

Name: Ayan Banerjee
Qualification: M. Com, DFAS, [M.Phil. (pursuing)]
Designation: Assistant Professor
Contact No: 8981714342 / 8777816134
E-mail ID: banerjeeayan.87@gmail.com /
ayanbanerjee@sxccal.edu



Profile

Prof. Ayan Banerjee is an Assistant Professor in Department of Commerce (Morning) at St. Xavier's College (Autonomous), Kolkata since July, 2017. Previously he was associated with the Shri Shikshayatan College, Kolkata as a fulltime Lecturer in the Department of Commerce from July, 2015 to June, 2017. Before coming to academics, Prof. Banerjee had worked with P. Mukherjee & Company (Chartered Accountants). He had done finalization of accounts of several Private Limited Companies relating to accounts, taxation & e-filing and had been part of statutory and stock audit of several companies including Boroline House (G.D. Pharmaceuticals Pvt. Ltd). Prof. Banerjee was awarded scholarship of meritorious student from Rajendra Prasad Samity in 2010 and Certificate of Merit from Goenka College of Commerce & Business Administration in the same year for his outstanding performance in under-graduate level. Prof. Banerjee achieved Diploma in Financial Accounting System from West Bengal Youth Computer Training Centre in 2011. He is also an M.Phil. research scholar at University of Calcutta. Prof. Banerjee is an active member of the extended committee and core committee for ISO 9001:2015 certification for St. Xavier's College (Autonomous) Kolkata since 2019.

Research Interest:

Behavioural Finance, Financial Management, Financial Statement Analysis, Corporate Social Responsibility, International Accounting Standards.

Publications

A. Articles

- The paper titled, "Accounting Standards – Past, Present & Future – An overview" published in "INK" the Journal of the Department of Commerce, Shri Shikshayatan College Vol – 4, 2016.
- The paper titled "Sheela Foam- An Investment Proposal: In-depth Analysis of the Indian Mattress Industry and Sleep Well Mattresses in India" published in the 'Youthink' a Peer - reviewed Journal of Department of Commerce, St. Xavier's College (Autonomous) Kolkata Vol – XIV, ISSN: 2347-6222, September 2019.
- The paper titled "Social Distancing and the Changing Face of Education – A study on the students and educators of Kolkata" published in the Time's Journey, a peer reviewed journal of "Institute of Management Study" Vol. 10/ July 2020

ISSN: 2278-6546

- The paper titled “Fake Fast-Moving Consumer Goods and the consumption psychology of Rural People – a study on the inhabitants of Islampur, West Bengal” published in the “Youthink” a peer reviewed Journal of Department of Commerce, St. Xavier’s College (Autonomous) Kolkata Vol – XV, ISSN: 2347-6222, January 2021
- The paper titled “Intelligent and Smart Future Banks and Banking Operations – a study to find the problems faced by Indian customers and implementation of Artificial Intelligence for future banking operations” published in the “Youthink” a peer reviewed Journal of Department of Commerce, St. Xavier’s College (Autonomous) Kolkata Vol – XV, ISSN: 2347-6222, January 2021

B. Books

- The paper titled “A Study on People’s behavioural bias and Understanding of Fintech ecosystem and its Growing influence on banking operations in Kolkata region” published in the book “Contemporary Issues in Accounting, Finance and Management” of Acharya Jagadish Chandra Bose College, ISBN- 978-93-88866-36-1, May 2020.
- The paper titled “Litigation under Goods and Services Tax (GST) – a study on the perceptions of Indirect Tax Experts in Kolkata” published in the book, “Emerging Issues in Commerce and Management” ISBN 978-81-946476-2-1, August 2020.
- The paper titled “Digitalising Education the Need of the Hour – A study on the students and educators of Kolkata” published in the book, “Digitalization of Indian Economy – An engine of Sustainable Growth” ISBN 978-81-938046-3-6, September 2020.
- The paper titled, “Change in perception towards investment and expectations from products and services in new normal – a survey on the inhabitants of West Bengal, Kolkata” published in the book “Emerging Issues in Commerce, Economics, Information Technology and Management” ISBN: 978-93-90937-23-3, ISBN-A 10.9390937/233, Vol-1, May 2021, pp- 74- 106

C. Paper Presentation

- Presented a paper titled, “Age of new normal, perceptions of investors and consumers from redefined products and services – A study on the inhabitants of West Bengal” in “Vishleshan – International Conference on Post Covid Practices 1.0”, organised online by ISBR Business School, Bangalore, India on 23rd February 2021.

National Seminar & Workshop

- UGC sponsored state level seminar on “Women’s empowerment & new media” organised by Shri Shikshayatan College & Muralidhar Girl’s College

on 18th Sept 2015.

- Participated in UGC Sponsored National Level Seminar on “Contemporary Issues in Finance Management and Economics” organized by Department of Commerce, Shri Shikshayatan College in collaboration with “The Institute of Cost Accountants of India” (ICAI) held on 26th August, 2016
- National E-Summit 2016 on “Driving India’s Growth through student & young entrepreneurship” organised by Calcutta Business School on 19th & 20th Feb 2016.
- Participated in a three-day workshop on financial management for non-finance professional from 11th to 13th May 2017 organised by J.D. Birla Institute (Dept. of Management)
- Participated in the “Three-day Workshop on *Advanced Econometric Techniques & Application*” held between 11th March, 2019 and 15th March, 2019 at St. Xavier’s College organized by the faculty of Economics, Department of Commerce.
- Participated in Case Writing Workshop organized by (Indian Institute of Contemporary Management and Research (IICMR) on 14th & 15th June 2019
- Participated in 7-day UGC Approved National Workshop on “Quantitative Research Methodology (using SPSS-AMOS-iThenticate) organized by Department of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata held from 8th to 17th August, 2019
- Participated in 5-days online e-course/workshop titled, “Understanding Research and Its Ethics” dated 2nd September 2020 to 6th September 2020 organized by Rishi Bankim Chandra Evening College, Naihati, West Bengal, India.
- Participated in One-Day Workshop for students on “Taxation in the light of Finance Act- 2020” organised by the Department of Commerce in collaboration with IQAC, Vidyanagar College on 1st June, 2021

International Seminar

- One-day International Seminar on “Emerging issues in Financial Markets” organised by Shri Shikshayatan College on 11th Sept 2015.

National Conferences

- Participated in the conference “Innovative Trends in Mathematics and its Application – ITMA-2016 held on 3rd August, 2016 at Shri Shikshayatan College, Kolkata.

International Conferences

- Participated in Two-day International Conference on Emerging Perspectives

in Commerce, Economics & Management Policies for a Better World (ICCEM 2017) held on 2nd & 3rd November, 2017 organized by Dept. of Commerce & Business Administration, St. Xavier's College(Autonomous) Kolkata, in collaboration with St. Xavier's University, Kolkata.

- Participated in Two-Day UGC Sponsored International Conference on Innovative Business Practices in a VUCA WORLD (Partially funded by ICSSR) organized by Dept. of Commerce & Business Administration St. Xavier's College (Autonomous) Kolkata, in collaboration with Dept. of Commerce University of Calcutta held on 5th & 6th January,2018.

Faculty Development Program

- Participated in One-day Faculty Development Program on Goods & Services Tax organized by Dept. of Commerce & Business Administration Accounting & Finance Group held on 20th December,2017.
- Actively participated in the One Day Faculty Development Programme on “Banking & Insurance” held on 14th Sept, 2018 organised by St. Xavier's College (Autonomous) Kolkata.
- Participated in the One-day faculty development Programme on “Teaching & Practicing Entrepreneurship in Higher Education Institutions” organized by the Department of Management, St. Xavier's College (Autonomous) Kolkata on 20th November2018
- Participated in a Skill Development Programme on “Advanced Excel- A Professional Approach” organized by Department of Information Technology, St. Xavier's College (Autonomous), Kolkata on 14th December2018.
- Participated in the Seven- day Faculty Development Programme on Business Studies held from 20th May to 26th May 2019, organized by Departments of Commerce & Management Studies in collaboration with Department of Commerce, University of Calcutta.
- Participated in One Day Faculty Development Programme on “Applications of Finance Lab in Research” organized by Department of Commerce, St. Xavier's College (Autonomous) Kolkata, held on 18th December 2019
- Attended the Faculty Development on Mindful Leadership “Invincible Wisdom in the Age of Artificial Intelligence” organized by the St. Xavier's College (Autonomous), Kolkata in association with Indian Institute of Management Kozhikode held on 20th February 2020.
- Participated in the virtual – Faculty development Programme “Investor Wellness during the Pandemic” held on 12th June 2021, organised by Board of Industry – Academia Partnership (BIAP) in association with Pillai Institute of Management Studies and Research.
- Participated and successfully completed the 5 days Online International

Faculty Development Programme on “Teaching, Learning & Evaluation in HEIs in Pandemic & Post-Pandemic India” organized by Indian Academic Researchers’ Association (IARA) in collaboration with Barrackpore Rastraguru Surendranath College, West Bengal, India and Panihati Mahavidalaya, West Bengal held on and from 25 to 29th June, 2020 in virtual platform.

- Participated in 5 days Online Faculty Development Program on “Research Methodology” organized by Balaji Institute of Management Sciences from 13th to 17th July 2020.
- Participated and attended 5 Day Online Faculty Development Program on “Case Writing Methodology” organised by Amity University held from 20th to 24th July 2020
- Participated in Two-Day Faculty Development Programme on “Investing in these Challenging Times” held on 8th and 9th January 2021 organized jointly by Department of Commerce and IQAC, Uluberia College in collaboration with Bombay Stock Exchange Brokers Forum, BSE, Mumbai

Webinar

- Participated in the National Webinar Series on “Super Cyclone Amphan and the Delta organized by Department of Commerce & Department of Economics in collaboration with IQAC, Vijaygarh Jyotish Ray College, Kolkata on 10th& 11th June 2020.
- Participated in Webinar session entitled “Online Faculty Development Programme: Issues and Challenges” on 14th June 2020 jointly organized by Bengal Library Association & Naba Ballygunge Mahavidyalaya.
- Participated in the International Webinar on “Corporate Response vis-à-vis Covid 19 crisis” held on 13th June 2020 organized by Department of Commerce, St. Xavier’s College Burdwan.
- Participated and attended in a Webinar on “Impact of Covid-19 on the Labour Market of the World Economy & Responses for Revival” organized by The Heritage College Economics Department held on 16th June 2020.
- Participated in Webinar “Introduction to Business Analytics”: Communicating with Data organized by School of Business, AURO University, Surat, Gujarat, held on 17th June 2020
- Participated in the State Level Webinar on “Education in Pandemic” organized by IQAC Dum Dum Motijheel Rabindra Mahavidyalaya held on 30th June 2020.
- Participated in the webinar titled “The NextGen and Business education: The Challenges for the Teaching Community” held by Indian Institute of Contemporary Management and Research (IICMR) on 23rd June 2020.
- Participated in One Day International Webinar on “Fintech Revolution in Pandemic Period” organized by PG & Research Department of Commerce Periyar E.V.R College in association with Indian Accounting Association on 4th July 2020.
- Participated in National Level Webinar on “Post-Lockdown economy: Impact on MSME & Education” on 25th June 2020 organized by Shibpur Dinobundhoo Institution (College), Department of Commerce (UG and PG) in association

with Dr. Kanailal Bhattacharyya College, Department of Commerce.

- Participated in the National Webinar on “Intellectual Property Rights: The Indian Scenario” held on 26th June 2020 organized by Department of Commerce, New Alipore College in association with IQAC, New Alipore College.
- Participated in One Day International Webinar on “Issues and Challenges of Business, Economics and Finance in Global Scenario at the Present Context” organized by Department of Commerce, Raiganj University, on 18th June 2020.
- Participated in the Webinar titled “AI – Driven Marketing in Post Covid Era” organized by the Department of Commerce Evening (UG & PG) Shri Shikshayatan College, Kolkata held on 18th June 2020.
- Participated in the National Webinar on “Is CSR fulfilling the social responsibility of Corporates?” organized by Department of Commerce (Evening shift) of Seth Anandram Jaipuria College held on 2nd July 2020.
- Attended in One Day State Level Webinar on “Use of Journals in Academic Research and Scholarly Publishing” organized by the Central Library, Lalbaba College on 26th June 2020.
- Attended in One Day State Level Webinar on “Employability Skills for Future Workforce” organized by the Central Library, Lalbaba College on 27th June 2020.
- Attended webinar on “Learning, Unlearning & Relearning for Sustained Employability in the New Age” organized by NIIS Institute of Business Administration, Bhubaneswar held on 19th June 2020.
- Participated in a Webinar titled, “Impact of Covid- 19 on Indian Financial Markets” organized by the Department of Commerce, The Heritage College held on 23rd June 2020.
- Participated in the International Webinar on “Pedagogy through the Looking Glass: Challenges and Opportunities” jointly organized by Narasinha Dutt College and Naba Ballygunge Mahavidyalaya held on 5th July 2020.
- Attended and Participated in 2 hours State level webinar on “Personal Income Tax Planning: A Comparative Analysis between Existing and New Regime” organized by Department of Commerce and IQAC, Bijoy Krishna Girl’s College held on 4th July 2020.
- Participated and interacted in the webinar on “Future of Banking” organized by Acasia Global Knowledge Initiative, held on 24th June 2020.
- Participated in the International Webinar on “A Light on introduction to IFRS” organized by IQAC & Department of Commerce (Bank Management) Shift- II, Sri Kanyaka Parameswari Arts and Science College for Women, held on 11th July 2020.
- Participated in the National Webinar on “Pandemics and Natural Disasters: Understanding and Coping” organized by IQAC and Academic Council of St. Xavier’s College (Autonomous) Kolkata held on 11th and 12th July 2020.
- Participated in frontiers in Biological Sciences (Chapter IV) an International Webinar on “Covid-19 – The Current scenario organized by the Department of Microbiology, St. Xavier’s College (Autonomous) Kolkata in collaboration with IQAC, St. Xavier’s College (Autonomous) Kolkata held on 2nd and 4th July 2020.
- Participated in National Webinar on “Boycott Chinese Products: Prospects and

Challenges in India” organized by Department of Economics and IQAC, Serampore Girls’ College on 14th July 2020.

- Participated in the One Day International Webinar on “Impact of Covid-19 pandemic on Tourism Industry” organized by Barasat College Department of Commerce in collaboration with IQAC held on 14th July 2020.
- Participated a Webinar on “Leading an Organization in VUCA Times” organized by Heritage Business School held on 15th July 2020.
- Participated and attended State Level Webinar on “Administrative Affairs Thrusting Upon Promotion of College Teacher / Librarians under CAS” organized jointly by Teachers’ Council & IQAC, City College held on 11th July 2020.
- Participated in the Webinar on “Covid-19 and Sustainable Development in Developing Country context: Special Reference to India” organized by Adamas University held on 25th July 2020.
- Participated in One Day National Webinar on, “Impact of Covid- 19 on Indian Economy” organized by Department of Commerce, Victoria Institution (College), Kolkata in Collaboration with the Institute of Company Secretaries of India (ICSI)-EIRC, Kolkata held on 26th July 2020.
- Participated in a National Webinar on “Fake News in the era of Covid-19” organized by the Department of Journalism and Mass Communication, Netaji Nagar College& Internal Quality Assurance Cell (IQAC) held on 25th July 2020.
- Participated in National Level Webinar on “Intrapreneurial abilities for Institutional Engagement during Pandemic Challenges” organized by Department of Commerce S.J.R. College of Science, Arts and Commerce, Bangalore held on 27th July 2020.
- Participated in National Webinar on “Entrepreneurial abilities for Institutional Engagement during Pandemic Challenges” organized by Department of Commerce, Sri Jagadguru Renukacharya College of Science, Arts and Commerce, Bengaluru on 27th July 2020.
- Participated in One day International Webinar on “Sustainable Business Opportunities and Resilience: A Post pandemic Era” organized by Barasat College held on 28th July 2020
- Participated in Two-Day Webinar on NAAC Assessment and Accreditation Process on 30th and 31st July 2020 under UGC PARAMARSH SCHEME held by IQAC and Academic Council of St. Xavier’s College (Autonomous) Kolkata
- Participated in One-day State Level Webinar on “Recent Tax Reform in India: Impact on Tax Payers and their attitudes” organized by the Department of Commerce under the Programme of IQAC, Khudiram Bose Central College, Kolkata on 5th August 2020.
- Participated in One-day State Level Webinar on, “Global Pandemic & its Effect on Indian Financial Market” organized by Department of Commerce, Vivekananda College, Thakurpukur, Kolkata on 9th August 2020.
- Participated in the One-Day International Webinar on “Moratorium on Loan Repayment: Effects on Financial Institutions” held on 29th August, organized by Departments of Commerce and Management Studies, St Xavier’s College (Autonomous), Kolkata in collaboration with The Institute of Cost Accountants of India.
- Participated in National Level User Awareness Programme, titled “Accessing

E-resources from National Digital Library of India for Students, Teachers and LIS Professionals” organized by Rishi Bankim Library, R.B.C Evening College held on 13th September 2020.

- Participated in Two-Day International Webinar on “Resilience Strategy for Indian Economy: Role of Commerce and Accounting in New Normal” jointly organised by Commerce Alumni Association, University of Calcutta and Department of Commerce, University of Calcutta in collaboration with Indian Accounting Association, Kolkata Branch and The Institute of Cost Accountants of India and Supported by London Overseas Centre of Cost Accountants held during 13th and 14th February 2021