



ACADEMIC MEMOIR

Pursuing Ph.D. at St. Xavier's College (Autonomous), Kolkata.
M.Com at Loyola College, Chennai, 2002.
PGDHRM at Pondicherry University, 2001.
B.Th (Bachelor of Theology) Vidyajyoti, Delhi
B.Ph (Bachelor of Philosophy), Jana Deepa Vidyapith, Pune
B.Com. at St. Xavier's College, Kolkata, 1996. (2nd Class)
Higher Secondary School at St. Mary's H.S. School, Madurai, 1988. Higher
School Education at St. Arulanandar High School, Oriyur, 1986.

REV. FR. A. PETER AROCKIAM, S.J.

**VICE PRINCIPAL, B.COM (EVENING),
BMS AND M.COM AND FINANCIAL
ADMINISTRATOR
ST. XAVIER'S COLLEGE
(AUTONOMOUS), KOLKATA**

PROFILE

Rev. Fr. A. Peter Arockiam (S.J.) has been associated with the academic arena for quite a long time and has also served as a faculty and Vice Principal of several Jesuit institutions. At present he is pursuing his doctoral studies from St. Xavier's College (Autonomous), Kolkata. He has keen interest in various kinds of sports and is very passionate about research. A true testimony in his sheer audacity and tenacity to present myriad papers in various national and international conferences, most notably outside West Bengal as well as having a host of publications across UGC Care Journals, Scopus Journals, Edited Books and various reputed Peer Reviewed Journals very much reflects his level of dedication to reach the limits of research. He also has 2 books to his credit and is the recipient of 8 Best Paper Awards with 5 of such coming outside West Bengal.

CONTACT

Address: 30, Mother Teresa Sarani,
Kolkata – 700 016, West Bengal, India.
Phone: (033) 2255-1235/1216/1249.
Email: vpcome@sxccal.edu;
peterasj@sxccal.edu

WORK EXPERIENCE

2018 - Present: Vice-Principal, Dept. of Commerce (Evening), BMS and M.Com. St. Xavier's College, Kolkata.
2017 - Present: Financial Administrator, St. Xavier's, Kolkata.
2014 - 2017: St. Xavier's College Hostels Superintendent.
2012 - present: Teacher in Commerce Dept. (Management), at St. Xavier's College, Kolkata.
2012 - 2014: Vice Principal (H.S) and Teacher of Commerce at St. Xavier's Collegiate School, Kolkata.
2006 - 2012: Vice Principal (H.S), Administrator and Teacher of Commerce at St. Xavier's School, Burdwan.

SKILLS AND COMPETENCIES

- Critical Thinking
- Cultural Awareness
- Leadership
- Team Work

HOBBIES AND INTERESTS

Basketball, Athletics, Yoga, Sports, Music, Travelling and Research Activities

PAPER PRESENTATIONS IN INTERNATIONAL/NATIONAL CONFERENCES

INSIDE WEST BENGAL

- Presented a paper entitled “Probing into the Factors influencing Consumer Adoption of App-based Food Order and Delivery Services: An Application of Technology Acceptance Model (TAM)” in a Two Day International Conference on Innovative Business Practices in a VUCA World held on 3th & 4th January, 2020 organized by Dept. of M.Com, B.Com (Evening) & BMS, St. Xavier’s College (Autonomous) Kolkata.
- Presented a paper entitled “Towards Sustainable Practices during Covid-19: Addressing Consumer Attitudes and Preferences towards Food Waste Prevention in Restaurants under the New Normal” on Three Day International Conference on Sustainable Marketing Delivering Value (SMDV-2021) held on 5th-7th March, 2021 organized by the University of Engineering and Management, Kolkata.
- Presented a paper entitled “Efficacy of Social Media Sites on Employee Recruitment and Hiring - Perspectives from select IT Companies in India” on the Online International Conference on Sustainable Excellence in Business and Entrepreneurship (ICSEBE-2021) held on 25th & 26th November, 2021 organized by the Techno India School of Management Studies, Kolkata.
- Presented a paper entitled “Music Listening and Psychological Well-Being during COVID-19 pandemic: Empirical Analysis of the perceptions of West Bengal public” on the International Virtual Conference “Rhythm-2021” held from 10th-12th December, 2021 organized by Indian Institute of Technology, Kharagpur (IIT, Kharagpur), West Bengal.

OUTSIDE WEST BENGAL

- **Chennai, Tamil Nadu**
Presented a paper entitled “Scrutinizing the key factors causing stress among teachers: A study of selected Jesuit Institutions” in the One Day International Conference on Human Capital Innovation and its Practices (IHCIP-2021) held on 6th March, 2020 organized by the Department of Business Administration, Loyola College, Chennai.
- **Chennai, Tamil Nadu**
Presented a paper entitled “An Inquiry into the perceptual dimensions of teachers towards online teaching amidst Covid-19: The Moderating Role of Demographics” in the Two Day International Conference on Education Learning and Research (INCELR-2021) held on 7th & 8th June, 2021 organized by the Bharath Institute of Higher Education and Research, Chennai.
- **Chennai, Tamil Nadu**
Presented a paper entitled “Predicting the paradigm shift of consumer behaviour towards e-commerce in a post pandemic world: An extended TAM approach” in the Two Day International Conference on International Virtual Conference on Managing Business in Post-

Covid Era (IVCoMBiPCE-21) held on 12th November, 2021 organized by Rajalakshmi School of Business, Chennai.

- **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 6th & 7th November, 2020 organized by Sadabai Rasoni Women’s College, Nagpur, G H Rasoni School of Business Management, Nagpur and Mazedan International Research Academy, Nagpur.

- **Nagpur, Maharashtra**

Presented a paper entitled “Brand Equity antecedents of Smartphones and associated Consumer Choice: The Case of Apple iPhones” on the Two Day International Conference on Advances in Management and Technology (ICAMT-2021), held on 11th & 12th December, 2021 organized by Sadabai Rasoni Women’s College, Nagpur, G H Rasoni 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 9th January, 2021 organized by Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai.

- **Pune, Maharashtra**

Presented a paper entitled “Factors determining consumer choice of shopping malls: An Exploratory Study in Kolkata” on the 12th Annual International Research Conference on New Normal, New Ways: Implications for Business, Environment and Society (SIMSARC-2021), held from 20th - 22nd December, 2021 organized by Symbiosis Institute of Management Science, Pune

- **Jaipur, Rajasthan**

Presented a paper entitled “Relying on Green Products and Factors affecting Consumer Decision Making and Choice: An exploratory study” on the Two Day International Conference held on Innovative and Sustainable Management Practices (ISMP-2021), held on 5th & 6th February, 2021 organized by JK Lakshmi University, Jaipur.

- **Jaipur, Rajasthan**

Presented a paper entitled “Socio-Economic determinants of Rural Poverty: An Empirical Inquest into select regions of Paschim Midnapore in West Bengal” on the ICSSR sponsored ICIDR International Conference on Social Sciences - 2021, held on 28th August, 2021 organized by the ICIDR Centre for Research.

- **Jaipur, Rajasthan**

Presented a paper entitled “Impact of Workplace Spirituality on Job Satisfaction of Teachers: A study of selected schools in Kolkata” on the ICSSR sponsored ICIDR International Conference on Social Sciences - 2021, held on 28th August, 2021 organized by the ICIDR Centre for Research.

- **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 5th & 6th February, 2021 organized by the Institute of Management Studies, Ghaziabad (University Course Campus).

- **Sikkim**

Presented a paper entitled “Student’s Perception and Expectations determining choice of a Jesuit Higher Educational Institution: An exploratory study in Kolkata” on the Two Day International Conference on Contemporary Issues in Business Management (ICCIBM-2021), held on 5th & 6th March, 2021 organized by Sikkim Manipal Institute of Technology, Sikkim.

- **Shillong, Meghalaya**

Presented a paper entitled “Understanding Consumer Perception towards usage of Music Apps during Covid-19: A study in West Bengal state” on the Two Day International Marketing Conference -1, imarC, held on 21st & 22nd April, 2021 organized by the Indian Institute of Management, Shillong.

- **Indore, Madhya Pradesh**

Presented a paper entitled “Pioneering an Integrated Framework of Environmental Sustainable Practices in Higher Education Institutions: Insights from St. Xavier’s College, Kolkata” on the Two Day International Conference on Innovative Applications of Emerging Technologies and Management (ICIAETM-2021), held on 2021, organized by the Prestige Institute of Engineering Management & Research, Indore.

- **Indore, Madhya Pradesh**

Presented a paper entitled “Measuring the Attitudes and Behavioural Dynamics of Consumers towards Online Shopping amidst Covid-19: Insights from Kolkata” on the Three Day International Conference on Research and Education (CERE-2021), held from 18th - 20th June, 2021, organized by the Indian Institute of Management, Indore (IIM, Indore).

- **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 16th & 17th 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 20th, 21st & 22nd April, 2021 organized by Motilal Nehru National Institute of Technology, Allahabad.

- **Ranchi, Jharkhand**

Presented a Teaching Case Study, entitled “Redefining the gastronomic blueprint of biryani: Behrouz’s brace to muster Indian prospects to become the ‘blue blood’ of biryani brands amidst Covid-19 pandemic” in the Two Day International Summit on Management Case Studies (ISMCS) 2021, held on 12th June and 13th June, 2021, organized by Indian Institute of Management, Ranchi (IIM, Ranchi).

- **Jamshedpur, Jharkhand**

Presented a paper entitled “How are Supply Chain Practices affecting the Effectiveness of Supply Chain Performance during Covid-19? Empirical Evidences from SMUs in Kolkata city” on the Four Day International Conference on Society of Operations Management (SOM-2021), held from 12th-15th November, 2021 organized by Xavier Labour Relations Institute (XLRI), Jamshedpur, Jharkhand.

- **New Delhi**

Presented a paper entitled “The Effects of Perceived Trust and Subjective Norm in driving customers’ usage of Mobile Banking” on the Fore International Marketing Conference (FIMC-2021), held on 26th-27th November, 2021 organized by Fore School of Management, New Delhi.

- **Jharsuguda, Orissa**

Presented a paper entitled “Acceptance and Usage of Online Learning Apps in the pandemic era: A probe into the perception of College Students in eastern-India region” on the 41st Annual Conference (Virtual) of the Orissa Commerce Association, held from 8th-10th December, 2021 organized by Laxmi Narayan College, Jharsuguda, Orissa.

LIST OF PUBLICATIONS

Book Publications

Sl. No.	Name of the Book	Domain	ISBN	Publication Year
1	Christianity-the ultimate answer to Sustainability! The audacity and power of hallowed Catholic figureheads in achieving the Sustainable Development	Spiritualism	978-16-48693-37-3	2020
2	UGC-NET Paper I: My Mock Series (June 2011-December 2019 Solved MCQs)	General Academics	978-16-37458-48-7	2020

Publications in UGC Care Listed Journals

Sl. No.	Title of the Paper	Domain	Publication Year
1	Scrutinizing the key factors causing stress among teachers: A study of selected Jesuit Institutions	General Management	2020
2	Exploring the relationship between Experiential Marketing and Experiential Value: A study on consumers of FMCG products	Marketing Management	2021
3	Relying on Green Products and Factors affecting Consumer Decision Making and Choice: An Exploratory Study	Marketing Management	2021

4	Explaining Sustainable Practices and Student Perceptions in Higher Education Institutions by a Case-Based Approach: Empirical Evidence from St. Xavier's College (Autonomous), Kolkata	EVS and Management	2021
5	Student's Perception and Expectations determining choice of a Jesuit Higher Educational Institution: An exploratory study in Kolkata	General Management	2022
6	Efficacy of Social Media Sites on Employee Recruitment and Hiring - Perspectives from select IT Companies in India	Human Resource Management	2022
7	Impact of Workplace Spirituality on Job Satisfaction of Teachers: A study of selected schools in Kolkata	Human Resource Management	2022

Publications in Scopus Listed Journals

Sl. No.	Journal Name	Title of the Paper	Domain	ISSN	Publication Year
1	Turkish Online Journal of Qualitative Inquiry (TOJQI)	Socio-Economic determinants of Rural Poverty: An Empirical Inquest into select regions of Paschim Midnapore in West Bengal	Economics	1309-6591	2021

Publications in Edited Book/Conference Volumes

Sl. No.	Name of the Edited Book	Title of the Paper	Domain	ISBN	Publication Year
1	International Conference on Innovative Business Practices in a VUCA World (VUCA-2020)	Probing into the Factors influencing Consumer Adoption of App-based Food Order and Delivery Services: An Application of Technology Acceptance Model (TAM)	Marketing Management	978-93-89657-14-2 Bharti Publications	2020
2	Lessons from COVID-19: Impact on Healthcare Systems and Technology	Reflecting on the impact of COVID-19 on healthcare and IT sector with special emphasis on India: A collection of multifarious cases with few empirical evidences	General	978-03-23998-78-9 Elsevier Publications	2022

Publications in Peer-Reviewed/Refereed Journals

Sl. No.	Journal Name	Title of the Paper	Domain	ISSN	Publication Year
1	Pursuits	Cancellation of High Value Denomination Notes and Introduction of Digital Transaction: Are We Ready?	Accounting & Finance	2322-0643	2016
2	Business Analyst	Correlates of Pay Satisfaction with Employee Performance: Patterns of Influence of Bank Managers	Human Resource Management	0973-211X	2018
2	EPRA International Journal of Multidisciplinary Research	The Boon in the Bane: India goes Clean-Green amidst Coronavirus lockdown	EVS	2455-3662	2020
3	International Journal of Business and Marketing Management	Examining the key determinants of Visual Merchandising in influencing Consumer Buying Behaviour: A Study of Men's Apparel Brands	Marketing Management	2456-4559	2020
4	South Asian Journal of Marketing and Management Research	Determining the factors influencing Consumer Decision Making and Choice of Green Products: The Moderating Role of Consumer Demographics	Marketing Management	2249-877X	2021
5	International Journal of Business and Management Invention	Anatomizing the crux antecedents of Socio-Economic Stress during Covid-19 lockdowns: A study among Entrepreneurs	General Management	2319-8028	2021
6	Nolegein Journal of Consumer Behaviour and Market Research	Correlates of American Web Series with Product Preference: Patterns of influence on Indian consumers	Marketing Management	2581-4400	2021
7	Presidency Journal of Management and Research	App based Cab Services and Consumers of West Bengal amidst Covid-19: An Attitudinal and Perceptual Revelation	Marketing Management	2229-5275	2021
8	Jharkhand Journal of Management and Development Studies	An Inquiry into the perceptual dimensions of teachers towards online teaching amidst Covid-19: The Moderating Role of Demographics	General Management	0973-8444	2021
9	International Journal of Advance and Innovative Research	Perception of Post Graduate students towards E-learning in the 'New Normal': An Empirical Investigation	General Management	2394-7780	2021

	(Conference Special)				
10	International Journal of Business Research & Excellence	Consumer adoption of Mobile Wallets under the new normal: An empirical study in India based on Technology Acceptance Model (TAM)	Marketing Management	2582-4368	2021
11	Splint International Journal of Professionals	Pioneering an Integrated Framework of Environment Sustainable Practices in Higher Education Institutions: Insights from St. Xavier's College, Kolkata	EVS and Higher Education	2349-6045	2021
12	IIMS Journal of Management Science	Understanding Consumer Perception towards usage of Music Apps during Covid-19: A study in West Bengal state	Marketing Management	0976-030X	2021
13	The Management Accountant Journal	Green Banking: Vantage Points and Ways & Practices - Creating a Model Framework	Accounting & Finance	0972-3528	2022

Publications in Foreign Journals

Sl. No.	Journal Name	Title of the paper	Domain	Place	ISSN	Publication Year
1	British Journal of Economics, Finance and Management	Global Recession 2020? Economic Impact of Covid-19 Novel Coronavirus on USA and select nations of Europe and Asia	Economics	London, England, UK	2048-125X	2020
2	SunText Reviews of Economics and Business	Empirical Evidence of the Impact of Mergers and Acquisitions on Wealth of Shareholders: A Study of Select Indian Banks using Event Study Analysis	Accounting & Finance	Bentonville, USA	2766-4775	2020

Publication in Magazines

Sl. No.	Name of Magazine	Title of the Article	ISSN/ISBN	Publication Year
1	THE XAVERIAN- Annual Magazine of St. Xavier's College	Making the Future Green: A manifestation of the Jesuit tradition of holistic education	NA	2019
2	AIJU Best Practices in Jesuit Higher Education	Assessing the "Best Practices and know-how" of St. Xavier's College (Autonomous), Kolkata: A Case Analysis with some empirical viewpoints	NA	2021

Best Paper Awards: 8

Location: Kolkata, West Bengal

Venue: St. Xavier's College (Autonomous)

Won the Best Paper Award by presenting a paper entitled "Probing into the Factors influencing Consumer Adoption of App-based Food Order and Delivery Services: An Application of Technology Acceptance Model (TAM)" in the International Conference on Innovative Business Practices in a VUCA World held on 3th and 4th January, 2020 in St. Xavier's College (Autonomous), Kolkata.

Location: Kolkata, West Bengal

Venue: University of Engineering and Management

Won the Best Paper Award by presenting a paper entitled "Towards Sustainable Practices during Covid-19: Addressing Consumer Attitudes and Preferences towards Food Waste Prevention in Restaurants under the New Normal" on Three Day International Conference on Sustainable Marketing Delivering Value (SMDV-2021) held on 5th, 6th & 7th March, 2021 in the University of Engineering and Management, Kolkata.

Location: Kolkata, West Bengal

Venue: Techno India School of Management Studies

Won the Best Paper Award by presenting a paper entitled "Efficacy of Social Media Sites on Employee Recruitment and Hiring - Perspectives from select IT Companies in India" on the Two Day Online International Conference on Sustainable Excellence in Business and Entrepreneurship (ICSEBE-2021) held on 25th and 26th November, 2021 organized by the Techno India School of Management Studies, Kolkata.

Location: Mumbai, Maharashtra

Venue: Usha Pravin Gandhi College of Arts, Science and Commerce

Won the Best Paper Award by presenting 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 9th January, 2021 organized by Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai.

Location: Indore, Madhya Pradesh

Venue: Prestige Institute of Engineering Management Research

Won the Best Paper Award by presenting a paper entitled “Pioneering an Integrated Framework of Environmental Sustainable Practices in Higher Education Institutions: Insights from St. Xavier’s College, Kolkata” on the Two Day International Conference on Innovative Applications of Emerging Technologies and Management (ICIAETM-2021), held on 2021, organized by the Prestige Institute of Engineering Management & Research, Indore.

Location: Allahabad, Uttar Pradesh

Venue: Motilal Nehru National Institute of Technology, School of Management Studies

Won the Best Paper Award by presenting 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 Innovation: Impacting Industries” (ICAMT III-2021), held from 20th-22nd April, 2021, organized by Motilal Nehru National Institute of Technology, School of Management Studies, Allahabad, Uttar Pradesh.

Location: Chennai, Tamil Nadu

Venue: Rajalakshmi School of Business (RSB)

Won the Best Paper Award by presenting a paper entitled “Predicting the paradigm shift of consumer behaviour towards e-commerce in a post pandemic world: An extended TAM approach” in the Two Day International Conference on International Virtual Conference on Managing Business in Post-Covid Era (IVCoMBiPCE-21) held on 12th November, 2021 organized by Rajalakshmi School of Business, Chennai.

Location: Nagpur, Maharashtra

Venue: Sadabai Rasoni Women’s College

Presented a paper entitled “Brand Equity antecedents of Smartphones and associated Consumer Choice: The Case of Apple iPhones” on the Two Day International Conference on Advances in Management and Technology (ICAMT-2021), held on 11th & 12th December, 2021 organized by Sadabai Rasoni Women’s College, Nagpur, G H Rasoni School of Business Management, Nagpur and Mazedan International Research Academy, Nagpur.

PARTICIPATIONS IN SEMINARS/WORKSHOPS/COLLOQUIUM/FDP/MDP

- Participated in a UGC Approved Seven Day National Workshop on Quantitative Research Methodology (using SPSS-AMOS-iThenticate) held from 8th August, 2019 to 17th August, 2019 organized by the department of Commerce & BMS, St. Xavier's College (Autonomous), Kolkata in collaboration with Institute of Development Studies, Kolkata
- Participated in a One Day National Workshop on "Plagiarism and Academic Integrity" held on 19th August, 2019 organized by the Department of Information Technology and Fr. Verstraeten Central Library, St. Xavier's College (Autonomous), Kolkata
- Participated in the Conference on Higher Education: Challenges and Opportunities organized by the Jesuit Higher Education Association in South Asia (JHEASA) held on 6th & 7th October, 2019, Kolkata
- Participated in the Apostolic Planning Workshop organized by the Jesuit Higher Education Association in South Asia (JHEASA) held on 16th & 17th July, 2021, Kolkata