



Name: Dr. Ruchita Burman

Designation: Assistant Professor

Qualifications: BCA, PGDBA, Ph.D

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Biographical Sketch

Dr. Ruchita Burman is a dedicated academician and researcher with over 12 years of experience in academics. Presently, she is associated with Xavier Business School, St. Xavier University, Kolkata as Assistant Professor in Marketing at Xavier Business School, St. Xavier's University, Kolkata. Dr. Burman holds her doctorate in Retail Management, from the Department of Business Administration, Dr.B.R. Ambedkar University, Agra. She has several publications, in peer reviewed journals and has presented papers in various national and international conferences. She has received the Best Paper award at the International Conference on Sustainable Excellence in Business and Entrepreneurship. She has been an avid researcher in the field of retail management, service marketing and consumer behaviour.

Areas of Specialisation and Research

Retail Management, Consumer Behaviour, Services Marketing, Customer Relationship Management, Digital and Social Media Marketing

Teaching Experience

Dr. Burman has been in the academic profession since 2006 and has more than 12 years experience, with over 8 years of post Ph.D experience. Prior to this, she had been associated with Amity Business School, Amity University, Kolkata.

Administrative Responsibility

Departmental Representative, IQAC

Member of the University Magazine Committee

Core Member of the NBA preparedness Committee of XBS

Professor In-charge of Xavier Entrepreneurship Cell and Admissions Committee, XBS

Publications

Chapter/Article published in Books

- (2021) **“A Study on the Impact of the Environmental Cues on Customer Patronage Behaviour with respect to Apparel Retailers”** presented in International Conference on Sustainable Excellence in Business and Entrepreneurship and to be published.
- (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

- (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 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.