



Shaunak Roy

Current Designation

Assistant Professor, Faculty of Management, Department of Commerce and Management Studies, St. Xavier's College (Autonomous), Kolkata

Qualification

M. Com (Marketing) [Gold Medalist]; UGC-JRF

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BIOGRAPHICAL SKETCH

Prof. Shaunak Roy is presently engaged as an Assistant Professor of Management at St. Xavier's College (Autonomous), Kolkata. He is the recipient of the 'Fr. Paul Joris S.J. Memorial Gold Medal Award' in 2016 by St. Xavier's College (Autonomous), Kolkata and the 'Best Researcher Award' in 2020 by the Elite Members Group, SSM Trust, India. An avid reader, learner and researcher, Prof. Roy has published papers in indexed journals of national and international repute, in addition to presenting papers in multiple conferences in India and abroad. He has co-authored a book entitled 'Entrepreneurship Development and Business Ethics' published by Oxford University Press. He has also been roped in as a Management Expert at BBN Times, a UK-based Media Tech company. He has been invited to deliver sessions and talks as a resource person, on versatile fields such as marketing, higher education and academic research. He has served as a management consultant and a corporate trainer for reputable organizations. His research interests primarily concentrate on the versatile dimensions of Branding, Consumer Behaviour, Organizational Behaviour and Entrepreneurship.

DOCTORAL STUDIES

Doctoral Student in Commerce (Management), Department of Ph.D. Programmes (Registered)

St. Xavier's College (Autonomous), Kolkata, since August 28, 2018 [Registration ID: Ph. D/16/COM/03]

Topic of Research: A Study on the Perception of Urban Consumers towards Brand Personality and Cultural Influences on the Purchase of Consumer Durables in West Bengal

BOOK PUBLICATION

Mukherjee, A. K. and Roy, S. (2019). **CommPass 4: An Essential Companion to B.Com. (Semester IV)**. Oxford University Press. ISBN: 978-0-19-949618-1

Mukherjee, A. K. and Roy, S. (2019). **Entrepreneurship Development and Business Ethics**. Oxford University Press. ISBN: 978-0-19-949446-0

Roy, S., and Banerjee, S. (2015). **Visual Merchandizing as an Antecedent to Impulse Buying Behaviour: An Empirical Inquest with reference to Apparels**. New Delhi: Research India Publications. ISBN: 978-93-84443-26-9

EDITORIAL BOARD MEMBER

Joint Editor of a book entitled "**Case Studies in Contemporary Management**" published by Bharti Publications, New Delhi on January 2020 (ISBN: 978-93-89657-06-7).

Editorial Board Member of "**YouThink: A Peer-Reviewed Journal**" since 2018; published by the Xavier's Commerce Society (XCS), Department of Commerce, St. Xavier's College (Autonomous), Kolkata (ISSN: 2347-6222).

PUBLICATIONS IN PEER-REVIEWED JOURNALS

- ▶ Roy, S. & Banerjee, S. (2021). **Cross-Cultural Dissimilarities in the Perception of Brand Personality of Select Smartphones: Evidence from West Bengal, India and Bangladesh.** NMIMS Management Review [Indexed in WoS], Vol. 29(2); ISSN: 0971-1023
- ▶ Roy, S. & Banerjee, S. (2021). **Does ‘Green’ Brand Personality have any Impact on Consumers’ Purchase Intentions, Engagement and Loyalty?** IIMS Journal of Management Science, Vol. 12(1); ISSN: 0976-030X
- ▶ Roy, S. & Banerjee, S. (2020). **Is Geuens et al.’s New Brand Personality Scale Valid in the Indian Context? The Case of the Dell Brand in India.** Journal of Critical Reviews, Vol. 7(13); ISSN: 2394-5125
- ▶ Roy, S. & Banerjee, S. (2020). **Ascertaining Consumers’ Perceptual Divergences towards the Construct of Brand Personality: Indian Corroborations.** The Indian Journal of Commerce [Indexed in UGC-CARE], Vol. 73(1&2); ISSN: 0019-512X
- ▶ Agarwal, S. & Roy, S. (2020). **Investigating the Perceptual and Attitudinal Responses of Consumers towards Health Halo Labels in Food Products: A Kolkata-based Study.** International Journal on Customer Relations, Vol. 8(1); ISSN: 2320-7515
- ▶ Roy, S. (2020). **Demonetization as a Trigger of Customer Adoption of Mobile Wallets in India: Developing an Integrated Framework.** Optimization: Journal of Research in Management, Vol. 12(1); pp. 1-12; ISSN: 0974-0988
- ▶ Pirogiwal, K. and Roy, S. (2020). **Pioneering a Framework to Assess Customer Acceptance towards 24x7 Convenience Stores: A Study in Kolkata.** Our Heritage Journal, Vol 68(8), pp. 134-150; ISSN: 0474-9030
- ▶ Roy, S. and Sonthalia, N. (2019, August). **Anthropomorphizing Brands: The Case Study of Amul Girl.** YouThink, Vol. 14, Xavier’s Commerce Society (XCS), Department of Commerce, St. Xavier’s College (Autonomous), Kolkata; ISSN: 2347-6222.
- ▶ Roy, S. (2019). **Analyzing the Influence of Brand-Customer Personality Consonance in Stimulating Brand Loyalty: The Case of Automobile Brands.** Journal of Marketing Vistas, Vol. 9(1); pp. 46-57; ISSN: 2249-9067
- ▶ Roy, S. (2019). **The Impact of Pay Satisfaction on the Performance of College Teachers: Empirical Insights from Kolkata, India.** The IUP Journal of Organizational Behaviour, Vol. 18 (2), pp. 42-57; ISSN: 0972-687X.
- ▶ Arockiam, A. P., Banerjee, S. and Roy, S. (2018). **Correlates of Pay Satisfaction with Employee Performance: Patterns of Influence on Bank Managers.** Business Analyst, Vol. 39(1); pp. 99-121; ISSN: 0973-211X
- ▶ Roy, S. (2018). **Horses for Courses: Are Adaptive Marketing Strategies going to work for IKEA in India?** ET Cases: Enabling Decisions, pp. 1-24; Product Code: MKTG-1-0077; ISBN: 978-81-931001-9-6
- ▶ Parasramka, T. and Roy, S. (2018). **Understanding the Importance of Qualitative Customer Insights and its Impact on Product Innovation: A Case Study of Maruti Suzuki India Limited.** Journal of Marketing Vistas, Vol. 8(1); pp. 40-50; ISSN: 2249-9067
- ▶ Roy, S. and Banerjee, S. (2018). **Analyzing the Influence of Ethical Marketing Practices on Consumer Purchase Behaviour: A Study on Consumer Durables in India.** PRIMa: Practices and Research in Marketing, Vol 9(1), pp. 1-17; ISSN: 2230-844X
- ▶ Roy, S. (2017). **Scrutinizing the Factors Influencing Customer Adoption of App-Based Cab Services: An Application of the Technology Acceptance Model.** IUP Journal of Marketing Management, Vol 16(4), pp. 54-69; ISSN: 0972-6845
- ▶ Roy, S. (2016). **Probing into the Parameters influencing Student’s Choice of a B-School: A Case-Study of Kolkata, India.** International Journal of Science, Technology and Management, Vol 5(12), pp. 479-490. ISSN: 2394-1529
- ▶ Banerjee, S. and Roy, S. (2016). **Synchronizing Marketing Performance Measurement Indicators with Corporate Strategy: A Conceptual Framework.** International Journal of Marketing and Business Communication, Vol 5(1), pp. 43-50. ISSN: 2277-484X

- ▶ Roy, S. (2016). **Anatomizing the Dynamics of Societal Behaviour towards E-waste Management and Recycling Initiatives: A Case Study of Kolkata, India.** Management and Labour Studies [Indexed in Scopus], Vol 41(1), pp. 1-18. DOI: 10.1177/0258042X16649465
- ▶ Das, L., Agarwal, P. and Roy, S. (2015). **Cause Related Marketing Campaigns and Consumer Purchase Intentions: Investigating the Role of Online Social Networks.** Kindler: The Journal of Army Institute of Management, Kolkata, Vol. 15 (2), pp. 7-20. ISSN: 0973-1486
- ▶ Roy, S. (2015). **Knowledge Management and Organizational Learning: Objectifying a Synergetic Liaison within the Learning Organization.** International Journal of Knowledge Management and Practices, Vol 3(1), pp. 1-12. ISSN: 2320-7523
- ▶ Roy, S. (2014). **Reengineering Our Vision: Breaking through the Paradoxical Crisis of Unemployability.** Presidency Journal of Management Thought & Research, Vol. 4 (2), pp. 64-69. ISSN: 2229-5275
- ▶ Banerjee, S. and Roy, S. (2014). **Examining the Dynamics of Whistleblowing: A Causal Approach.** The IUP Journal of Corporate Governance, Vol 13(2), pp. 7-26. ISSN: 0972-6853
- ▶ Roy, S. (2014). **Embedding Corporate Social Responsibility into Competitive Sustainable Development Strategies: Insights from India.** Business Analyst, Vol. 35 (1), pp. 97-115. ISSN: 0973-211X
- ▶ Banerjee, S. and Roy, S. (2013). **On the Road to an Encyclopedic Schema of Ethical Management: A Concoction of Multifarious Vedantic Philosophies.** International Journal of Business Ethics in Developing Economies (IJBED), Vol. 2 (1), pp. 51-57. ISSN: 2278-3172
- ▶ Banerjee, S. and Roy, S. (2013). **Shopping Malls and Kolkata's Customers: An Attitudinal and Perceptual Revelation.** Interdisciplinary Journal of Management and Behavioural Sciences (IJMBS), Vol. 2 (1), pp. 107-117. ISSN: 2278-1285

PUBLICATIONS IN EDITED CONFERENCE VOLUMES

- ▶ Roy, S. & Banerjee, S. (2021). **Driving Digital Transformation for Competitive Distinctiveness: The Case of Saregama Carvaan 2.0.** In Omrane, A. and Bag, S. (Eds.). New Business Models in the Course of Global Crises - Lessons from COVID-19 and Beyond. Springer Publications.
- ▶ Roy, S. & Banerjee, S. (2021). **Probing Into the Influence of 'Green' Brand Personality on the Purchase Dynamics of Consumers: An Empirical Analysis.** In Nilkant, D., Agarwal, V and Sunitha, B. K. (Eds.). Management and Sustainability: Rethinking Social Innovation and Business Ethics in Sustainability Development. Eureka Publications. Paper presented at the International Conference on "Sustainable Business Management Practices and Social Innovation", organized by the Center for Management Studies, Jain (Deemed-to-be-University), Benagaluru, on January 31, 2021. ISBN: 978-81-950380-4-6.
- ▶ Roy, S. & Banerjee, S. (2021). **Probing Into the Influence of 'Green' Brand Personality on the Purchase Dynamics of Consumers: An Empirical Analysis.** In Nilkant, D., Agarwal, V and Sunitha, B. K. (Eds.). Management and Sustainability: Rethinking Social Innovation and Business Ethics in Sustainability Development. Eureka Publications. Paper presented at the International Conference on "Sustainable Business Management Practices and Social Innovation", organized by the Center for Management Studies, Jain (Deemed-to-be-University), Benagaluru, on January 31, 2021. ISBN: 978-81-950380-4-6.
- ▶ Agarwal, P. & Roy, S. (2021). **Effectiveness of Open-Book Open-Web Examinations during the COVID-19 Pandemic: The Case of Undergraduate Degree Programs in India.** In Nilkant, D., Agarwal, V and Sunitha, B. K. (Eds.). Management and Sustainability: Rethinking Social Innovation and Business Ethics in Sustainability Development. Eureka Publications. Paper presented at the International Conference on "Sustainable Business Management Practices and Social Innovation", organized by the Center for Management Studies, Jain (Deemed-to-be-University), Benagaluru, on January 31, 2021. ISBN: 978-81-950380-4-6.

Roy, S. (2020). **Using Secondary Data to Evaluate the Impact of the Novel COVID-19 Pandemic on the Global Aviation and Tourism Industry.** In Singh, A., and Pandey, A. (Eds.). Socio-Economic Implications of COVID-19 Pandemic. Black Aviat Publishing House. ISBN: 978-81-946558-0-0.

Mukherjee, A. and Roy, S. (2020). **Implementing Vertical Farming for Sustainable Food Production in Urban India: A Case Study of UrbaGrow Aquaponics, Kolkata.** In Banerjee, S., Banerjee, M., Kunamaneni, S. and Chinta, A. (Eds.). Enterprising Agriculture: Market Awareness Farm Innovation and Value Addition. Paper presented at the UKIERI-supported Conference on “Interdisciplinary Conference on Agri-Innovation and Entrepreneurship”, organized by Leeds Beckett University, UK, University of Calcutta, India and the International Management Institute, Kolkata, on January 21, 2019.

Xavier, S. and Roy, S. (2019). **Pioneering Environmental Sustainability through Technological Innovation.** In Giri, S., Paul, P., Mitra, P. and Chattopadhyay, S. (Eds.). Sustainable Development: A Value Chain Perspective. Speaking Tiger Publications. Paper presented at the International Conference on “Sustainability Development: A Value Chain Perspective”, organized by the Management Development Institute (MDI), Murshidabad, during September 7-8, 2018. ISBN: 978-93-88874-23-6

Roy, S. (2017). **Does Entrepreneurship Education Successfully Inculcate Entrepreneurial Verve among Management Students? An Empirical Investigation.** In Shiri, K.P.M. (Eds.). Paradigms in Management and Entrepreneurship. Paper presented at the National Conference on “Innovating Paradigms in Management & Entrepreneurship”, organized by the Aachi Institute of Management and Entrepreneurial Development (AIMED), Chennai, during November 25-26, 2016. Mumbai: AIMED. ISBN: 978-93-52675-87-6

Roy, S. (2016). **How do Students Select a Business School in India? A Case-Based Analysis.** In Gupta, K.C. and Tyagi, N. (Eds.). Recent Innovations in Science, Technology, Management and Environment. Paper presented at 3rd International Conference on “Recent Innovations in Science, Technology, Management and Environment”, Indian Federation of United Nations Associations, New Delhi, December 18, 2016 (pp. 108-119). New Delhi: AR Research Publications. ISBN: 978-93-86171-13-9

Banerjee, S. and Roy, S. (2016). **Mediating Effects of Mystery Shopping on Total Consumer Experience: Indian Insights.** In Raj, J., Savio, D., Chakravarty, S.L. and Roy, S. (Eds.). Emerging Issues on Inclusive Growth, Business and Environment. Paper presented at the Two-Day UGC-Sponsored National Conference on “Inclusive Growth, Business and Environment in India’s Emerging Economy”, St. Xavier’s College (Autonomous), Kolkata, September 6-9, 2013 (pp. 200-212). New Delhi: Regal Publications. ISBN: 978-81-8484-566-2

Roy, S. (2015). **Investigating the Attitudinal Impact of Online Reviews on Consumer Purchase Decisions: The Case of Electronic Paraphernalia.** In Sharma, Y. (Eds.). Contemporary Management Practices: Creative or Dogmatic? Paper presented at the International Conference on “Inclusive Growth, Business and Environment in India’s Emerging Economy”, Jagan Institute of Management Studies, Rohini, New Delhi, February 6, 2015 (pp. 172-184). New Delhi: Excel India Publications. ISBN: 978-93-84869-17-5

Roy, S. (2015). **Gandhian Leadership: Pioneering an Indian Paradigm of A-1-Leadership.** In Sharma, C.S. and Singh, R.K. (Eds.). Transformational Leadership and Beyond. Paper presented at the National Conference on “Transformational Leadership”, Shri Ram College of Commerce, New Delhi, April 6, 2013 (pp. 78-94). New Delhi: Excel India Publications. ISBN: 978-93-82880-26-4

Banerjee, S. and Roy, S. (2013). **The Spiritual Organization: Leadership Proclamations from the Ancient Wisdom.** In Sengupta, S. (Eds.). Integrating Spirituality and Beyond. Paper presented at the 4th International Conference on “Integrating Spirituality and Organizational Leadership”, Xavier Institute of Management, Bhubaneswar, January 10-12, 2013 (pp. 255-267). New Delhi: ISOL Publications. ISBN: 978-81-920639-3-5

Banerjee, S. and Roy, S. (2012). **Leveraging Knowledge Quotient through Online Distance Education: A Critique.** In Mitra, A. (Eds.). ICT in Higher Education: Opportunities and Challenges in the 21st Century. Paper presented at the One-Day UGC-Sponsored Seminar on “ICT in Higher Education: Opportunities and Challenges”, St. Xavier’s College (Autonomous), Kolkata, March 28, 2012 (pp. 39-46). Kolkata: SPS Education India Pvt. Ltd. ISBN: 978-81-924140-0-3

PUBLICATIONS IN MAGAZINES

- ▶ Roy, S. (2020, April). **Marketing Strategy in the COVID-19 Crisis (Cover Story)** Business Economics (Fortnightly Business Magazine); Vol. 26(01); pp 18-19.
- ▶ Roy, S. (2020, April). **World bracing for Coronavirus Impact (In Focus Section)** Business Economics (Fortnightly Business Magazine); Vol. 25(23); pp 37-38.
- ▶ Roy, S. (2020, January). **Is Binge-watching your favourite TV series detrimental to the Environment?** Business Economics (Fortnightly Business Magazine); Vol. 25(20); pp 42-43.
- ▶ Roy, S. (2019, February). **If God created our universe, who created God?** Business Economics (Fortnightly Business Magazine); Vol. 41(2); pp 31-32.
- ▶ Roy, S. (2018, June). **Walmart buys Flipkart: Should Amazon be Concerned?** Business Economics (Fortnightly Business Magazine); Vol. 24(5); pp 48-50.
- ▶ Roy, S. (2018, April). **Looking beyond Jugaad: Time for a Corporate Renaissance in India?** The Executive, Xavier's Management Society (XMS), Department of BBA/ BMS, St. Xavier's College (Autonomous), Kolkata.
- ▶ Roy, S. and Banthia, S. (2017, November). **Analyzing the Impact of Packaging on Impulse Purchase Behaviour.** YouThink, Vol. 12, Xavier's Commerce Society (XCS), Department of Commerce, St. Xavier's College (Autonomous), Kolkata. ISSN: 2347-6222.
- ▶ Banerjee, S., and Roy, S. (2017, January). **Chasing Dreams of Intellectual Dominance and Beyond: The Jesuit Manifesto.** The Xaverian: Annual Magazine, St. Xavier's College (Autonomous), Kolkata.
- ▶ Banerjee, S., and Roy, S. (2016, March). **Shifting the Ball to the Marketer's Court: An Academic Inquest.** Inertia Souvenir (Theme Article), Department of Management, St. Xavier's College (Autonomous), Kolkata.
- ▶ Banerjee, S., and Roy, S. (2015, March). **Marketing Knowledge in the 21st Century: A Fleeting Fad or the Boulevard to Success?** Inertia Souvenir (Theme Article), Department of Management, St. Xavier's College (Autonomous), Kolkata.
- ▶ Banerjee, S., and Roy, S. (2014, March). **Lights... Sound... Camera... Action...** Inertia Souvenir (Theme Article), Department of Management, St. Xavier's College (Autonomous), Kolkata.
- ▶ Roy, S. (2014, January). **Brand Equity of a Xaverian.** The Xaverian: Annual Magazine, St. Xavier's College (Autonomous), Kolkata.
- ▶ Banerjee, S., and Roy, S. (2014, January). **Towards a Holistic Edifice of Academic Excellence.** The Xaverian: Annual Magazine, St. Xavier's College (Autonomous), Kolkata.
- ▶ Roy, S. (2014, January). **Invest in India!** The Executive, Xavier's Management Society (XMS), Department of BBA, St. Xavier's College (Autonomous), Kolkata.

REVIEWER

- ▶ Served as Reviewer for the Edited Book on "Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing", published by IGI Global Publishers (February 2021).
- ▶ Served as Reviewer for the FIIB Business Review, SAGE Publications.

PAPER PRESENTATIONS AT NATIONAL & INTERNATIONAL CONFERENCES

PAPER PRESENTATIONS IN THE DOMAIN OF MARKETING & BRANDING

Assessing the Impact of Green Brand Personality on Consumer Purchase Behaviour: Indian Insights

- ▶ Paper presented at the 2021 Association of Collegiate Marketing Educators (ACME) Virtual Conference, West Texas A&M University, USA, during March 17-20, 2021.

Probing Into the Influence of ‘Green’ Brand Personality on the Purchase Dynamics of Consumers: An Empirical Analysis

- ▶ Paper presented at the International Conference on “Sustainable Business Management Practices and Social Innovation”, organized by the Center for Management Studies, Jain (Deemed-to-be-University), Benagaluru, on January 31, 2021.

Assessing the Validity of Rauschnabel et al.’s University Brand Personality Scale in the context of Top Business Schools in India: Empirical Insights

- ▶ Paper presented at the Two-Day International E-conference on “Changing Landscapes in Business, Finance and Economy: A Global Perspective” organized by Sidho Kanho Birsha University, Purulia, West Bengal during November 28-29, 2020.

Appraising the Validity of the University Brand Personality Scale in the context of Top Business Schools in India and the USA: Empirical Insights

- ▶ Paper presented at the FORE International Business Conference (FIBC) 2020 on “Future of Business in the New Global Realities”, organized by the FORE School of Management, New Delhi, during November 27-28, 2020.

Differences in Consumer’s Perception of Brand Personality: An Exploration of the OnePlus Brand in Indian Metropolitan Cities

- ▶ Paper presented at the International Marketing Conference (MARCON 2019) on “Marketing in the New Era: Emerging Trends and Sustainable Practices”, organized by the International Management Institute (IMI), Kolkata during December 19-20, 2019.

Pioneering a Framework to Assess Customer Acceptance towards 24x7 Convenience Stores: A Study in Kolkata

- ▶ Paper presented at the International Conference on “Emerging Perspectives in Commerce, Economics, Environment and Management—Transformation of the Global Economy”, organized by the Department of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata during September 13-14, 2019.

Investigating the Key Determinants of Visual Merchandising in Influencing Consumer Behaviour: A Study of Men’s Apparel Brands in Kolkata

- ▶ Paper presented at the International Conference on “Emerging Perspectives in Commerce, Economics, Environment and Management—Transformation of the Global Economy”, organized by the Department of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata during September 13-14, 2019.

Demonetization as a Trigger of Customer Adoption of Mobile Wallets in India: Developing an Integrated Framework

- ▶ Paper presented at the International Business Research Conference on “Transformation Opportunities and Sustainability Challenges in Management, Technology, Healthcare and Tourism”, organized by the DSMS College, Durgapur, on March 8, 2019.

Horses for Courses: Are Adaptive Marketing Strategies going to work for IKEA in India?

- ▶ Case Study presented at the Flame International Conference on “Research and Teaching Cases”, organized by the Centre for Case Development, FLAME University, Pune, during June 21-22, 2018.

Determining the Personality of Consumer Durable Brands using Geuens et al.’s Brand Personality Scale: A Study

- ▶ Paper presented at the 4th Doctoral Colloquium and VGSOM Research Scholars’ Day, organized by the Vinod Gupta School of Management, Indian Institute of Technology (IIT), Kharagpur during March 14-15, 2018.

Cross-Cultural Differences in Consumer Perception of Brand Personality between West Bengal and Bangladesh: A Systematic Review of Literature

- ▶ Paper presented at the Two-Day International Conference on “Innovative Business Practices in a VUCA World”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata during January 5-6, 2018.

Analyzing the Correlates of Upstream Marketing and Insight-Based Innovation: A Case Study of Maruti Suzuki India Ltd.

- ▶ Paper presented at the International Marketing Conference (MARCON 2017), organized by the International Management Institute (IMI), Kolkata during December 18-19, 2017.

Exploring the Potential of Neuromarketing as a Marketing Implement: A Review of Existing Literature

- ▶ Paper presented at the Two-Day International Conference on “Emerging Perspectives in Commerce, Economics and Management”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata during November 2-3, 2017.

Impact of Ethical Marketing Practices on Consumer Purchase Behaviour: A Study of Select Consumer Durables in India

- ▶ Paper presented at the International Conference on “Responsible Marketing”, organized by the Xavier School of Management (XLRI), Jamshedpur, on January 23-24, 2017.

Examining the Factors influencing Customer Adoption of App-based Cab Services: An Application of the Technology Acceptance Model (TAM).

- ▶ Paper presented at the 1st International Conference on “Innovative Brand Building through Digital Marketing”, organized by the International Management Institute (IMI), New Delhi, during January 29-31, 2016.

Anatomizing the Dynamics of Societal Behaviour towards E-Waste Management and Recycling Initiatives: A Case Study of Kolkata, India.

- ▶ Paper presented at the National Conference on “E-Waste Management”, organized by the Xavier School of Management (XLRI), Jamshedpur, during January 13-14, 2016.

Cause Related Marketing Campaigns and Consumer Purchase Intentions: Investigating the Role of Online Social Networks.

- ▶ Paper presented at the National Conference on “Skilling for Tomorrow”, organized by Army Institute of Management (AIM), Kolkata, on October 21, 2015.

Investigating the Attitudinal Impact of Online Reviews on Consumer Purchase Decisions: The Case of Electronic Paraphernalia (Adjudged 2nd Best Paper Award).

- ▶ Paper presented at the International Conference on “Contemporary Management Practices: Creative or Dogmatic?” organized by Jagan Institute of Management Studies (JIMS), New Delhi, on February 6, 2015.

Attitudinal Impact of Cause-Related Marketing on Brand Equity and Consumer Purchase Intention: An Exploratory Analysis.

- ▶ Paper presented at the 5th Annual International Conference on “Innovations and Best Practices in Business, Human and other Earth Resources Management”, organized by the Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata, during January 15-16, 2015.

Synchronizing Marketing Performance Measurement Indicators with Corporate Strategy: A Conceptual Framework.

- ▶ Paper presented at the International Marketing Conference on “Emerging Markets, Evolving Perspectives”, organized by the International Management Institute (IMI), Kolkata, during December 16-17, 2014.

Probing into the Attitudinal Variances between Private Label and Generic Brands: An Exploratory Analysis.

- ▶ Paper presented at the International Marketing Conference on “Emerging Markets, Evolving Perspectives”, organized by the International Management Institute (IMI), Kolkata, during December 16-17, 2014.

Mediating Effects of Mystery Shopping on Total Customer Experience—Indian Insights.

- ▶ Paper presented at the UGC-Sponsored National Conference on “Inclusive Growth, Business and Environment in India’s Emerging Economy”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata, during September 6-7, 2013.

Personal Branding in the Indian Political Milieu—A Comparative Case Study.

- ▶ Paper presented at the National Seminar on “Changes and Challenges in the Global Business Scenario”, organized by the Institute of Business Management, Jadavpur University, Kolkata, during May 3-4, 2013.

- ▶ **Pioneering a Neural Nexus betwixt Marketing and the Social Consumer: A Constellation of Neuromarketing Rudiments.**

Paper presented at the 2nd International Marketing Conference (MARCON) organized by the Indian Institute of Management (IIM), Calcutta during December 28-30, 2012.

Branding: The Retro Style—A Fusion of the Past and the Present Consumer Trends.

- ▶ Paper presented at Inertia 2012 on “Global Consumerism—Mapping Trajectories of Business Remodeling” organized by the Department of Management, St. Xavier’s College (Autonomous), Kolkata during March 19-20, 2012.

PAPER PRESENTATIONS IN THE DOMAIN OF HRM & OB

Impact of Pay Satisfaction on the Performance of College Teachers: Empirical Evidence from Kolkata, India.

- ▶ Paper presented at the 7th International Conference on “Global Information and Business Strategies”, organized by Gitarattan International Business School (GIBS), New Delhi, during December 16-17, 2016.

The Dimensionalities and Determinants of Pay Satisfaction: An Investigation of Bank Employees in Kolkata.

- ▶ Paper presented at the UGC-Sponsored National Seminar on “Re-imagining India: Challenges and Opportunities in Finance, Management and Policy Making”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata, during September 19-20, 2014.

Establishing an Ethical Workplace Culture and Climate—Lessons from Wipro Limited.

- ▶ Paper presented at the UGC-DEB National Seminar on “Changing Scenario in Indian Business Environment”, organized by Netaji Subhas Open University, Kolkata, during August 8-9, 2014.

Downsizing Corporate Anorexia through Personnel Selection and Performance Modelling: A Meta-Analytic Approach.

- ▶ Paper presented at the International Conference in Human Resource Management on “HR Leadership: People, Process, Practice”, organized by the Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata, during February 6-7, 2014.

Actualizing a Structural Relationship between Knowledge Management and Organizational Learning.

- ▶ Paper presented at the 2nd International Conference on “Enhancing Organizational Value through HR”, organized by ICFAI Business School (IBS), Hyderabad, during April 11-12, 2013.

Gandhian Leadership—Pioneering an Indian Paradigm of A-1-Leadership.

- ▶ Paper presented at the National Conference on “Transformational Leadership” organized by Shri Ram College of Commerce, New Delhi, on April 6, 2013.

Rationalizing and Modelling the Antecedents and Precedents of Human Behaviour—A Conceptual Framework.

- ▶ Paper presented at the International HR Conference on “HR Next-Focus, Engage, Align” organized by the Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata, during February 27-28, 2013.

The Spiritual Organization—Leadership Proclamations from the Ancient Wisdom.

- ▶ Paper presented at the 4th International Conference on “Integrating Spirituality and Organizational Leadership” organized by the Xavier Institute of Management (XIM), Bhubaneswar, during January 10-12, 2013.

PAPER PRESENTATIONS IN THE DOMAIN OF ENTREPRENEURSHIP & MANAGEMENT

Effectiveness of Open-Book Open-Web Examinations during the COVID-19 Pandemic: The Case of Undergraduate Degree Programs in India

- ▶ Paper presented at the International Conference on “Sustainable Business Management Practices and Social Innovation”, organized by the Center for Management Studies, Jain (Deemed-to-be-University), Bengaluru, on January 31, 2021.

Exploring the Evaluative Efficacy of Open-Book Open-Web (OBOW) Examinations: Insights from Indian Undergraduate Degree Programs. [Bestowed Best Paper Award]

- ▶ Paper presented at the National Conference on “Research, Innovation and Benchmarking Practices for Sustainability Management”, organized by V Consultants, Hyderabad during August 15-16, 2020.

Implementing Vertical Farming for Sustainable Food Production in Urban India: A Case Study of UrbaGrow Aquaponics, Kolkata

- ▶ Case Study presented at the UKIERI-supported Conference on “Interdisciplinary Conference on Agri-Innovation and Entrepreneurship”, organized by Leeds Beckett University, UK, University of Calcutta, India and the International Management Institute, Kolkata, on January 21, 2019.

Pioneering Environmental Sustainability through Technological Innovation: A Case-Based Approach

- ▶ Paper presented at the International Conference on “Sustainability Development: A Value Chain Perspective”, organized by the Management Development Institute (MDI), Murshidabad, during September 7-8, 2018.

Probing into the Parameters influencing Student’s Choice of a B-School: A Case-Study of Kolkata, India.

- ▶ Paper presented at the 3rd International Conference on “Recent Innovations in Science, Technology, Management and Environment”, organized by Conference World, IFUNA, New Delhi, on December 18, 2016.

Repercussions of the Devaluation of the Chinese Renminbi on the Balance of Trade in India: An Exploratory Analysis.

- ▶ Paper presented at the UGC-Sponsored National Seminar on “Application of Statistical Tools in Research and Data Analysis”, organized by Deshbandhu College for Girls, Kolkata, on October 6, 2015.

Developing a Liaison between CSR and Environmental Sustainability in India: A Case-based Analysis.

- ▶ Paper presented at the UGC-DEB National Seminar on “Changing Scenario in Indian Business Environment”, organized by Netaji Subhas Open University, Kolkata, during August 8-9, 2014.

An Inquiry into the Dimensions, Antecedents and Consequences of Whistleblowing—An Ethico-Moral Approach.

- ▶ Paper presented at the International Conference on “Cost Consciousness, Sustainability, Governance and Development”, organized by Gaeddu College of Business Studies (GCBS), Bhutan, during June 11-12, 2013.

Leveraging Knowledge Quotient through Online Distance Education—A Critique.

- ▶ Paper presented at the UGC-Sponsored Seminar on “I.C.T. in Higher Education: Opportunities and Challenges in the 21st Century” organized by St. Xavier’s College (Autonomous), Kolkata on March 28, 2012.

A Discourse on the Ethico-Moral Auditing Convention for Re-Engineering the Enterprise.

- ▶ Paper presented at the UGC-Sponsored National Seminar on “Financial Reporting: Changing Paradigm”, organized by the Department of Commerce, St. Xavier’s College (Autonomous), Kolkata during February 3-4, 2012.

In Pursuit of a Liaison Framework betwixt the Academia and the Industry: A Normative Approach.

- ▶ Paper presented at the International Seminar on “Search for a Holistic Combination of Agriculture, Industry and Education”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata on December 8, 2011.

PARTICIPATION IN CONFERENCES/ MDPS/ FDPS/ WORKSHOPS

▶ Online Workshop on “Art of Thesis Writing and Academic Publishing”

Organized by Koach Scholar, New Delhi, during August 14- 16, 2020.

▶ One-Day Webinar on “Data Analysis in R using STATCRAFT”

Organized by Department of Statistics, University of Lucknow, on August 13, 2020.

▶ International Conference on “Rediscovering Management of Business post COVID 19”

Organized by Center for Management Studies, Jain (Deemed-to-be) University, during August 8-9, 2020.

▶ Workshop on “Case Study Methods”

Organized by HISASHI Excellence Education Private Limited on August 9, 2020.

▶ Online Workshop on “Demystifying Literature Review Techniques”

Organized by Koach Scholar, New Delhi during July 30 - August 2, 2020.

▶ **Two-Day Webinar on “NAAC Assessment and Accreditation Process under PARAMARSH Scheme”**

Organized by the IQAC and Academic Council, St. Xavier’s College (Autonomous), Kolkata during July 30-31, 2020.

▶ **MDP on “Managing Difficult Customers”**

Organized by SDM Institute for Management Development, Mysuru during June 23-24, 2020.

▶ **International Webinar on “Managing Business in a Post COVID-19 World: Changes, Challenges and Strategies”**

Organized by the PG Department of Commerce, St. Xavier’s College (Autonomous), Kolkata during June 18-19, 2020.

▶ **Webinar on “Pandemics and Natural Disasters: Understanding and Coping”**

Organized by the IQAC and Academic Council, St. Xavier’s College (Autonomous), Kolkata during June 11-12, 2020.

▶ **Webinar on “The NextGen and Business Education: Challenges for the Teaching Community”**

Organized by the Indian Institute of Contemporary Management Research (IICMR), on June 23, 2020.

▶ **Online Hands-on Course on “ProAct Digital Teacher”**

Organized by the Loyola Institute of Business Administration (LIBA), Chennai during June 15-20, 2020.

▶ **Workshop on “Getting Research Ideas & Publishing them in International Journals”**

Organized by the International Management Institute (IMI), Kolkata, during December 19-20, 2019.

▶ **Workshop on “Case-Writing”**

Organized by the Indian Institute of Contemporary Management Research (IICMR), during June 14-15, 2019.

▶ **Seven-Day FDP on “Business Studies”**

Organized by the Department of Commerce and Management Studies, St. Xavier’s College (Autonomous), Kolkata and Department of Commerce, University of Calcutta, during May 20-26, 2019.

▶ **Two-Day Workshop on “Teaching with Simulations”**

Organized by the S. P. Jain Institute of Management and Research (with support from Harvard Business Publishing), during March 15-16, 2019.

▶ **2-Weeks (14-Days) FDP on “Teaching Entrepreneurship”**

Organized by the Entrepreneurship Development Institute (EDI), Kolkata under DST-NIMAT Project (Government of India) 2018-19, during December 3-14, 2018.

▶ **FDP on “Teaching and Practicing Entrepreneurship in Higher Educational Institutions”**

Organized by the Department of Management, St. Xavier’s College (Autonomous), Kolkata on November 20, 2018.

▶ **Two-Day Workshop on “Big Data Analytics using R Programming”**

Organized by the Institute of Business Management (IBM), Jadavpur University, Kolkata during April 20-21, 2018.

▶ **6th Case Method Workshop**

Organized by the Case Research Center, Indian Institute of Management (IIM), Calcutta during March 5-6, 2018.

▶ **FDP on “Goods and Services Tax”**

Organized by the Department of Commerce, St. Xavier’s College (Autonomous), Kolkata on December 20, 2017.

▶ **FDP on “State of Indian Economy”**

Organized by the Department of Commerce, St. Xavier’s College (Autonomous), Kolkata on August 28, 2017.

▶ **Doctoral Summer School on “Action Research”**

Organized by the Indian Institute of Management (IIM), Calcutta during May 20-23, 2017.

▶ **FDP on “Responsible Marketing”**

Organized by the Xavier School of Management (XLRI), Jamshedpur during January 21-22, 2017.

▶ **FDP on “E-Commerce, Social Media and Marketing”**

Organized by the International Management Institute, Kolkata on January 7, 2017.

▶ **UGC-Sponsored One-Day National Conference on “Redefining Business Vision: Issues and Challenges”**

Organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata on March 19, 2016.

▶ **Seven-Day UGC-Sponsored National Level Faculty Development Program: Workshop on Research Methodology using SPSS**

Organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata during October 1-8, 2015.

▶ **State Level One-Day Seminar on “New Companies Act 2013”**

Organized by the Department of Commerce and Business Studies, AJC Bose College, Kolkata on October 7, 2015.

▶ **UGC-Sponsored One-Day National Symposium 2015 on “Overcoming Challenges for Sustainable Corporate Excellence”**

Organized by the Department of Commerce (UG and PG), St. Xavier’s College (Autonomous), Kolkata on March 21, 2015.

▶ **International Workshop on “Facilitating Ethics Education in Technical/Business Schools”**

Organized by the Indian Institute of Management (IIM), Calcutta during February 17-18, 2014.

▶ **MDP on “Enhancing Managerial Consciousness through Ancient Scriptures: Dealing with Decisional Dilemma”**

Organized by Heritage Business School, Kolkata during July 19, 2013.

▶ **St. Xavier’s Global Earth Summit: An International Conference on “A Sustainable Earth, Nihil Ultra (Nothing Beyond)”**

Organized by the Department of Environmental Studies, St. Xavier’s College (Autonomous), Kolkata during March 11-12, 2011.

▶ **Intaglio 2009-10, International B-School Meet of IIM Calcutta**

Organized by Indian Institute of Management (IIM), Calcutta, during January 7-8, 2010.

▶ **UGC-Sponsored National Seminar on “Governing Business in the 21st Century—Opportunities and Challenges”**

Organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata during December 16-17, 2010.

CORPORATE TRAINING AND CONSULTANCY

▶ Served as a Corporate Sales Trainer to **Elegant Steel**, in the context of providing sales training to marketing officers.

▶ Served as a Co-Consultant to **Bhagirathi Neotia Woman and Child Care Centre (BNWCCC)**, for developing a programme for organizational development, culture and motivation.

▶ Served as a Consultant to **Learn2Learn**, an educational start-up, in the development of course modules and delivery channels across the city of Kolkata and Howrah.

- ▶ Served as a Consultant to a **Kolkata-based family-run business** dealing in the trade of pulses and sugar, in developing a unique packaging unit to provide target consumers with a safe and hygienic product.
- ▶ Served as a Consultant to **RR Kaizen**, helping them develop an effective franchise plan for appropriate coverage of fast-food outlets across South Kolkata.

PROFESSIONAL ACCOMPLISHMENTS

- ▶ Appointed as a **Master Trainer** for developing and conducting training and sensitization programs for Commonwealth Educational Media Centre for Asia (CEMCA) since June 2021.
- ▶ Appointed as a **Management Expert** at BBN Times, a UK-based Media Tech company since January 2018.
- ▶ Served as the **Joint Convener** at the Two-Day International Conference on “Emerging Perspectives in Commerce, Economics and Management”, organized by the Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata during November 2-3, 2017
- ▶ Appointed as the **Professor-in-Charge** of the Xavier’s Commerce Society (XCS) at St. Xavier’s College (Autonomous), Kolkata since July 2017.
- ▶ Appointed as a **Working Committee Member** of the Consultancy Cell at St. Xavier’s College (Autonomous), Kolkata since May 2017.
- ▶ Served as a **Professional Content Writer (Website/ Blog)** for companies such as Bhagirathi Neotia Woman and Child Care Centre (BNWCCC), Akademics Institute. Cute Jute and East Bengal Jewellery House.
- ▶ Acted as a **Corporate Knowledge Assistant** for companies and institutions such as Bhagirathi Neotia Woman and Child Care Centre (BNWCCC), James Warren Tea Limited, Ubique Systems Pvt. Ltd., Indian Institute of Social Welfare and Business Management (IISWBM) and West Bengal University of Technology.
- ▶ Served as a **Creative Designer (Print)** for companies and institutions such as RR Kaizen, Akademics Institute, Reading Right, East Bengal Jewellery House and St. Xavier’s College (Autonomous), Kolkata.
- ▶ Acted as a **Marketing/ Social Media Consultant** for companies and institutions such as RR Kaizen, Akademics Institute, East Bengal Jewellery House and Bhagirathi Neotia Woman and Child Care Centre (BNWCCC).

INVITATIONS AS JUDGE IN VARIOUS EVENTS

- ▶ Invited to judge the ‘XPM: Political Strategic Marketing’ event during X-Negotium 2019, organized by the St. Xavier’s School, Kolkata on October 15, 2019.
- ▶ Invited to judge the ‘Bosco Vendo’ event during Boscotsav 2019, organized by the Don Bosco School, Liluah, on July 27, 2019.
- ▶ Invited to judge the ‘Best CEO: Marketing Round’ event during Xavrang 2019, organized by the St. Xavier’s University, Kolkata on April 5, 2019.
- ▶ Invited to moderate the Exhibition Debate of the ‘Xaverian Debating Festival 2019’ organized by the Xaverian Debating Society, St. Xavier’s College (Autonomous), Kolkata on April 2, 2019.
- ▶ Invited to judge the Business Debate of ‘Corporate Roadies’ event during X-Inovae 2018, organized by the Xavier’s Commerce and Management Society (XCMS), St. Xavier’s University, Kolkata on November 15, 2018.

- ▶ Invited as chief judge a Start-Up Booster event during Biztatva 2017, organized by the Entrepreneurship Development Cell, St. Xavier's College (Autonomous), Kolkata during February 23, 2018.
- ▶ Invited to judge multiple events during XMC 2017, organized by the Department of Business Administration, St. Xavier's College (Autonomous), Kolkata during March 20-21, 2017.
- ▶ Invited to judge a Public Relations event during Inertia 2016, organized by the Faculty of Management, Department of Commerce, St. Xavier's College (Autonomous), Kolkata on March 1, 2016.

INVITATIONS AS SPEAKER/ RESOURCE PERSON

- ▶ Delivered the keynote address on **“Higher Education in the COVID-19 Situation”** as the invited keynote speaker, organized by Samarkand State Architectural and Civil Engineering Institute, Uzbekistan on December 10, 2020.
- ▶ Delivered a webinar-talk on **“By the teachers, for the teachers: Digital learning during COVID-19”** as an invited moderator, organized by Global Shapers New Delhi Hub, on November 28, 2020.
- ▶ Delivered a webinar-talk on **“Marketing and Branding: New Opportunities in the New Normal”** as an invited speaker, organized by Proto Academy, Mysuru on July 24, 2020.
- ▶ Delivered a session on **“Sustainable Us”** as an invited speaker to the workshop-cum-seminar on Sustainability and Climate Change, organized by We Are One (WAO) on January 4, 2020.
- ▶ Delivered a session on **“Dunning the Krugers: Life inside Bubbles of Climate Change Denial”** as an invited speaker to the MASH Mixer on Climate Change, organized by the Mash Project on August 31, 2019.
- ▶ Delivered a seminar on **“Stimulating Entrepreneurship and Innovation in the iGeneration”** as a Keynote Speaker to the Students of Class XI, Don Bosco School, Liluah on November 30, 2018.
- ▶ Delivered a seminar on **“The Genius in the Consumer”** as a resource person to the Marketing Specialization Students, St. Xavier's College (Autonomous), Kolkata on August 4, 2018.
- ▶ Delivered a seminar on **“There's No Luck, only Good Marketing”** as a resource person to the Marketing Specialization Students, St. Xavier's College (Autonomous), Kolkata on July 29, 2017.
- ▶ Delivered a special talk on **“Unlocking the Buying Brain: A Neuromarketing Perspective”** as a guest speaker during Inertia: Vol. 5, organized by the Faculty of Management, Department of Commerce, St. Xavier's College (Autonomous), Kolkata on March 18, 2015.
- ▶ Delivered a special talk on **“The Kolaveri Phenomenon: How Viral Marketing and Social Media are pivotal to 100-crore Bollymark”** as a guest speaker during Inertia: Vol. 5, organized by the Faculty of Management, Department of Commerce, St. Xavier's College (Autonomous), Kolkata on March 27, 2014.
- ▶ Delivered a special talk on **“At the Crossroads: Making the Perfect Career Choice”** as a guest panelist during Edu-Summit 2013, organized by Akademics Institute, Kolkata.

PROFESSIONAL MEMBERSHIPS

- ▶ Member (Professional) of the **Association of Indian Management Scholars (AIMS)** since 2021.
- ▶ Member of the **Association of Collegiate Marketing Educators (ACME), USA** since 2021.
- ▶ Member of the Global Links Impact Investment Forum since 2020.

▶ Member (Professional) of the **EMG Group** since 2019.

▶ Life Member of the **Indian Commerce Association (ICA)** since 2018.

▶ Member of the **Society of Technical and Management Professionals (STMP)** since 2013.

