

Curriculum Vitae

Name: Joyita Banerji

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Academic Qualification:

Prof. Banerji has completed her Graduation from Calcutta University (South City College) in 2012, and her Post-Graduation from the same reputed institution. She has also been awarded the Universal Certification of Forensic Accounting and Fraud Auditing from International Forensic Sciences Institute, Pune in 2017. She is presently pursuing her doctoral degree from Aliah University (since 2017).

Profile:

Prof. Joyita Banerji is engaged in as an Assistant Professor in the Department of Commerce, Morning since 2014, till the present. She is pursuing her research in the field of behavioral finance and is interested in varied fields ranging from macroeconomic behavior to financial services. After passing her CA (Inter) in 2011, she has also worked as an articled assistant across various services such as audit and accounting. Motivated by her interests in the stock markets, she attempts to use real world examples while teaching.

Teaching Experience:

- **Full time Assistant Professor at St. Xavier's College, Kolkata since 2014 - to present.**

Seminars and Conferences attended:

- Attended UGC Sponsored National Conference held on 19th and 20th of September 2014.
- Attended Faculty Development Program held 17-19th October, 2014 on Research Design.
- Attended UGC Sponsored workshop on "ICT Intervention in Gram Panchayat Accounting: Problems and Prospects" held on 16th of December 2014.

- Participated in the UGC Sponsored National Workshop on Research Methodology using SPSS held from 1-8th October 2015.
- Participated in the UGC Sponsored One day National Conference on “Redefining Business Vision: Issues and Challenges” held at St. Xavier’s College on 19th March 2016, organised in collaboration with the Department of Commerce, University of Calcutta.
- Participated in UGC Sponsored 2 day International Conference on “Innovative Business Practices in a VUCA World” held on 5th and 6th of January, 2018, organised by the Department of Commerce and Business Administration, St. Xavier’s Kolkata in collaboration with the Department of Commerce, Calcutta University.
- Participated in the UGC Sponsored National Workshop on Research Methodology using SPSS held from 8-17th August, 2019.
- Participated in the online workshop on “The Art of Thesis Writing and Academic Publishing” held from 14-16th August 2020 organized by Koach Scholar and BML Munjal University.

Papers/Publications:

- **Appointed as reviewer to the Journal of Economic and Administrative Sciences (Emerald Publishing Group) in June, 2020.**
- Presented a paper titled “**Financial Inclusion: A Qualitative Critique of the recent Financial Reforms**” in the UGC Sponsored One day National Conference on “Redefining Business Vision: Issues and Challenges” **The Paper was published in Conference Proceedings in 2017 (ISBN- 978-81-8484-651-5)**
- “**Creation of an Organizational Base for Constructivist Succession Planning in Indian Public Banks- A Qualified Critique**”. International Journal of Human Resource Management and Organisational Behavior, Vol 1, Issue 1, August-Jan 2015, ISSN- 2454-5015.
- Published a paper titled “**The LIBOR Scam**” in the Youthink Journal, Vol.XI. ISSN 2347-6222.
- Paper titled “**Aviation Sector in India: A Cross Boundary Comparison, Priority on Air India**” published in the International Journal of Engineering Research and Application, ISSN- 2248-9622, Vol.6, Issue 8, (Part 5), August 2016, pp 18-25.
- Presented a paper titled “**Portfolio Choices of Investors: A Qualitative Critique of Prevalent Behavioural Biases among Investors**” at International Conference on Management and Business Practices, organised by the Department of Management and Business Administration held on 4 & 5th January, 2018 at Aliah University, Kolkata.
- Presented a paper titled “**Unrealistic probabilities: A speculation about the influence of Gambler’s Fallacy and the ‘Hot Hand’ on Investment Decisions**” at International Conference on Management and Business Practices, organised by the Department of Management and Business Administration held on 15th and 16th of January, 2019.
- Presented a paper titled “**Crowdfunding: An opportunity to edge out gender disparity in India**” in the National Conference on the theme “Women’s Issues and Everyday Life: Power, Resistance and Representation”.

- Published a paper titled **“An Empirical Investigation into the influence of Behavioural Biases on Investment Behaviour”** in SCMS Journal of Indian Management Vol. 17 January – March 2020, UGC Care A list.
- Presented a paper titled **“Flying High: Valuation and IPO Analysis of Unicorns”** in the International Webinar on The Neo-Normal Era: A Multifaceted Challenge of Modern Society dated 17th August 2020 organized by Hiralal Mazumdar Memorial College for Women.
- Published a book chapter titled **“Diplomatic Gaffes made by China in The Recent Past: An Overview”** in Business Management Practices – Emerging Trends, ISBN 978-93-88805-95-7.
- Paper titled **“An Empirical Investigation into the Impact of Behavioral Biases on an Individual’s Financial Decisions”** published in **Era of New Normal: Undefined Paradigm, ISBN 978-93-88069-71-7.**
- Paper titled **“The Bitcoin Bubble: Insights of Herd Behaviour”** to be published in Journal of Money, Banking and Finance, ISSN 2320-9747 in Upcoming Volume 7 (2), 2021.

Committees participated in:

- Working Committee member of the UGC Sponsored National Workshop on Research Methodology using SPSS held from 1-8th October 2015.
- Working Committee member of the UGC Sponsored One day National Conference on “Redefining Business Vision: Issues and Challenges” held on 19th March, 2016.
- Programme Co-ordinator of the 7-day Faculty Development Programme on Business Studies held from 20-26th May, 2019.
- Working Committee member of the 2nd International Conference on Innovative Business Practices in a VUCA World.
- Organizing Committee member of the webinar “Stress Management Skills for students under the Covid-19 paradigm” on 1st August, 2020.