

# SWARAJ KUMAR NANDAN



**Current Designation:** Assistant Professor, Faculty of Management,  
Department of Commerce (Morning)

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**Qualification:** UGC-NET; M. Com (Marketing)

Prof. Swaraj Kumar Nandan is presently engaged as an Assistant Professor of Management at St. Xavier's College (Autonomous), Kolkata. Prior to joining St. Xavier's, he was engaged as a Guest Lecturer of Commerce and Management Studies at Jogamaya Devi College, Kolkata. He is also pursuing his doctoral studies in Financial Management from University of Calcutta. Prof. Swaraj Kumar Nandan is also associated with St. Xavier's College (Autonomous), Raghobpur Campus. He has been appointed as Associate NCC Officer (ANO) at Raghobpur Campus. He has keen interest in Consumer Behavior, Integrated Marketing Communication and E-Commerce.

## Academic Profile

NAME OF THE COURSE	BOARD	NAME OF THE INSTITUTION	YEAR OF PASSING
Madhyamik	WBBSE	Hartley's High School	2005
Higher Secondary	WBBHSE	St. Lawrence High School	2007
B.Com [Marketing Specialization]	Autonomous under CU	St. Xavier's College Autonomous, Kolkata	2010
M.Com [Marketing Specialization]	Autonomous under CU	St. Xavier's College Autonomous, Kolkata	2013

Qualified **National Eligibility Test (NET)** for the post of **Assistant Lecturer** in June 2015

## Achievements and Hobbies

- ▶ Was attached with National Cadet Corps with St. Xavier's College (Kolkata) & served the institution for three years and qualified "B" certificate and "C" certificate examinations.
- ▶ Attended **Combined Annual Training Camp (CATC)** in the year 2008 and **Army Attachment Camp** in the year 2008-09 and stood the position of **BEST CREATIVE WRITER**.
- ▶ Participated in a debate organized by the Post Graduate Department of Commerce of St. Xavier's College, Kolkata and stood the position of **BEST TEAM** in the year 2012.
- ▶ Completed **Pre Commissioned NCC training** from 26<sup>th</sup> November 2018 to 23<sup>rd</sup> February 2019 and stood "**Best in Flag Area Briefing**".
- ▶ Listening to music, content writing, making short films, teaching and conversing with new people.

## Seminars/Workshops/Conference

- ▶ Participation in Workshop on **Linux Administration & Virtualization** organized by Department of Computer Science held at St. Xavier's College (Autonomous), Kolkata on December 22, 2014.
- ▶ Participation in UGC Sponsored One day National Symposium 2015 on **Overcoming Challenges for Sustainable Corporate Excellence** held on March 21, 2015 at St. Xavier's College (Autonomous), Kolkata.
- ▶ Participation in UGC Sponsored One day National Conference on **Redefining Business Vision: Issues and Challenges** organized by St. Xavier's College (Autonomous), Kolkata in collaboration with Department of Commerce, University of Calcutta, held on March 19, 2016.
- ▶ Participated in One-day Faculty Development Programme on **State of The Indian Economy** organized by Department of Commerce and Department of Business Administration at St. Xavier's College (Autonomous), Kolkata on April 28, 2017.
- ▶ Participated in Two-day Conference on **Emerging Perspective in Commerce, Economics and Management – Policies for a Better World (ICCEM2017)** organized by Department of Commerce and Department of Business Administration at St. Xavier's College (Autonomous), Kolkata on November 2-3, 2017.
- ▶ Participated in One-day Skill Development Programme, **Workshop on GST through Computerized Accounting** organized by Department of Information Technology (Commerce) in collaboration with Silicon Systems Kolkata at St. Xavier's College (Autonomous), Kolkata on December 19, 2017.
- ▶ Participated in Two-day UGC-Sponsored International Conference on **Innovative Business Practices in a VUCA World** organized by Department of Commerce and Department of Business Administration at St. Xavier's College (Autonomous), Kolkata on January 5-6, 2018.
- ▶ Participated in International Seminar on **Emerging Issues on the Interface of Science and Religion** organized by The Goethals Indian Library & Research Society, Physics and EVS Departments at St. Xavier's College (Autonomous), Kolkata on February 18-19, 2018.
- ▶ Participated in 7 day **Faculty Development Programme** organised by Department of Commerce and Management Studies from May 20<sup>th</sup> to 26<sup>th</sup> 2019.
- ▶ Participated in **UGC Approved 7 Day National Workshop on Quantitative Research Methodology (Using SPSS-AMOS-iThenticate)** organised by **Department of Commerce and Management Studies** from August 8<sup>th</sup> to 17<sup>th</sup> 2019.
- ▶ Participated in **Anti-plagiarism and Ithenticate** (Organised by **Department of Commerce, Information Technology** and **Fr. Verstraeten Central Library**) on August 31<sup>st</sup> 2019.
- ▶ Participated and presented a paper on **Impact of artificial intelligence in making better marketing decisions in healthcare industries** in **ICCEEM 2019** organised by **Department of Commerce and Management Studies** from September 13<sup>th</sup> to 14<sup>th</sup> 2019.
- ▶ Jointly presented a paper on **Big data and its impact on personalisation** and Participated in Two-day UGC-Sponsored International Conference on **Innovative Business Practices in a VUCA World** organized by Department of Commerce and Department of Business Administration at St. Xavier's College (Autonomous), Kolkata on January 3-4, 2020.

## *Publications in peer reviewed journal*

- ▶ **Title of Research:** *A theory on various E-Commerce Websites*
- ▶ **Date of Publication:** 2016, February
- ▶ **Name of the Journal:** PURSUITS, Academic Journal 2015, Vol (IV), pp. 44-57
- ▶ **ISSN:** 2322-0643
  
- ▶ **Title of Research:** *Is Online Shopping in India Killing the Retail Merchants?*
- ▶ **Date of Publication:** 2017, September
- ▶ **Name of the Journal:** YouThink, Peer Reviewed Journal 2017, Vol (XII), pp. 72-74
- ▶ **ISSN:** 2347-6222
  
- ▶ **Title of Research:** *Does In-film Branding have an Impact on Consumer's Brand Recall and Purchase Decision?*
- ▶ **Date of Publication:** 2019, September
- ▶ **Name of the Journal:** YouThink, Peer Reviewed Journal 2019, Vol (XIV), pp. 139-144
- ▶ **ISSN:** 2347-6222
  
- ▶ **Title of Research:** *Impact Of Artificial Intelligence In Making Better Marketing Decisions In Healthcare Industries*
- ▶ **Date of Publication:** 2020, January
- ▶ **Name of the Journal:** Transforming Outlook –A Global Phenomenon Of Our Heritage Journal, (Vol 68 - issue 8) pp. 53-59
- ▶ **ISSN:** 0474-9030
  
- ▶ **Title of Research:** *Impact Of Online Education based Apps*
- ▶ **Date of Publication:** 2020, January
- ▶ **Name of the Journal:** Innovative Business Practices in a VUCA World, Vol (I), pp. 304-311
- ▶ **ISBN:** 978-93-89657-14-2

## *Participation as Resource Person in Seminars/Workshops/Conference*

- ▶ Resource Person for one day seminar on “*Women and Purchase Decision*” organized by Ministry of Consumer Affairs & Fair Business Practices, Govt. of West Bengal and IQAC, Khudiram Bose Central College on March 12, 2016.

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