



Name: Dr. Ruchita Burman

Designation: Assistant Professor (Marketing)

Qualifications: BCA, PGDBA, Ph. D

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Biographical Sketch

Dr. Ruchita Burman is a dedicated academician and accomplished researcher with over 16 years of experience in teaching, research, and academic leadership. She currently serves as Assistant Professor – Marketing at Xavier Business School, St. Xavier’s University, Kolkata, where she contributes actively to teaching, curriculum development, research mentoring, and institutional initiatives.

Dr. Burman earned her Doctorate in Retail Management from the Department of Business Administration, Dr. B.R. Ambedkar University, Agra. Her doctoral and post-doctoral work reflects a strong orientation toward both theoretical rigor and managerial relevance, particularly within the dynamic domains of Retail Management, Consumer Behaviour, and Services Marketing. Over the years, her research interests have expanded to include Sustainable Marketing, Digital Marketing, and Social Media Marketing, enabling her to address contemporary marketing challenges in an evolving business environment.

An avid and prolific researcher, Dr. Burman has developed a robust portfolio of publications in reputed peer-reviewed journals and has presented scholarly papers at numerous national and international conferences. Her research excellence has been recognized through several accolades, most notably the Best Paper Award at the *International Conference on Sustainable Excellence in Business and Entrepreneurship*, underscoring the impact and quality of her scholarly contributions.

In addition to her academic and research pursuits, Dr. Burman is the **Project Director** of a prestigious research project sponsored by the **Indian Council of Social Science Research (ICSSR)**. Sanctioned in September 2024 with a funding of **₹16 lakhs**, the project focuses on **entrepreneurship skills and entrepreneurial mindset among youth in higher educational institutions**, reflecting her commitment to socially relevant and policy-oriented research.

Dr. Burman’s academic profile is marked by research-driven teaching, interdisciplinary engagement, and a strong commitment to nurturing critical thinking and entrepreneurial orientation among students. Her work continues to bridge the gap between academic insight and real-world marketing practice, positioning her as a valued contributor to the academic community and the broader field of management education.

Areas of Specialisation and Research

Retail Management, Consumer Behaviour, Services Marketing, Sustainable Marketing, Digital and Social Media Marketing

Teaching Experience

Dr. Burman brings over 16 years of experience to her academic career, with more than 12 years of post-Ph.D. expertise. She began her journey in academia in 2006 and has since been dedicated to the field. Previously, she contributed her skills and knowledge to Amity Business School, Amity University, Kolkata, further enriching her academic background and contributing to the educational landscape.

Administrative Responsibility

- Served and continue to serve as Convenor, Syllabus Review Committee, leading curriculum design, review, and revision processes to ensure alignment with industry requirements, outcome-based education (OBE) principles, and national academic benchmarks at Xavier Business School.
- Represented the department as a member of the Internal Quality Assurance Cell (IQAC), contributing to the formulation, implementation, and monitoring of quality assurance mechanisms and continuous academic improvement initiatives.
- Actively contributed as a core member of the NBA Preparedness Team, supporting accreditation processes through compliance documentation, gap analysis, process standardization, and quality enhancement measures.
- Coordinated and managed admission processes for three academic years, including applicant screening, evaluation, and merit-based selection, ensuring intake quality and alignment with institutional vision and mission.
- Headed placement coordination activities for one academic year, facilitating student-industry interface, recruiter engagement, and employability enhancement initiatives.
- Functioned as Professor-in-Charge of key student bodies including the Xavier Entrepreneurship Cell, Marketing Club, Arts and Cultural Committee, and Media & PR Cell, promoting experiential learning, leadership development, and co-curricular excellence.
- Served on the University Magazine Committee, contributing to editorial planning, content review, and dissemination of institutional publications.
- Acted as a Member, Departmental Research Committee, supporting research policy implementation, faculty research initiatives, and the strengthening of the institutional research culture.
- Served and continue to serve as a Member, University Research Development Committee, contributing to the formulation and execution of institutional research strategies, funding facilitation, and capacity-building initiatives.

Chapter/Article published in Books

- (2024) **"Balancing Sustainability and Success: An In-depth Analysis of Home-Based Businesses in India,"** Green Practices and Business augmentation: Hosting the Green Card, (Dr. Ruchita Burman and Ms. Shaiqa Jannat), Pg 106-114, ISBN: 978-9389934670
- (2023) **"I buy Organic Cosmetics, do you? Investigating the values and motivations behind consumption of organic cosmetic products in India",** Environment, Business, and Sustainability: The Emerging Paradigms (Conference Proceedings) Editor: Dr. Shruti Ashok: Bloomsbury, (Ms. Shubhechha Chowdhuri & Dr. Ruchita Burman) Pg 47, ISBN: 978-93-56406-21-6
- (2022) **"A Study on the Impact of the Environmental Cues on Customer Patronage Behaviour with respect to Apparel Retailers",** Sustainable Excellence: A Contemporary Business Perspective, (Dr. Ruchita Burman, Mr. Subhabrato Chatterjee), Pg 200-206, ISBN:978-93-91355-30-2
- (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 and ABDC indexed journals

- (2026) **"Exploring Economic Sustainability among Aspiring Entrepreneurs in Higher Education Institutions: A Qualitative Inquiry",** Volume 12 Issue 8, Dr. Mourlin K., Dr. Andrew Michael S., Dr. Ruchita Burman, Dr. R. Saritha, Dr. Manodip Ray Chaudhuri, Dr. Tanushree Biswas) Pg 2844-2849, ISSN: 2349-6002.
- (2025) **"Fostering Entrepreneurship Skills and Mindset: Problems and Prospects in Higher Education Institutions across Kerala, Tamil Nadu, and West Bengal",** International Journal of Innovative Research in Technology, Volume 12 Issue 7, Dr. Mourlin K., Dr. Andrew Michael S., Dr. Ruchita Burman, Dr. R. Saritha, Dr. Manodip Ray Chaudhuri, Dr. Tanushree Biswas) Pg 6852-6855, ISSN: 2349-6002.
- (2025) **"Sustainable marketing in the age of Artificial Intelligence (AI): Opportunities, challenges, and ethical implications: An empirical study",** Journal of Informatics Education and Research Volume 5, Issue 3, (Dr. Amit Kumar Bhanja, Dr. Ruchita Burman, Ms. Gunjan Khanna, C S Jyoti Pandey) Pg 679-688, ISSN:1526-4726.
- (2025) **"The Impact of Green IT on Organizational Performance: An Empirical Study of Sustainable Practices",** Journal of Informatics Education and Research Volume 5, Issue 2, (N Sugundan, Ruchita Burman, Rama Bansal, Anuradha Gupta) Pg 4995-5002, ISSN:1526-4726.

- (2024) ***“Beyond skin deep: Exploring the values influencing Indian consumer preference for organic cosmetics”***, Apeejay Journal of Management & Technology, Dr. Ruchita Burman & Ms. Shubhechha Chowdhuri Vol. 19 (3) Special Issue ICTIE, July-December 2024, (ISSN-0974-3294) (Print)
- (2024) **“Glowing with Goodness: Understanding the Indian Consumer’s Preference for Organic Cosmetic Products”**, International Journal of Management, IT & Engineering, Dr. Ruchita Burman & Ms. Shubhechha Chowdhuri, Vol 14, Issue 1, Pg 31-46, ISSN: 2249-0558
- (2023) **“Exploring the Role of Social Media Influencers on the Consumer Decision Making of Indian Millennials and Generation Z”**, International Journal of Engineering Research and Management, (Dr. Ruchita Burman and Ms. Devyani Agarwal), Vol 10, Issue 8, Pg 1-5, ISSN: 2349- 2058
- (2021) **“Bearing of the Customer Reviews on the Consumer Decision Process and Product Choice: A Glance on select parameters”**, International Journal of Creative Research Thoughts, (Dr. Ruchita Burman and Ayesha Rathi), Vol 9, Issue 11, Pg 595-602 ISSN:2320-2882
- (2021) **“Marketing the Invisible: An exploration of the impact of physical evidence on consumer buying behaviour in Aviation Industry”**, Zenith International Journal of Multidisciplinary Research (Dr.Ruchita Burman & Bianca Sarah Pereira), Vol 11, Issue 10, Pg 1-12, ISSN:2231-5780
- (2021) **“Visual Merchandising in Apparels: An exploration of the Impact of Visual Merchandising on Impulse Buying Behaviour”**, International Journal of All Research Education and Scientific Methods (IJARESM) (Dr. Ruchita Burman), Vol 9, Issue 9, Pg 1080-1084, ISSN: 2455-6211
- (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 Retailing: 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.