



Name: Dr. Ruchita Burman

Designation: Assistant Professor in Marketing

Qualifications: BCA, PGDBA, Ph.D

Date of Joining: 01-02-2020

Nature of Association: Regular

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Biographical Sketch

Dr. Ruchita Burman is a dedicated academician and researcher with over 14 years of experience in the field. She is currently an Assistant Professor in Marketing at Xavier Business School, St. Xavier's University, Kolkata. Dr. Burman earned her doctorate in Retail Management from the Department of Business Administration at Dr. B.R. Ambedkar University, Agra. She has a robust portfolio of publications in peer-reviewed journals and has presented papers at various national and international conferences. Her accolades include the Best Paper award at the International Conference on Sustainable Excellence in Business and Entrepreneurship. Dr. Burman is an avid researcher with a keen interest in retail management, service marketing, consumer behaviour, and digital marketing.

She is also the **Project Director of an ICSSR-sponsored research project**, granted in **September 2024**, with a funding of **Rs. 16 lacs**, focusing on entrepreneurship skills and mindset among youth in higher educational institutions.

Areas of Specialisation and Research

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

Teaching Experience

Dr. Burman brings over 14 years of experience to her academic career, with more than 10 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

- Contributed to the development and enhancement of curriculum at XBS, ensuring alignment with industry standards and educational benchmarks.
- Represented the department in the Internal Quality Assurance Cell (IQAC), contributing to the continuous improvement of academic processes and standards.
- Played a core role in the NBA preparedness team, working towards maintaining accreditation standards and improving program quality.
- Managed admission portfolios for three years, selecting candidates aligned with the institution's mission and vision.
- Oversaw placement activities for one year, facilitating career opportunities for students and fostering relationships with recruiters.
- Served as the professor in charge of various student clubs and committees including the Xavier Entrepreneurship Cell, Marketing Club, Arts and Cultural Committee, and Media and PR Cell.
- Fostered student engagement, leadership development, and extracurricular learning opportunities.
- Participated in the University Magazine Committee, contributing to the production and dissemination of university publications.
- Served as a member of the Departmental Research Committee, engaging in academic initiatives and research endeavours at the university level.

Publications

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
- (2023) **“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 journals

- (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.