 9: 86-90, **2014**. (ISSN 2347-6222)
3. **Banerjee, A.** and Dasgupta, R. Mediating Role of CSR in Moulding the Consumers' Purchase Decision on Toothpaste Brands: A Study in the Kolkata Metropolis. *Business Studies*, XXXVIII, (1&2), 182-201, **2017**. (ISSN 0970-9657)
4. **Banerjee, A.** and Agarwal, H. Indian Forging Industry and Online Trading: an Evolving B2B e-marketing Perspective. *You Think*, 13: 67-73, **2018**. (ISSN 2347-6222)

### *In International Journals*

1. **Banerjee, A.** and Dasgupta, R. Do you bother with the social image of a tea brand while loading your trolley?. *Indian Journal of Commerce & Management Studies*, VIII(3): 63-76, **2017**. (ISSN 2249-5674)

**Papers presented** :

### *At National Seminar/Conference*

1. Banerjee, S., **Banerjee, A.** and Banerjee, S. Organizational Commitment Towards CSR: The Corporate Experience. *In*, National Conference on Corporate Social Responsibility organized by Centre for Management Studies, the University of Burdwan and Indian Accounting Association, Midnapore Branch, held at Centre for Management Studies, Golapbag, the University of Burdwan on 27<sup>th</sup> and 28<sup>th</sup> March, **2010**.
2. Banerjee, S. and **Banerjee, A.** Working capital financing – Case studies of ACC and Ultratech. *In*, National Seminar on Empirical Research on Management and Information Technology: Trends and Opportunities organized by DSMS Business School, Durgapur in association with School of Management & Science, WBUT held at DSMS Business School, Durgapur on 5<sup>th</sup> October, **2010**.
3. **Banerjee, A.** and Dasgupta, R. CSR practices promote FMCG brands in Kolkata metropolis: myth or reality. *In*, First International Conference on "Management and Business Practices- (ICMBP) 2017" organized by Department of Management and Business Administration, Aliah University on 11<sup>th</sup> and 12<sup>th</sup> January, **2017**.

**Conference attended** :

### *State Level Seminar/Conference*

1. BEA 28<sup>th</sup> Annual Conference held at St. Xavier's College (Autonomous) held on 16<sup>th</sup> – 17<sup>th</sup> February, **2008**.
2. UGC sponsored state level seminar on Corporate Governance organized by Department of Commerce, Netaji Nagar College in collaboration with The Institute of Company secretaries of India held at Department of Commerce, Netaji Nagar College on 23<sup>rd</sup> February, **2009**.
3. Mid-Year BEA Seminar held at St. Xavier's College (Autonomous) in collaboration with Bengal Economic Association on 6<sup>th</sup> September, **2009**.
4. BEA 31<sup>st</sup> Annual Conference held at St. Xavier's College (Autonomous) in collaboration with Bengal Economic Association on 12<sup>th</sup> – 13<sup>th</sup> February, **2011**.

### *National Seminar/Conference*

1. UGC sponsored seminar on Challenges and Opportunities in Commerce Education – A New Paradigm organized by Post Graduate Department of Commerce, St. Xavier's College (Autonomous), Kolkata on 2<sup>nd</sup> May, **2009**.
2. Seminar on Impact of Global Meltdown on Indian Capital Market organized by Commerce Alumni Association, University of Calcutta and Lalbaba College, Howrah on 29<sup>th</sup> August, **2009**.
3. UGC sponsored national seminar on Governing Business in the 21<sup>st</sup> Century – Opportunities and Challenges held at St. Xavier's College (Autonomous) in collaboration with Bengal Economic Association on 20<sup>th</sup>-21<sup>st</sup> November, **2009**.
4. National seminar on Economic Development with a Human Face organized by Jesuit Economic Association of India in collaboration with organized by held at St. Xavier's College (Autonomous) on 27<sup>th</sup> February, **2010**.
5. UGC sponsored national seminar on Financial Reporting: Changing Paradigm organized by St. Xavier's College (Autonomous) and The Institute of Chartered Accountants of India held on 3<sup>rd</sup> and 4<sup>th</sup> February, **2012**.
6. UGC sponsored national conference on Inclusive Growth, Business and Environment in India's Emerging Economy organized by Department of Commerce and Business Administration, St. Xavier's College (Autonomous) in collaboration with Sri Sikshyatan College, Kolkata at St. Xavier's College on 6<sup>th</sup> – 7<sup>th</sup> September, **2013**.
7. UGC sponsored national conference on Re-imagining India: Challenges and Opportunities in Finance, Management and Policy Making Within an Analytical framework organized by Department of Commerce and Business Administration, St. Xavier's College (Autonomous) in collaboration with IMI, Kolkata at St. Xavier's College on 19<sup>th</sup> – 20<sup>th</sup> September, **2014**.
8. UGC sponsored One Day national symposium on Overcoming Challenges for Sustainable Corporate Excellence organized by Department of Commerce and Business Administration (PG and UG), St. Xavier's College (Autonomous) with support from Indian Council of Social Science Research at St. Xavier's College on 21<sup>st</sup> March, **2015**.
9. UGC sponsored One Day national Conference on Redefining Business Vision: Issues and Challenges organised by Department of Commerce and Business Administration, St. Xavier's College (Autonomous) in collaboration with Department of Commerce, University of Calcutta held on 19<sup>th</sup> March, **2016**.
10. UGC sponsored One Day national level seminar on Corporate Governance & CSR in the Focus of Companies Act 2013 and Tax Reform: A Common Tool to Boost up the Society and Economy organized by the Department of Commerce, Khudiram Bose Central College, Kolkata in collaboration with The Institute of Cost Accountants of India held on 3<sup>rd</sup> September, **2016**.

### *International Seminar/Conference*

1. International seminar on Sustainability and Growth Strategy in Economic Downturn held at Netaji Nagar College on 30<sup>th</sup> January, **2010**.
2. International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous) on 28<sup>th</sup> – 29<sup>th</sup> January, **2011**.
3. International conference on A Sustainable Earth, Nihil Ultra! (Nothing Beyond) organized by the Department of Environmental Studies, St. Xavier's College on 11<sup>th</sup> – 12<sup>th</sup> March, **2011**.
4. International seminar on Search for a Holistic Combination of Agriculture, Industry and Education organized jointly by St. Xavier's College (Autonomous) and Netaji Nagar College, Kolkata on 8<sup>th</sup> December, **2011**.
5. International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous) on 12<sup>th</sup> – 13<sup>th</sup> August, **2013**.
6. International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous) on 26<sup>th</sup> – 27<sup>th</sup> March **2014**.
7. International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous) on 17<sup>th</sup> – 18<sup>th</sup> March, **2015**.
8. International Conference on Emerging Perspectives in Commerce, Economics and Management-Policies for a Better World (ICCEM, 2017) organised by Department of Commerce and Business Administration, St Xavier's College Autonomous) in collaboration with St. Xavier's University on 2<sup>nd</sup> -3<sup>rd</sup> Nov., **2017**. (*Acted as the Track Co-ordinator*).
9. International Conference on Innovative Business Practices in a VUCA World organised by Department of Commerce and Business Administration, St Xavier's College(Autonomous)in collaboration with Department of Commerce, University of Calcutta, partially funded by ICSSR, on 5<sup>th</sup>-6<sup>th</sup> January, **2018**.
10. International Seminar on Emerging Issues on the Interface of Science and Religion organised by The Goethals Indian Library & Research Society, Physics, and EVS Departments, St Xavier's College(Autonomous) on 18<sup>th</sup>-19<sup>th</sup> February, **2018**.

- Retraining Programme:**
1. A six day training programme on Quantitative Techniques and Computer in Applications Contemporary research organized by Department of Business Management, University of Calcutta (Alipore Campus) between 10<sup>th</sup> - 15<sup>th</sup> March, **2008**.
  2. UGC sponsored Special Winter School 2008-2009 in the subject Social Science on the thrust area "Social and Economic Transformation in 20<sup>th</sup> Century India" in the UGC-Academic Staff College, University of Calcutta from 25<sup>th</sup> February to 19<sup>th</sup> March, **2009**.
  3. A 30 hour Workshop on SPSS organized by St. Xavier's College (Autonomous), Kolkata during December - January, **2011**.
  4. UGC sponsored Refresher Course organised by the Academic Staff College, University of Calcutta in the subject Business Studies from 18<sup>th</sup> July - 8<sup>th</sup> August, **2014**.
  5. UGC sponsored Interdisciplinary Refresher Course organised by the Academic Staff College, University of Calcutta in the subject Business Studies from 31<sup>st</sup> Dec. **2018** - 22<sup>nd</sup> Jan., **2019**.

**Faculty Recharge Programme:**

1. Faculty development programme for B.Com. (Morning and Evening) & B.B.A. Departments organised by St. Xavier's College (Autonomous), Kolkata on 17<sup>th</sup> September, **2011**.
2. Faculty improvement programme organized by the Department of Economics (Commerce) on the theme Issues in Elementary Econometrics , St. Xavier's College (Autonomous), Kolkata on 6<sup>th</sup> October, **2012**.
3. Faculty development programme organized by the Department of Management, Faculty of Commerce, St. Xavier's College (Autonomous), Kolkata on 24<sup>th</sup> August, **2013**.
4. Faculty development programme organized by the Department of Commerce and Business Administration (Accounting and Finance Group) on the theme Issues of Goods and Services Tax, St. Xavier's College (Autonomous), Kolkata on 20<sup>th</sup> December, **2017**.
5. Faculty development programme organized by the Department of Management (Commerce) on the theme Issues in Teaching and Practising Entrepreneurship in Higher Education Institutions, St. Xavier's College (Autonomous), Kolkata on 20<sup>th</sup> November, **2018**.

**Projects** : None