



**Aparajita Hembrom**  
[aparajita@sxccal.edu](mailto:aparajita@sxccal.edu)

Designation: Assistant Professor  
Department: Commerce Evening- Management  
Qualification: M.Com SET Qualified, PhD  
(Pursuing)  
Total years of work experience: started career with  
present college. (Joining Date: 1<sup>st</sup> July, 2013)  
Area of Research and Interest: Management

**Papers Presented:**

- The paper entitled “An empirical analysis on The New Corporate Social Responsibility Rule- a Blessing or a Burden” and the paper was presented in a two day UGC sponsored seminar organized by the School of Humanities and Social Sciences, Netaji Subhash Open University on 2014.
- The paper named as “An empirical analysis on Corporate Social Responsibility- Companies’ Obligation backed by some motive or willingness?” and the paper was presented in a UGC sponsored national conference on “Re-imagining 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), Kolkata in collaboration with International Management Institute, Kolkata held on September, 2014.
- Presented a paper on “Understanding and exploring workplace spirituality and its impact: A Literature Review” in an international seminar held in St. Xavier’s college, Kolkata 2017.
- Contributed an article for youthink entitled “product cannibization in marketing” in Youthink Vol.XIII, 2018.
- Samuel S Mitra and Aparajita Hembrom: “Green HRM- The impetus to organizational and environmental sustainability”, International Journal of Research in Human Resource Management.VOL-2, P-ISSN: 2663-3213, E-ISSN: 2663-3361. Pp.13-17 (2020).
- **Nagpur, Maharashtra**  
Presented a paper entitled “Exploring the relationship between Experiential Marketing and Experiential Value: A study on consumers of FMCG products” on the Two Day International

Conference on Advances in Management and Technology (ICAMT-2020), held on 6<sup>th</sup>& 7<sup>th</sup> November, 2020 organized by SadabaiRaisoni Women's College, Nagpur, G H Raisoni School of Business Management, Nagpur and Mazedan International Research Academy, Nagpur.

- **Mumbai, Maharashtra**

Presented a paper entitled "Perception of Post Graduate students towards E-learning in the 'New Normal': An Empirical Investigation" on the One Day International Conference on Emerging Trends in Digital Technology (ICETDT-2021), held on 9<sup>th</sup> January, 2021 organized by Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai. [Awarded Best Paper]

- **Chennai, Tamil Nadu**

Presented a paper entitled "The Mediating Effect of Psychological Ownership on Job Autonomy and Turnover Intention: Insights from select Private Organizations" in the One Day International Conference on Reinventing Business Practices, Startups & Sustainability (ICRBSS-2021), held on 15<sup>th</sup> July, 2021 organized by the Department of Management Studies, SRM Institute of Science and Technology, Chennai.

- **Ghaziabad, Uttar Pradesh**

Presented a paper entitled "Consumer Adoption of Mobile Wallets under the new normal: An empirical study in India based on Technology Acceptance Model" on the Two Day International Conference on Dynamic Business Environment: Challenges & Opportunities in the New Normal (ICDBE-2021), held on 5<sup>th</sup>& 6<sup>th</sup> February, 2021 organized by the Institute of Management Studies, Ghaziabad (University Course Campus).

- **Ghaziabad, Uttar Pradesh**

Presented a paper entitled "Sustainable HRM Practices of St. Xavier's College, Kolkata in the 'new normal' and its impact on Organizational Culture: A Case-Based Approach" on the One Day International Conference on Role of Human Resource and Organizational Behaviour for Business Sustainability in Current Scenario (ICHOBS-2021), held on 27<sup>th</sup> February, 2021 organized by the IPEM Group of Institutions, Ghaziabad.

- **Hyderabad, Telangana**

Presented a paper entitled "Customer Based Brand Equity in the new normal: A study of men's apparel brands among shoppers of Kolkata" on the Three Day International Conference on Rigor, Relevance and Resilience in Business & Management Research (SICBM-2021), held on 12<sup>th</sup>, 13<sup>th</sup>& 14<sup>th</sup> February, 2021 organized by Symbiosis Institute of Business Management, Hyderabad.

- **Bangalore, Karnataka**

Presented a paper entitled “Entrepreneurship amidst Covid-19: Empirical Insights from Kolkata by the application of SWOT Analysis” on the One Day International Conference on Post Covid Practices 1.0 (Vishleshan-2021), held on 23<sup>rd</sup> February, 2021 organized by ISBR Business School, Bangalore.

- **Lucknow, Uttar Pradesh**

Presented a paper entitled “Correlates of American Web Series with Product Preference: Patterns of influence on Indian consumers” on the Two Day International Conference on Modern Approaches in Engineering, Science and Management (MAESM-2021), held on 16<sup>th</sup> & 17<sup>th</sup> April, 2021 organized by Bansal Institute of Engineering & Technology, Lucknow.

- **Allahabad, Uttar Pradesh**

Presented a paper entitled “Determining the Attitudinal and Perceptual Dynamics of Society towards Waste Segregation and Management: Empirical Insights from Kolkata’s populace” on the Three Day International Conference on Advances in Management and Technological Innovations: Impacting Industries (ICAMT III-2021), held on 20<sup>th</sup>, 21<sup>st</sup> & 22<sup>nd</sup> April, 2021 organized by Motilal Nehru National Institute of Technology, Allahabad. [**Awarded Best Paper**]

### **Seminars and conferences attended:**

- “21st century- Opportunities and Challenges” organized by St. Xavier’s College (Autonomous), Kolkata on 2009.
- Attended a two day International summit organized by Department of Commerce (St. Xavier’s College, Autonomous).
- 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), Kolkata in collaboration with Shri Shikshayatan College, Kolkata held on September, 2013.
- UGC sponsored two-day national seminar on “Changing Scenario in Indian Business Environment” organized by the School of Humanities and Social Sciences, Netaji Subhash Open University on 2014.
- UGC sponsored national conference on “Re-imagining 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), Kolkata in collaboration with International Management Institute, Kolkata held on September, 2014.

- Participated in INERTIA, 2014 organized by the Department of Management, Faculty of Commerce on March 2014.
- Attended UGC- sponsored international conference on Innovative Business Practices in a VUCA World organized by department of Commerce and Business Administration, St. Xavier’s college, Kolkata in Collaboration with Department of Commerce, University of Calcutta.
- Attended International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management- Transformation of the Global Economy organized by Department of Commerce and Management Studies, St. Xavier’s College (Autonomous) Kolkata from 13<sup>th</sup>-14<sup>th</sup> September, 2019.
- Participated in International conference on “Economic Consequences of Covid-19 Global Outbreak organised on 27<sup>th</sup> June, 2021 by S.S. Jain Subodh Management Institute, Jaipur”

#### **Faculty Development Program and workshop attended:**

- Faculty Development Program organized by All India Association for Christian Higher Education; Delhi held on October 2013.
- Faculty Development Programs, Orientation Program - conducted by St. Xavier’s College, (Autonomous), Kolkata.
- Faculty Development Programs, Orientation Program - conducted by St. Xavier’s College, (Autonomous), Kolkata 2015.
- Faculty Development Programs, Orientation Program - conducted by St. Xavier’s College, (Autonomous), Kolkata 2016.
- Two week workshop cum faculty development program on Research Methodology organised by Guru Angad Dev Teaching and Learning Centre (A centre of MHRD under PMMMNMTT), Government of India (MHRD) and Indian Accounting Association (IAA) South Bengal Branch. 20<sup>th</sup>-30<sup>th</sup> June, 2020.
- Attended online workshop on Personality Development Programme from 17<sup>th</sup> Nov, 2020- 23<sup>rd</sup> Nov, 2020 organised by UGC HRDC, Aligarh Muslim University, Aligarh.

- Attended online faculty induction programme from 2<sup>nd</sup> Dec, 2020- 06<sup>th</sup> Jan, 2021 as required by UGC organised by UGC HRDC, Aligarh Muslim University, Aligarh.
- Attended two weeks online Faculty Development Programme on “Entrepreneurship Development” organised by Faculty of Management Studies and New-Gen IEDC, MMIIRS, Manav Rachna International Institute of Research and Studies, New- Delhi from 24<sup>th</sup> May- 5<sup>th</sup> June, 2021.
- Attended two days online Faculty Development Program on “Emerging Pedagogical & Research Trends in Business Management” organised by GNA Business School, GNA University, Punjab on 19<sup>th</sup> and 20<sup>th</sup> June, 2021.

#### **Short Term Course**

- Attended online short term course on Soft Skills and Presentation Skills from 30<sup>th</sup> Oct, 2020- 5<sup>th</sup> Nov, 2020 organised by UGC, HRDC, Aligarh Muslim University, Aligarh.

#### **Refresher Course**

- Participated in two-week online **Refresher Course on Management and Commerce** organised by the Human Resource Development Centre, University of Hyderabad from 14<sup>th</sup>- 26<sup>th</sup> September, 2020.

#### **Webinars Attended**

- Participation in a one-day International Webinar on “Issues and Challenges of Business, Economics and Finance in Global Scenario at the Present Context” organised by the Dept. of Commerce, Raiganj University, Raiganj, Uttar Dinajpur, India on 18<sup>th</sup> June 2020.
- Participated in a national webinar “Pandemics and natural disasters: Understanding and Coping” organised by St. Xavier’s College (Autonomous), Kolkata, Internal Quality Assurance Cell (IQAC) and Academic Council held on 11<sup>th</sup> and 12<sup>th</sup> July, 2020.

- Participated in a one-day International Webinar on “Trends in Economy and Education in the Pandemic of COVID-19” organised by Acharya Jagadish Chondra Bose College, Department of Commerce and IQAC on 18<sup>th</sup> July, 2020.
- Participated in a national webinar "Managing Business in a Post COVID-19 World: Change, Challenges and Strategies" conducted by St. Xavier’s College (Autonomous), Kolkata on 18<sup>th</sup> and 19<sup>th</sup> July, 2020.
- Participated in a webinar “moulding Men and Women for Service to the Nation” hosted by NAAC organised by stakeholders of St. Xavier’s College (Autonomous), Kolkata, West Bengal on 17<sup>th</sup> August, 2020.
- Participated in the One-Day National level webinar on the topic “Research Article Writing” organised by Nirmala Memorial Foundation College of Commerce and Science, Mumbai on 3<sup>rd</sup> April, 2021.
- Participated on One day International webinar on “Trends in Economy and Education in the Pandemic of Covid-19 ” organised by Acharya Jagadish Chandra Bose College, University of Calcutta on 18<sup>th</sup> July, 2021.

## List of Publications in 2020- 2021

### *Publications in UGC Care Listed Journals*

Sl. No.	Journal Name	Title of the Paper	Domain	ISSN	Publication Year
1	Wesleyan Journal of Research  [UGC CARE- I] Journal	Exploring the relationship between Experiential Marketing and Experiential Value: A study on consumers of FMCG products	Marketing Management	0975-1386	2021

### *Publications in Edited Book/Conference Proceedings*

Sl. No.	Conference Name	Title of the Paper	Domain	ISBN	Publication Year
1	International Conference on Post Covid Practices 1.0 (Vishleshan-2021)	Entrepreneurship amidst Covid-19: Empirical Insights from Kolkata by the application of SWOT Analysis	General Management	978-93-5445-907-8	2021

2	International Conference on Rigor, Relevance and Resilience in Business & Management Research (SICBM-2021)	Customer Based Brand Equity in the new normal: A study of men's apparel brands among shoppers of Kolkata	Marketing Management	<b>978-93-91260-12-5</b>	2021
---	--	--	----------------------	--------------------------	------

***Publications in Peer-Reviewed/Refereed Journals***

<b>Sl. No.</b>	<b>Journal Name</b>	<b>Title of the Paper</b>	<b>Domain</b>	<b>ISSN</b>	<b>Publication Year</b>
1	International Journal of Research in Human Resource Management	Green HRM-The impetus to Organizational and Environmental Sustainability	Human Resource Management	<b>2663-3361</b>	2020
2	International Journal of Advance and Innovative Research	Perception of Post Graduate students towards E-learning in the 'New Normal': An Empirical Investigation	General Management	<b>2394-7780</b>	2021
3	Journal of Institute of Professional Excellence and Management (IPEM Group of Institutions), Ghaziabad, UP.	Sustainable HRM Practices of St. Xavier's College, Kolkata in the 'new normal' and its impact on Organizational Culture: A Case-Based Approach	Human Resource Management	<b>0974-8903</b>	2021
4	Nolegein Journal of Consumer Behaviour and Market Research	Correlates of American Web Series with Product Preference: Patterns of influence on Indian consumers	Marketing Management	<b>2581-4400</b>	2021