



Chandrima Banerjee

M.Com, SLET.

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Date of joining the present college: 01.07.2006

Department: B.Com. (Evening), Management

Present Status: Permanent, Full-time

Designation: Assistant Professor

Total years of Work Experience: 12

Area of research interest: Ethics in Advertising

Seminars / Conferences / Workshops attended

Participated in Two Day UGC Sponsored International Conference on Innovative business practices in a VUCA world organized by Department of Commerce and Business Administration, St. Xavier's College (Autonomous), Kolkata in collaboration with Department of Commerce, University of Calcutta on 5th and 6th January 2018.

Participated in Two Day International Conference on Emerging Perspectives in Commerce, Economics and Mangement – Policies for a better world (ICCEM 2017) organized by

Department of Commerce and Business Administration, St. Xavier's College (Autonomous), Kolkata in collaboration with St. Xavier's University, Kolkata on 2nd and 3rd November, 2017.

Participated in One Day Faculty Development Programme on STATE OF THE INDIAN ECONOMY, organized by Department of Commerce and Department of Business Administration, St. Xavier's College, Kolkata on 28th April, 2017.

Participated in UGC Sponsored One Day National Conference on REDEFINING BUSINESS VISION: ISSUES AND CHALLENGES, organized by Department of Commerce, St. Xavier's College, Kolkata, in collaboration with University of Calcutta, on 19th of March, 2016.

Participated in UGC sponsored one day National Symposium Overcoming Challenges for Sustainable Corporate Excellence St. Xavier's College (Autonomous), Kolkata B.Com & B.B.A Department with support from ICSSR on 21.03.2015

Participated in UGC sponsored National Conference on Inclusive Growth Business and Environment in India's Emerging Economy, St. Xavier's College (Autonomous), Kolkata B.Com & B.B.A Department in collaboration with Shri Shikshayatan College, Kolkata on 6th and 7th Sep 2013

Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata B.Com & B.B.A Department, on 6th April, 2013

Participated in One Day Workshop on OVERVIEW OF STOCK EXCHANGE, organized by St. Xavier's College, Kolkata, under the VISIT TO NSE initiatives of National Stock Exchange of India Ltd. on 14th of March, 2013.

Participated in Faculty Improvement Programme, organized by St. Xavier's College, Kolkata Department of Economics, Commerce, 6th October, 2012

Participated in the One Day Seminar on AWAKENING INDIA: VISION 2020, organized by Post Graduate Department of Commerce, St. Xavier's College, Kolkata, on 16th April, 2012.

Participated in the UGC Sponsored National Seminar on FINANCIAL REPORTING: CHANGING PARADIGM, organized by St. Xavier's College, Kolkata in collaboration with The Institute of Chartered Accountants of India, on 3rd and 4th of February, 2012.

Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata Department of Management, Commerce, on 4th August, 2012

Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata, on 17th of September, 2011.

Participated in the UGC Sponsored National Seminar on PROFESSIONALISM IN TEACHER EDUCATION, organized by Department of Education, St. Xavier's College, Kolkata, on 21st and 22nd February, 2011.

Participated in 30 hours WORKSHOP ON SPSS, organized by St. Xavier's College, Kolkata, during December 2010 – January 2011

Participated in UGC Sponsored National Seminar on GOVERNING BUSINESS IN THE 21ST CENTURY – OPPORTUNITIES AND CHALLENGES, organized by St. Xavier's College (Autonomous), Kolkata, on 20th and 21st November 2009.

Participated in UGC Sponsored Seminar on CHALLENGES AND OPPORTUNITIES IN COMMERCE EDUCATION – A NEW PARADIGM, organized by Post Graduate Department of Commerce (M.Com) at St. Xavier's College (Autonomous), Kolkata on 2nd May, 2009.

Refresher Courses / Summer Courses attended

1. UGC 'Orientation Programme' Academic Staff College Jadavpur University, July 11 to August 6, 2011
2. UGC 'Refresher Programme' Academic Staff College, University of Calcutta, September 10 to September 29, 2012

Academic Publications:

1. Chandrima Banerjee and Priya Chanani (2018): Inbound Marketing- Market the new attractive way YOUTHINK, Vol. XIII, pp. 145 – 149.
2. Anwesha Sarker and Chandrima Banerjee (2017): Indian Political Marketing, YOUTHINK, Vol. XII, pp. 158 – 161.
3. Chandrima Banerjee and Dr. Rajib Dasgupta (2016): Advertising to Children. YOUTHINK, Vol. XI, pp. 152-156.
4. Nabila Sayed and Chandrima Banerjee (2016): The Fall and Rise of 'Meri Maggi', YOUTHINK, Vol. XI, pp. 63-69.