



St. Xavier's College

Dr. Camil Bulcke Path, Ranchi

Faculty Profile

Name of Faculty Member	:	Dr. Jui Banerjee
Gender	:	Female
Email ID	:	juibanerjee@sxcran.org
Name of Department	:	Department of Business Administration
Designation	:	Assistant Professor
Level of Teaching	:	Undergraduate
Academic Qualification	:	M.Com., M.B.A., Ph.D.
Total Teaching Experience	:	10 Years and 11 Months
UGC NET/SET Qualified	:	No

Research Papers Published:

- 1) Published an article titled, "**Opportunities and Challenges for FMCG Companies in India**" in Anusandhanika, Research Journal of Commerce and Business Management, page no. 35, volume V, ISSN 0974-200x in 2014.
- 2) Published an article titled, "**Factors Influencing Rural Consumer Behaviour towards Fast Moving Consumer Goods**" in 'New Approach in Human Resource and Marketing Management', page no. 517, ISBN 978-93-81212-80-6, publishers- Bharti Publications, Darya Ganj, New Delhi in the year 2014.
- 3) Published an article titled, "**Rural Market Penetration of FMCG Companies in India**" in Anusandhanika, Research Journal of Commerce and Business Management, page no. 224, volume V, ISSN 0974-200x in the year 2014.
- 4) Published an article titled, "**Rural Marketing Strategies of Hindustan Unilever Limited and its Influence on Rural Consumer Behaviour**" in 'New Approach in Human Resource And Marketing Management', page no. 533, ISBN 978-93-81212-80-6, publishers- Bharti Publications, New Delhi.

Participation in UGC-HRDC Course/FDP/OC/RC:

- 1) Attended a One-week FDP on '**Exploring National Education Policy 2020: Shaping the Future of Education**', organized by Usha Martin University from 21st August to 25th August, 2023.
- 2) Attended a Six- Day FDO on **Soft Skills**, organized by the IQAC, St. Xavier's College of Management and Technology, Patna, held from 30th January to 4th February, 2023.

Seminar/Conference attended/Paper Presented (National/International):

- 1) Delivered a lecture to handicraft artisans on a One – day Workshop/Seminar on the **scheme of DC(H), GI ACT, GST, Gem Portal and use of e- commerce platform and export from Jharkhand** on February 24, 2023. The programme was sponsored by O/o Development Commissioner (Handicraft), Ministry of Textile, Government of India, organized by M/s Navin Utkarsh, a Non- Profit society working for upliftment of people through handicraft activity.
- 2) Presented a paper titled "**Prospects and opportunities in Retail Sector**" in the 68th All India Commerce Conference organized by University Department of Commerce and Business Management, Vinoba Bhave University, Hazaribag, held on 6th – 8th November, 2015.
- 3) Presented a paper titled "**An Analysis of Service Marketing Mix in the Banking Sector**" at the 67th All India Commerce Conference organized by KIIT University, Bhubaneshwar in the year 2014.
- 4) Presented a paper titled "**Factors Influencing Rural Consumer Behavior towards Fast Moving Consumer Goods**" at the XIth International Conference on Finance and Business Management (ICFBM – 14), held at University Department of Commerce and Business Management, Ranchi University, Ranchi held on July 11-12, 2014.
- 5) Presented a paper on the topic "**Management Education in India: Challenges and Opportunities**" at the national Seminar on Management Education in India, held at Institute of Management Studies, Ranchi University, Ranchi on 30th April, 2014.

- 6) Participated in the UGC Sponsored National Seminar on **“FDI in India- Opportunities and Challenges Ahead”**, organized by PG Department of Commerce, St. Xavier’s College, Ranchi on February 24- 25, 2017.
- 7) Participated in a special lecture on the topic, **“Life Style Management”**, organized by Institute of Management Studies, Ranchi University, Ranchi on 25th November, 2018.
- 8) Participated in the workshop organized by SEBI and NISM on the topic, **“Financial Planning for young Investors”**, at Institute of Management Studies, Ranchi University, Ranchi, in the year 2013.

[Dr. Jui Banerjee]