



Name: CHANDRIMA BANERJEE
Email: banerjee.chandrima@sxccal.edu
Qualification: M.Com, SLET.
Date of joining the present college: 01.07.2006
Department: Department of Commerce (Evening),
St. Xavier's College,
30, Mother Teresa Sarani, Kolkata – 700016
Present Status: Permanent, Full-time
Designation: Assistant Professor
Total years of experience in present college: 15

Seminars / Webinars/ Conferences / Workshops attended

- Attended webinar on 'NAAC Assessment and Accreditation Process under UGC PARAMARSH Scheme' organized by St. Xavier's College (Autonomous) Kolkata IQAC Cell and Academic Council on 30th and 31stJuly, 2020.
- Attended webinar on 'Managing Business in a post Covid-19 World: Changes, Challenges and Strategies' organized by Post Graduate and Research Department of Commerce, St. Xavier's College (Autonomous) Kolkata in collaboration with IQAC Cell on 18th and 19stJuly, 2020.
- Attended webinar on 'Pandemics and Natural Disasters: Understanding and Coping' organized by St. Xavier's College (Autonomous) Kolkata IQAC and Academic Council on 11th and 12stJuly, 2020.

- Attended webinar on ‘Influencing Consumer Behaviour through sensory marketing’ organized by Heritage Business School on 8th July, 2020
- Attended international webinar on ‘Pedagogy through the looking glass: Challenges and Opportunities’ organized by Narasinha Dutt College Naba Ballygunj Maha Vidyalaya on 5th July, 2020.
- Attended Webinar on ‘Intellectual Property Rights: The Indian Scenario’ organized by New Alipore College on 26th June, 2020
- Attended Webinar on ‘COVID 19: Emerging Challenges and Capacity Building’ organized by Bangabasi Morning College (I.Q.A.C.) on 26th and 27th June, 2020
- Attended Webinar on ‘Challenges & Opportunities after Post Covid-19 in Tourism, Hospitality, Logistics & Retail sector’ organized by Nabagram Hiralal Paul College Department of Hospitality & Tourism Management and Retail Management on 25th June, 2020
- Attended Webinar on AI-Driven Marketing in Post-COVID Era organized by Department of Commerce, Shri Shikshayatan College, Kolkata on 18th June, 2020.
- Participated in Two Day UGC Sponsored International Conference on ‘Innovative business practices in a VUCA world’ organized by Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata in collaboration with Department of Commerce, University of Calcutta on 5th and 6th January 2018.
- Participated in Two Day International Conference on ‘Emerging Perspectives in Commerce, Economics and Management – Policies for a better world (ICCEM 2017)’ organized by Department of Commerce and Business Administration, St. Xavier’s College (Autonomous), Kolkata in collaboration with St. Xavier’s University, Kolkata on 2nd and 3rd November, 2017.
- Participated in One Day Faculty Development Programme on ‘STATE OF THE INDIAN ECONOMY’ organized by Department of Commerce and Department of Business Administration, St. Xavier’s College, Kolkata on 28th April, 2017.
- Participated in UGC Sponsored One Day National Conference on ‘REDEFINING BUSINESS VISION: ISSUES AND CHALLENGES’ organized by Department of Commerce, St. Xavier’s College, Kolkata, in collaboration with University of Calcutta, on 19th of March, 2016.
- Participated in UGC sponsored one day National Symposium ‘Overcoming Challenges for Sustainable Corporate Excellence’ organized by St. Xavier’s College (Autonomous), Kolkata B.Com & B.B.A Department with support from ICSSR on 21.03.2015
- Participated in UGC sponsored National Conference on ‘Inclusive Growth Business and Environment in India’s Emerging Economy’ organized by St. Xavier’s College (Autonomous), Kolkata B.Com & B.B.A Department in collaboration with Shri Shikshayatan College, Kolkata on 6th and 7th Sep 2013.
- Participated in Faculty Development Programme, organized by St. Xavier’s College, Kolkata B.Com & B.B.A Department, on 6th April, 2013.

- Participated in Faculty Improvement Programme, organized by St. Xavier's College, Kolkata Department of Economics, Commerce, 6th October, 2012
- Participated in the One Day Seminar on 'AWAKENING INDIA: VISION 2020', organized by Post Graduate Department of Commerce, St. Xavier's College, Kolkata, on 16th April, 2012.
- Participated in the UGC Sponsored National Seminar on 'FINANCIAL REPORTING: CHANGING PARADIGM' organized by St. Xavier's College, Kolkata in collaboration with The Institute of Chartered Accountants of India, on 3rd and 4th of February, 2012.
- Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata Department of Management, Commerce, on 4th August, 2012
- Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata, on 17th of September, 2011.
- Participated in the UGC Sponsored National Seminar on 'PROFESSIONALISM IN TEACHER EDUCATION' organized by Department of Education, St. Xavier's College, Kolkata, on 21st and 22nd February, 2011.
- Participated in UGC Sponsored National Seminar on 'GOVERNING BUSINESS IN THE 21ST CENTURY – OPPORTUNITIES AND CHALLENGES' organized by St. Xavier's College (Autonomous), Kolkata, on 20th and 21st November 2009.
- Participated in UGC Sponsored Seminar on 'CHALLENGES AND OPPORTUNITIES IN COMMERCE EDUCATION – A NEW PARADIGM' organized by Post Graduate Department of Commerce (M.Com) at St. Xavier's College (Autonomous), Kolkata on 2nd May, 2009.

Workshops

- Successfully completed 2-week online FACULTY DEVELOPMENT PROGRAMME ON ADVANCED TECHNIQUES AND TOOLS IN SOCIAL SCIENCE RESEARCH, organised by Department of Management and Business Administration Aliah University, Kolkata in collaboration with SPSS South Asia from 24th November to 7th December 2020.
- Successfully completed a 7-day workshop on INNOVATION AND ENTREPRENEURSHIP IN A POST-COVID WORLD organized by Rajendra Mishra School of Engineering Entrepreneurship, Indian Institute of Technology, Kharagpur, co-organized by National Digital Library of India from 22nd June to 29th June, 2020.
- Participated in One Day Workshop on 'OVERVIEW OF STOCK EXCHANGE' organized by St. Xavier's College, Kolkata, under the VISIT TO NSE initiatives of National Stock Exchange of India Ltd. on 14th of March, 2013.
- Participated in 30 hours WORKSHOP ON SPSS, organized by St. Xavier's College, Kolkata, during December 2010 – January 2011

Refresher Courses / Summer Courses attended

- Successfully completed **2 weeks online Refresher Course** on Management and Commerce organized by the Human Resource Development Centre, University of Hyderabad from 14 to 26 September, 2020
- Successfully completed UGC '**Orientation Programme**' Academic Staff College Jadavpur University, July 11 to August 6, 2011.
- Successfully completed UGC '**Refresher Programme**' Academic Staff College, University of Calcutta, 10 to 29 September, 2012.

Academic Publications:

- Ishika Jalan and Chandrima Banerjee (2021): Impulsive buying behavior among consumers over the internet and how marketers exploit this to their advantage. YOUTHINK, Vol. XV, pp. 110 – 116.
 - Chandrima Das and Rajib Dasgupta (2019): Do men and women perceive ethical issues in advertising differently? – A Kolkata based study. UGC approved Journal No. 43602, International Journal of Research and Analytical Reviews (E- ISSN 2348 – 1269, P-ISSN 2349 -5138), Vol. 6. Issue 2, pp. 31 – 38.
 - Priya Chanani and Chandrima Banerjee (2018): Inbound Marketing- Market the new attractive way YOUTHINK, Vol. XIII, pp. 145 – 149.
 - Anwesha Sarker and Chandrima Banerjee (2017): Indian Political Marketing, YOUTHINK, Vol. XII, pp. 158 – 161.
 - Chandrima Banerjee and Rajib Dasgupta (2016): Advertising to Children. YOUTHINK, Vol. XI, pp. 152-156.
 - Nabila Sayed and Chandrima Banerjee (2016): The Fall and Rise of 'Meri Maggi', YOUTHINK, Vol. XI, pp. 63-69.
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