

Resume



Name : DR. ANULEKHA BANERJEE
Qualification : M.Com., Ph.D.
Designation : Assistant Professor in Commerce
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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.

Teaching Experience: *At UG level: 12 years +*
At PG level: 06 months

Research interest : Corporate social responsibility and branding; consumer behaviour; service marketing; gender and decision making

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)
2. Banerjee, A. and Dasgupta, R. Cooking a socially responsible image for the urban consumers: Does it work with the cooking oil brands? *Social Responsibility Journal* 2019 (ISSN 1747-1117) SCOPUS INDEXED [Emerald Publishing] (Accepted: 01.12.2019; Published online: 2.1.2020) doi.org/10.1108/SRJ-01-2018-0012

In Book

1. Banerjee, A. Women empowerment in India: Achievements and challenges, In, "Transforming Our World Together Towards Sustainable Development: Essays in Honour of 160 Years of St. Xavier's College", Cambridge Scholars Publishing (Accepted).

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 the 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 27th and 28th 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 5th 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 11th and 12th January, 2017.

At International Seminar/Conference

1. **Banerjee, A.** and Dasgupta, R. How to win the consciousness of the consumers of being a responsible detergent brand? *In*, International Conference on "Sustainable Economic Development in India: A Global Perspective" jointly organized by The Centre for Financial Management and Economic Research of SAIARD and Indian Accounting Association, South Bengal Branch on 23rd November, **2019**.

Conference attended :

State Level Seminar/Conference

1. BEA 28th Annual Conference held at St. Xavier's College (Autonomous) held on 16th - 17th 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 23rd February, **2009**.
3. Mid-Year BEA Seminar held at St. Xavier's College (Autonomous) in collaboration with Bengal Economic Association on 6th September, **2009**.
4. BEA 31st Annual Conference held at St. Xavier's College (Autonomous) in collaboration with Bengal Economic Association on 12th - 13th 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 2nd 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 29th August, **2009**.
3. UGC sponsored national seminar on Governing Business in the 21st Century - Opportunities and Challenges held at St. Xavier's College (Autonomous) in collaboration with Bengal Economic Association on 20th-21st 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 27th 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 3rd and 4th 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 6th - 7th September, **2013**.
7. 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) in collaboration with IMI, Kolkata at St. Xavier's College on 19th - 20th 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 21st 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 19th 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 3rd September, **2016**.

International Seminar/Conference

1. International seminar on Sustainability and Growth Strategy in Economic Downturn held at Netaji Nagar College on 30th January, **2010**.
2. International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous) on 28th - 29th 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 11th - 12th 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 8th December, **2011**.

5. International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous) on 12th - 13th August, **2013**.
6. International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous) on 26th - 27th March **2014**.
7. International marketing summit (Inertia) organized by the Department of Management (Commerce), St. Xavier's College (Autonomous) on 17th - 18th 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 2nd -3rd 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 5th-6th 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 18th-19th February, **2018**.

Retraining Programme/Workshop attended:

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 10th - 15th March, **2008**.
2. UGC sponsored Special Winter School 2008-2009 in the subject Social Science on the thrust area "Social and Economic Transformation in 20th Century India" in the UGC-Academic Staff College, University of Calcutta from 25th February to 19th 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 18th July - 8th August, **2014**.
5. UGC sponsored Interdisciplinary Refresher Course organised by the Academic Staff College, University of Calcutta in the subject Business Studies from 31st Dec. **2018** - 22nd Jan., **2019**.
6. Case Writing Workshop conducted by Indian Institute of Contemporary Management and Research (IICMR) at IIRWM Hall, Kolkata on 23rd and 24th of August, **2019**.
7. One day workshop on Mixed Methods in Research organized by Indian Association for Productivity, Quality and Reliability, Kolkata held on 6th January, **2020**.

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 17th 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 6th October, **2012**.
3. Faculty development programme organized by the Department of Management, Faculty of Commerce, St. Xavier's College (Autonomous), Kolkata on 24th 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 20th 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 20th November, **2018**.
6. Faculty development programme organized by the St. Xavier's College (Autonomous), Kolkata and St. Xavier's Collegiate School in association with IIM, Kozhikode on the theme "Mindful Leadership: Invincible Wisdom in the age of Artificial Intelligence" on 20th February, **2020**.
7. Six day online Faculty development programme on "How to Teach Online" organized by the IIM, Indore, held on 27th July to 1st August, **2020**.

Faculty Recharge Programme (online webinar):

1. Webinar on "Artificial Intelligence" organized by the Sri Sikshayatan College, Kolkata held on **18.06.2020**
2. Webinar on "Challenges & Opportunities after Post Covid-19 in Tourism, Hospitality, Logistics & Retail sector" organized by Nabagram Hiralal Paul College held on **25.06.2020**
3. Webinar on "Women Empowerment in India" organized by the IQAC, P.N. Das College, Palta in collaboration with IQAC, Vijaygarh Jyotish Ray College, Kolkata held on **27.06.2020**

4. Webinar on Is CSR fulfilling the social responsibilities of the corporates organised by Seth Anandaram Jaipuria College held on **02.07.2020**
5. Webinar on Influencing consumer behaviour through sensory marketing organised by Heritage Business School on **08.07.2020**
6. National Webinar on '*Pandemic & Natural Disasters : Understanding & Coping*' organized by the St. Xavier's College (Autonomous), Kolkata held on **11.07.2020 and 12.07.2020**
7. Webinar on "*Customer Experience During the Time of COVID-19*" organized by Strathmore University Business School on **14.07.2020** (01:00PM-3:00 PM)
8. One Day International Webinar on "*Impact of COVID-19 Pandemic on Tourism Industry*" organized by Department of Commerce in Collaboration with IQAC, Barasat College held on **14.07.2020** (6:30 PM-8:30 PM)
9. Webinar on "*Gender Bias, Stereotyping, Gender Equality and Women's Right*" organized by the National Institute of Technology Nagaland held on **15.07.2020** (9:00 AM-6:30 PM).
10. Webinar on "*Managing Business in a POST COVID-19 World*" organized by the P.G Department of Commerce, St. Xavier's College (Autonomous), Kolkata held on **18.07.2020 and 19.07.2020** (4:00 PM-6:00PM)
11. Webinar on On-line "*Case-Based Teaching Pedagogy: Challenges and Opportunities*" organized by Indian Institute of Contemporary Management and Research (IICMR) held on **19.07.2020** (8:00 AM-11:00 PM)
12. Webinar on "*Application of Block Chain Technologies in Financial Services*" organized by St. Joseph's College (Autonomous), Tiruchirappalli held on **22.07.2020** (11:30AM-2:00 PM)
13. Webinar on "*Post Corona Reconstruction Programme: No going back*" organized by Department of Extension Education and Rural Development and Department of Economics, Mizoram University, Aizawl held on **22.07.2020** (10:30AM-11:30AM)
14. Webinar on "*Kaleidoscope: The changing face of Indian service industry post COVID-19 outbreak*" organized by Department of BBA, Bhawanipore College held on **25.07.2020** (4:00PM-05:30PM)
15. Webinar on "*How can businesses do well and do good*" organized by Non-Linear Insights held on **25.07.2020** (8:00PM-10:30PM)
16. Webinar on "*Impact of Covid-19 on Indian Economy*" organized by Department of Commerce, Victoria Institution, Kolkata and ICSI held on **26.07.2020** (4:00 PM-06:00PM)
17. Webinar on "*NAAC retraining programme*" organized by St. Xavier's College (Autonomous), Kolkata, held on **30.07.2020 and 31.07.2020** (2:30 PM-5:00 PM)
18. National webinar on "*The Covid-19 Economic Crisis*" organized by Department of Economics in collaboration with IQAC

Reviewer/editorial work done:

1. Reviewer of *Journal of Indian Business Research* (Emerald)

Projects : None at present

Date: 31.07.2020

Place: Kolkata