

Miss Aparajita Hembrom

Designation: Assistant Professor

Department: Commerce Evening- Management

Qualification: M.Com SET Qualified

Total years of work experience: started career with present college.

Area of Research and Interest: Management

Seminars and conferences attended:

1. "21st century- Opportunities and Challenges " organized by St. Xavier's College (Autonomous), Kolkata on 2009.
2. Attended a two day International summit organized by Department of Commerce (St. Xavier's College, Autonomous).
3. 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), Kolkata in collaboration with Shri Shikshayatan College, Kolkata held on September, 2013.
4. UGC sponsored two-day national seminar on "Changing Scenario in Indian Business Environment" organized by the School of Humanities and Social Sciences, Netaji Subhash Open University on 2014.
5. UGC sponsored national conference on "Re-imaging 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), Kolkata in collaboration with International Management Institute, Kolkata held on September, 2014.
6. Attended UGC- sponsored international conference on Innovative Business Practices in a VUCA World organized by department of Commerce and Business Administration, St. Xavier's college, Kolkata in Collaboration with Department of Commerce, University of Calcutta.

Papers Presented:

- The paper termed as Study on Brand Recall (Celebrity Endorsements vs. Jingles) and was presented as a project as a partial requirement of fulfillment of M.Com department of St. Xavier's College in 2009.
- The paper named as "An empirical analysis on The New Corporate Social Responsibility Rule- a Blessing or a Burden" and the paper was presented in a

two day UGC sponsored seminar organized by the School of Humanities and Social Sciences, Netaji Subhash Open University on 2014.

- The paper named as “An empirical analysis on Corporate Social Responsibility- Companies’ Obligation backed by some motive or willingness?” and the paper was presented in a UGC sponsored national conference on “Re-imaging 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), Kolkata in collaboration with International Management Institute, Kolkata held on September, 2014
- Presented a paper on “Understanding and exploring workplace spirituality and its impact: A Literature Review” in an international seminar held in St. Xavier’s college, Kolkata 2017.

OTHER SEMINARS

- Faculty Development Program organized by All India Association For Christian Higher Education, Delhi held on October 2013.
- Faculty Development Programs, Orientation Program - conducted by St. Xavier’s College, (Autonomous), Kolkata.
- Participated in INERTIA, 2014 organized by the Department of Management, Faculty of Commerce on March 2014.
- Faculty Development Programs, Orientation Program - conducted by St. Xavier’s College, (Autonomous), Kolkata 2015.
- Faculty Development Programs, Orientation Program - conducted by St. Xavier’s College, (Autonomous), Kolkata 2016.

Technical Knowledge

Attained the award of Higher Diploma in Software Engineering awarded by NIIT.