



Name: Dr. Ruchita Burman

Designation: Assistant Professor in Marketing

Qualifications: PGDBA, Ph.D

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Biographical Sketch

Dr. Ruchita Burman is currently working as Assistant Professor in Marketing at Xavier Business School, St. Xavier's University, Kolkata.

Dr. Burman holds her doctorate in the area of Retail Management, from the Department of Business Administration, Dr.B.R. Ambedkar University, Agra. Her teaching career spans over 8 years, with more than 4 years of post Ph.D. experience. She has been an avid researcher in the field of retail management and consumer behaviour and has several national and international publications to her credit.

Areas of Specialisation and Research

Retail Management, Consumer Behaviour, Customer Relationship Management, Digital Marketing

Teaching Experience

Dr. Burman has been in the academic profession since 2006 and has more than 8 years experience, with over 4 years of post Ph.D experience. Prior to this, she had been associated with Amity Business School, Amity University, Kolkata.

Administrative Responsibility

Dr. Burman has previously handled several academic and administrative responsibilities. She had served as the Program Co-ordinator/Course Co-ordinator for both PG and UG Level courses at Amity Business School and Amity School of Business, Amity University. She has been part of the University Examination committee in varied roles as moderator, evaluator and

centre superintendent. She has been actively involved in mentoring the students. She has also been the member of the organizing committee of the University fest “Amiphoria”.

Publications

Chapter/Article published in Books

- (2016) **“E-Governance-Paradigm shift in India's Technology & ICT dominance with special reference to national cloud”**, E-Governance and Financial Management, (Ruchita Burman), First Edition. Pg 32, ISBN: 81-7406-109-7
- (2016) **“Paradigm shift in the Indian Consumer behaviour-A study of the impact of organized Retailing”**, Abstract published in the conference proceedings of the National conference on “Emerging trends in Business Management” organized by Department of Commerce and Management, West Bengal State University.

Article published in Peer-reviewed journals

- (2019) **“Paradigm shift in the consumer behaviour towards organized retail -A boon or a bane for India”**, Management Mirror, (Ruchita Burman), Vol. 2, Issue 1, Pg 31, ISSN:23390099.
- (2017) **“Impact of Organized Retail: An Analytical Discourse”**, International Journal on Recent Trends in Business and Tourism, (Ruchita Burman), Vol. 1, ISSN: 25501526.
- (2009) **“The Emergence and Role of FDI as a leverage in Organized Retailing with respect to India”**, Journal of Lal Bahadur Shastri Institute of Management & Development Studies, (Ruchita Burman), Vol. 2, Issue 2, Pg 35, ISSN 09744002.
- (2009) **“E-Marketing-The New Age Marketing Concept”**, Journal of Motilal Rastogi School of Management, (Ruchita Burman), Vol. 2, Issue 2, Pg 16-20, ISSN 09744037.