

Dr. SOMA NATH

Assistant Professor

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St. Xavier's College: : <http://www.sxccal.edu/sxc-UGdepartments.htm>

Google Scholar: <https://scholar.google.com/citations?user=iztKWMQAAAAJ&hl=en>



St. Xavier's College

Department of Commerce (Evening)

30, Mother Teresa Sarani,

Kolkata - 700016

EDUCATION

Ph.D.	University of Calcutta <i>Dissertation: Sustainable Supply Chain Management: A Study Based on Kolkata</i>	August, 2018
M.Com.	University of Calcutta	1996
MBA	University of Burdwan	2005
NET	University Grants Commission	2013

TEACHING EXPERIENCE

ST. XAVIER'S COLLEGE

- **Department of Commerce:** *Courses taught:* Management, Entrepreneurship Development, Principles of Marketing, Consumer Behaviour and Services Marketing, Rural Marketing, Sales Organization and Management, Business Ethics, Human Resource Management.
- **Post Graduate Department of Commerce:** *Courses taught:* Strategic Management
- **Department of Business Administration:** *Courses taught:* Human Resource Management

Visiting Faculty

- **Sri Shikshayatan College, Kolkata,** Department of Management (Post graduate), *Courses taught:* Marketing Management, Sales Organization and Management, Integrated Marketing Communication, Consumer Behaviour (2012-2022)
- **Heramaba Chandra College, South City (Day),** Department of Commerce, *Courses taught:* Principles of Management, Principles of Marketing, Product and Pricing Management, Advertising, Rural Marketing, Sales Management, Distribution Management (2001-2008)

- **J.D. Birla Institute, Kolkata**, Department of Commerce (Morning), *Courses taught*: Financial Accounting, Cost Accounting, and Management (2002-2003)
- **Sivanath Shastri College, South City (Morning)**, Department of Commerce, *Courses taught*: Principles and Practices of Management, Entrepreneurship Development, Marketing Management and Human Resources Management (from 2022 till present)

Other Responsibilities

- **Vice-deputy President**, Students' Council, St. Xavier's College, Kolkata (from 2014 till present)

Editorial Undertakings

- Editorial Board Member of the Book **"Emerging Issues in Business and Financial Ecosystem"** published by Vandana publications, under Kolkata Bidhannagar Society published on August 15, 2023, ISBN: 978-93-90728-36-7 (DOI: 10.31033/VANPUBLKO/01/PB/2023)

PUBLICATIONS

Journal Publications

1. Green Marketing: An Approach Towards Sustainability (with Samrat Roy), **Journal of Research Administration**, Volume 6 (1), 2024, pp. 197-212.
2. Role of Emotions in Purchase of Products – A Study Based on Indian Markets (with Samrat Roy), **Journal of Research Administration**, Volume 6 (1), 2024, pp. 223-239.
3. Impact of Social Marketing on Consumer Behaviour – A Study Based in Kolkata (with Samrat Roy), **Journal of Research Administration**, Volume 6 (1), 2024, pp. 213-222.
4. The Impact of Sensory Branding On Consumer Buying Behaviour (with Samrat Roy), **The Seybold Report**, Vol. 18 (112), 2024, pp. 470-477.
5. Designing Thinking in Corporate Houses – Exploring The Impact on Innovation and Customer Satisfaction (with Samrat Roy), **The Seybold Report**, Vol. 18 (112), 2024, pp.932-943.
6. Consumer Perception about Religion in Advertising (with Vaidehi Bhagat), **Social Science Journal for Advanced Research**, Volume 3 (1), January 2023, pp. 33-41
7. Zero-Waste Lifestyle in India: A Study on Consumer's Standpoint (with Jagriti Saha), **Journal of Academic Advancement**, Volume 1 (2), December 2022, pp. 38-48.
8. Impact of Servicescape of Restaurants on Consumer Perceptions – A Study based in Kolkata (with Riya Agarwal), **Management Journal for Advanced Research**, Volume 2 (6), December 2022, pp. 46-54.

9. What's Real and What's Fake: A Study on the use of Deep Fake Technology in Advertising (with Diya Agarwal), **Management Journal for Advanced Research**, Volume3 (1), February 2023, pp.15-20.
10. Soma Nath and Rajib Dasgupta: An Overview of Sustainable Supply Chain Management. *YOUTHINK*, vol. X, pp. 131-134 (2015).
11. Soma Nath: Integrating Sustainability in Supply Chain Management, *Business Studies*, vol.1, pp. 152-160 (2014).
12. Soma Nath: Drivers of Marketing to Rural India, *IMI Konnect*, vol. 6, Issue. 1, pp.11-13(2017).
13. Shraddha Agarwal and Prof. Soma Nath: Greening the Supply Chain. *YOUTHINK*, vol.IX, pp.113-116 (2014).
14. Soma Nath and Rishika Sureka: Dawn of the Rising Sun, *YOUTHINK*, vol. X, pp. 63-66(2015).
15. Nisha Kuriakose and Soma Nath: Celebrity Endorsements, *YOUTHINK*, vol. X, pp. 172-177 (2015).
16. Raya Chatterjee and Soma Nath: Sinful Indulgence or Responsible Luxury, *YOUTHINK*, vol. XI, ISSN 2347-6222, pp. 220-222 (2016).
17. Prof. Soma Nath and Payal Maloo: The Rise of Physical Evidence in Restaurants, *YOUTHINK*, vol. XII, ISSN 2347-6222, pp.102-107 (2017).
18. Prof. Soma Nath and Sayanna Mukherjee: Subliminal Advertising – A Study Based in Kolkata, *YOUTHINK*, vol. XIII, ISSN 2347-6222, pp.81-86 (2018).
19. Prof. Soma Nath and Vedika Pincha: Consumer Behaviour Towards A Cashless Economy in India, *YOUTHINK*, vol. XIII, ISSN 2347-6222, pp.133-138 (2018).
20. Subhechha Chowdhuri and Prof. soma Nath: Connecting to Indian Consumers through Innovativ and Emotional Social Marketing Campaigns – A Case Study Based Approach, *Frontiers in Management Research*, ISBN: 978-93-87997-66-0, pp. 59-71(2018)
21. Prof. Soma Nath and Anushka Kuthari: Servicescape - The emergence of physical evidence in restaurants, *YOUTHINK*, vol. XIV, ISSN 2347-6222, pp.88-94 (2019).
22. Prof. Soma Nath and Silpa Garodia: Impact of Sensory Triggers on Consumer Behaviour: A Study based in Kolkata, *YOUTHINK*, vol. XIV, ISSN 2347-6222, pp.134-138 (2019).
23. Prof. Soma Nath and Deepshikha Toshniwal: Product Placement in the Indian Entertainment Industry, *YOUTHINK*, vol. XIV, ISSN 2347-6222, pp.227-232 (2019).

24. Prof. Soma Nath and Riya Agarwal: Making Subtlety Obvious - A study on the Impact of servicescape of restaurants on consumer perceptions - A study based in Kolkata, *YOUTHINK*, vol. XV, ISSN 2347-6222, pp.265-272 (2021).

Book Chapters

- Soma Nath and Rajib Dasgupta: Moving Towards Sustainable Supply Chain Management, Emerging Issues on Inclusive Growth, Business and Environment, Regal Publications, pp.223-232 (2016).
- Shubhangi Agarwal and Dr. Soma Nath: Fintech: The New Picture of Growth and Sustainability, Sustainable Excellence A Contemporary Business Perspective, 2023 pp. 61-67, Excel India Publishers, New Delhi.
- Diya Agarwal and Dr. Soma Nath: What's Real and What's Fake: A Study on the Use of Deepfake Technology in Advertising, Sustainable Excellence A Contemporary Business Perspective, 2023 pp. 183-189, Excel India Publishers, New Delhi.

Conference Papers

(Peer-Reviewed)

- Anneswa Sinha and Prof. Soma Nath: Impact of COVID-19 on F&B Industry: How the Ongoing Public Health Crisis has Stimulated Innovation and Creativity in Online Food Delivery Services, *Innovative Management Practices An Interdisciplinary Approach*, ISBN: 978-93-90951-08-6, pp. 25-30 (2021)
- Soulina Banerjee and Prof. Soma Nath: Consumer's Buying Quirk Stimulated by Online Festive Offers, *Innovative Management Practices An Interdisciplinary Approach*, ISBN: 978-93-90951-08-6, pp. 212-217 (2021)
- Nikita Golchha and Dr. Soma Nath: Packaging Influences Purchasing Behaviour and Consumer Psychology – A Study, *Tomorrow's Blueprint: Exploring Environmental, Financial, Socio-Economic and Technological Issues*, ISBN: 978-81-972787-9-2, pp.187-199 (2024).

PAPER PRESENTATIONS

1. Presented paper on “**Moving Towards Sustainable Supply Chain Management**”, in the UGC Sponsored National Conference, organized by Department of Commerce and Business Administration, St. Xavier's College, Kolkata on 6th and 7th September, 2013.
2. Presented paper on “**An Overview of Sustainable Supply Chain Management**”, in National Seminar on “Benchmarking Environmental Initiatives”, organized by Department of Business Management, University of Calcutta, on 26th of March, 2013.

3. Presented paper on **“Social Marketing Through Emotional Appeals: A Case Study Based Approach on Indian Marketers”**, in the 2nd International Conference on Management and Business Practices – 2018, held at Aliah University on January 4 & 5, 2018.
4. Presented paper on **“Impact of COVID-19 on F & B Industry: How The Current Public Health Crisis has Stimulated Innovation and Creativity in Online Food Delivery Services”**, in the 4th International Conference on Management and Business Practices (ICMBP)-2021 held at Aliah University on February 8th and 9th 2021.
5. Presented paper on **“Consumer’s Buying Quirk Stimulated by Online Festive Offers”**, in the 4th International Conference on Management and Business Practices (ICMBP)-2021 held at Aliah University on February 8th and 9th 2021.
6. Paper presented on **“is Sustainability Really In-Fashion: A Discussion”** at the International Conference on “Emerging Perspectives in Commerce, Economics, Environment and Management – Shaping the Future: Trends and Insights for Tomorrow” organized by the Postgraduate and Research Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, during February 9-10, 2024.
7. Paper presented on **“AI-Infused Advertising Strategies: Redefining ROI and Empowering Marketers in Consumer Research”** at the 2 Days International Seminar on “Contemporary Research Trends and Innovation for Industrial Resurgence” organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India jointly with the department of Commerce and IQAC, Jhargram Raj College, Jhargram, West Bengal, India and department of Commerce and IQAC, Chittaranjan College, Kolkata, India, during October 7-8, 2023.
8. Paper presented on **“A Study on Rainbow Marketing and Its Effect on Consumer Buyin Behaviour”** at the 4th International Seminar on “Entrepreneurship, Growth and Competitiveness”, organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India, in collaboration with the department of Commerce and IQAC, Naba Ballygunge Mahavidyalaya, Kolkata and Research & Development Cell and IQAC, Kabi Sukanta Mahavidyalaya, Bhadreswar, during August 12-13, 2023.
9. Paper presented on **“Zero is a Big Score: The Perspective of Consumers on Zero-Waste Lifestyle in India”**, at the International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management – Building the SDG Economy: Emerging Challenges and Prospects, organized by the IQAC and Postgraduate and Research Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, in association with Fordham University, New York, USA, during February 10-11, 2023.
10. Paper presented on **“Pink Tax and Its Marketing Gimmick: Understanding, Awareness and Solution”** at the 4th International Seminar on “Entrepreneurship, Growth and Competitiveness”,

organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India, in collaboration with the department of Commerce and IQAC, Naba Ballygunge Mahavidyalaya, Kolkata and Research & Development Cell and IQAC, Kabi Sukanta Mahavidyalaya, Bhadreswar, during August 12-13, 2023.

11. Paper presented on “**Blockchain: Reshaping Banking’s Paradigm**” at the 2 Days International Seminar on “Contemporary Research Trends and Innovation for Industrial Resurgence” organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India jointly with the department of Commerce and IQAC, Jhargram Raj College, Jhargram, West Bengal, India and department of Commerce and IQAC, Chittaranjan College, Kolkata, India, during October 7-8, 2023.
12. Paper presented on “**Transforming India’s Education System: An Analysis of the National Education Policy 2020**” at the National Seminar on “National Education Policy (2020) and Its Focus on Skill Development, organized by Department of HRM, Golaghat Commerce College, Golaghat, Assam, India during March 11-12, 2023.
13. Paper presented on “**National Education Policy – Future Prospects and After Effects**” at the National Seminar on “National Education Policy (2020) and Its Focus on Skill Development, organized by Department of HRM, Golaghat Commerce College, Golaghat, Assam, India during March 11-12, 2023.
14. Paper presented on “**A Study on the Influence of Advertisements on Health-Conscious Consumption Behaviour**” at the National Seminar on “Shaping the Future Trends and Insights for Tomorrow”, organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India in collaboration with the Department of Commerce, New Alipore College, Kolkata during March 30-31, 2024.
15. Paper presented on “**Destination Dreams: The Rise of Indian Wedding Tourism**” ” at the National Seminar on “Shaping the Future Trends and Insights for Tomorrow”, organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India in collaboration with the Department of Commerce, New Alipore College, Kolkata during March 30-31, 2024.
16. Paper presented on “**Packaging as a Marketing Strategy**” ” at the National Seminar on “Shaping the Future Trends and Insights for Tomorrow”, organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India in collaboration with the Department of Commerce, New Alipore College, Kolkata during March 30-31, 2024.

FACULTY DEVELOPMENT PROGRAMS/WORKSHOPS

Orientation Program and Refresher Courses

- Participated in UGC Sponsored Orientation Programme No. 90, organized by ACADEMIC STAFF COLLEGE, University of Calcutta, from June 11 to July 09, 2011.

- Participated in UGC Sponsored Refresher Course in Business Studies, organized by ACADEMIC STAFF COLLEGE, University of Calcutta, from July 18 to August 08, 2014.
- Attended UGC Sponsored Online Refresher Course in Multi-disciplinary Research Methodology: Tool & Techniques, organized by Human Resource Development Centre, Mizoram University, from 7th July to 20th July, 2020.

Other faculty development programs/workshops

- 3-Days National Workshop on “Intellectual Property Rights” organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India in association with the Department of Commerce and IQAC, Chittaranjan College, Kolkata during February 22-24, 2024.
- 7-day workshop on INNOVATION AND ENTREPRENEURSHIP IN A POST-COVID WORLD organized by Rajendra Mishra School of Engineering Entrepreneurship, Indian Institute of Technology, Kharagpur, co-organized by National Digital Library of India from 22nd June to 29th June, 2020.
- 2-week online FACULTY DEVELOPMENT PROGRAMME ON ADVANCED TECHNIQUES AND TOOLS IN SOCIAL SCIENCE RESEARCH, organised by Department of Management and Business Administration Aliah University, Kolkata in collaboration with SPSS South Asia from 24th November to 7th December 2020.
- Training Program under “National Intellectual Property Awareness Mission” of Department for Promotion of Industry and Internal Trade Office of the Controller General of Patents, Designs and Trade Marks, Government of India, Ministry of Commerce and Industry.
- One Week Faculty Development Programme on Research Methodology and Data Analysis organized by Newgong College (Autonomous), Assam, Jhargram Raj College, Jhargram and Domkal Girls’ college, Murshidabad during November 21-27, 2022.
- FDP on Integrating Artificial Intelligence in Higher Education organized by St. Xavier’s College (Autonomous), Kolkata, on October 3, 2023.
- 7-Day FDP on “Pedagogical Innovations in Management Teaching and Research”, organized by Postgraduate and Research Department of Commerce & Department of Management Studies, St. Xavier’s College (Autonomous), Kolkata, during February 14-20, 2023.

CONFERENCES/ SEMINARS

Organized

- Acted as a Joint Convenor of the International Conference on “Emerging Perspectives in Commerce, Economics, Environment and Management – Shaping The Future: Trends and Insights for Tomorrow” organized by the Postgraduate and Research Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, in collaboration with St. Xavier’s University, Kolkata during February 9 &10, 2024.
- Acted as a Joint Convenor of the Public Relations at the International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management – Shaping The Future: Trends and Insights for Tomorrow” organized by the Postgraduate and Research Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, in collaboration with St. Xavier’s University, Kolkata during February 9 &10, 2024.
- Acted as a Joint Convenor of the International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management – Building the SDG Economy: Emerging Challenges and Prospects, organized by the IQAC and Postgraduate and Research Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, in association with Fordham University, New Work, USA, during February 10-11, 2023.
- Acted as a Joint Convenor of the Public Relations at the International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management – Building the SDG Economy: Emerging Challenges and Prospects, organized by the IQAC and Postgraduate and Research Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, in association with Fordham University, New Work, USA, during February 10-11, 2023.
- Organizing Member of the UGC Sponsored National Workshop on Research Methodology Using SPSS organized by St. Xavier’s College (Autonomous), Kolkata, during October 1-8, 2015.

Attended

1. 3rd International Conference on “Business Innovation Practices and Sustainability in the VUCA World”, organized by St. Xavier’s College (Autonomous), Kolkata in collaboration with the University of Calcutta, India and the Islamic University, Bangladesh, during November 25-26, 2023.
2. One-Day National Conference on Contemporary Issues in Business Education, organized by St. Xavier’s College (Autonomous), Kolkata in collaboration with the University of Kalyani on November 12, 2022.
3. Participated in UGC Sponsored One Day National Symposium on OVERCOMING CHALLENGES FOR SUSTAINABLE CORPORATE EXCELLENCE, organized by Department of Commerce, St. Xavier’s College, on 21st of March, 2015.
4. Participated in UGC Sponsored One Day National Conference on REDEFINING BUSINESS VISION: ISSUES AND CHALLENGES, organized by Department of Commerce, St. Xavier’s College, Kolkata, in collaboration with University of Calcutta, on 19th of March, 2016.

5. Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata, on 17th of September, 2011.
6. Participated in One Day Workshop on OVERVIEW OF STOCK EXCHANGE, organized by St. Xavier's College, Kolkata, under the VISIT TO NSE initiatives of National Stock Exchange of India Ltd. on 14th of March, 2013.
7. Participated in UGC Sponsored Seminar on CHALLENGES AND OPPORTUNITIES IN COMMERCE EDUCATION – A NEW PARADIGM, organized by Post Graduate Department of Commerce (M.Com) at St. Xavier's College (Autonomous), Kolkata on 2nd May, 2009.
8. Participated in UGC Sponsored National Seminar on GOVERNING BUSINESS IN THE 21ST CENTURY – OPPORTUNITIES AND CHALLENGES, organized by St. Xavier's College (Autonomous), Kolkata, on 20th and 21st November 2009.
9. Participated in the International Seminar on “SUSTAINABILITY & GROWTH STRATEGY IN ECONOMIC DOWNTURN’ held at Netaji Nagar College, Kolkata, on 30th January 2010.
10. Participated in the UGC Sponsored National Seminar on FINANCIAL REPORTING: CHANGING PARADIGM, organized by St. Xavier's College, Kolkata in collaboration with The Institute of Chartered Accountants of India, on 3rd and 4th of February, 2012.
11. Participated in the UGC Sponsored National Seminar on PROFESSIONALISM IN TEACHER EDUCATION, organized by Department of Education, St. Xavier's College, Kolkata, on 21st and 22nd February, 2011.
12. Participated in the One Day Seminar on AWAKENING INDIA: VISION 2020, organized by Post Graduate Department of Commerce, St. Xavier's College, Kolkata, on 16th April, 2012.
13. Participated in UGC Sponsored National Seminar on CHANGING PARADIGM OF ACCOUNTING & TAXATION IN 21st CENTURY: CHALLENGES TO INDIAN BUSINESS & COMMERCE EDUCATION, organized by Department of Commerce, Barrackpore Rastraguru Surendranath College, West Bengal, on 6th and 7th January, 2012.
14. Participated in One Day Faculty Development Programme on STATE OF THE INDIAN ECONOMY, organized by Department of Commerce and Department of Business Administration, St. Xavier's College, Kolkata on 28th April, 2017.
15. Participated in 30 hours WORKSHIP ON SPSS, organized by St. Xavier's College, Kolkata, during December 2010 – January 2011.

16. Participated in International Seminar on SEARCH FOR A HOLISTIC COMBINATION OF AGRICULTURE, INDUSTRY & EDUCATION, organized by Department of Commerce, St. Xavier's College & Netaji Nagar College, Kolkata on 8th December, 2011.
17. Participated in 6-day Programme on STATISTICAL METHODS FOR RESEARCH WORKERS, organized by University of Calcutta, on 4th – 9th of June, 2007.
18. Participated in Two day International Conference on Emerging Perspectives in Commerce, Economics and Management – Policies for a Better World (ICCEM2017), organized by St. Xavier's College (Autonomous), Kolkata, on 2nd and 3rd November, 2017.
19. Participated in One-day Faculty Development Programme on TEACHING AND PRACTISING ENTREPRENEURSHIP IN HIGHER EDUCATION INSTITUTIONS, organized by St. Xavier's College, (Autonomous), Kolkata on 20th November, 2018.

Webinars Attended

1. Virtual International Conference on “Emerging Perspectives in Commerce, Economics, Environment and Management – Road Towards Sustainable Economy” organized by Department of Commerce, St. Xavier's College (Autonomous), Kolkata in collaboration with The Institute of Cost Accountants of India during January 27-28, 2022.
2. Attended Webinar on AI-Driven Marketing in Post-COVID Era organized by Department of Commerce, Shri Shikshayatan College, Kolkata on 18th June, 2020.
3. Participated in the Webinar on THE NEXTGEN AND BUSINESS EDUCATION: THE CHALLENGES FOR THE TEACHING COMMUNITY organized by Indian Institute of Contemporary Management and Research on 23rd June, 2020.
4. Participated in the International Webinar on COVID 19: EMERGING CHALLENGES AND CAPACITY BUILDING organized by Bangabasi Morning College on 26th and 27th June, 2020.
5. Participated in the National Webinar on PANDEMICS AND NATURAL DISASTERS: UNDERSTANDING AND COPING organized by IQAC and Academic Council, St. Xavier's College (Autonomous), Kolkata on 11th and 12th July, 2020.
6. Participated in Two-Day Webinar on NAAC ASSESSMENT AND ACCREDITATION PROCESS, organized by Internal Quality Assurance Cell and Academic Council of St. Xavier's College, Kolkata on 30th and 31st July, 2021.
7. Participated in Two-Day International Webinar on MANAGING BUSINESS IN A POST-COVID-19 WORLD: CHANGES, CHALLENGES AND STRATEGIES organized by Post-graduate and Research department of Commerce, St. Xavier's College, Kolkata held on 18th and 19th July 2020.

Invited Lectures

- Invited as the Principal Resource Person for a special lecture session on “**Marketing Environment and Segmentation**” at The Heritage College, Kolkata on 28th September, 2023.
- Invited as resource person to deliver the lecture on the topic “**Motivational Theories**” in the International Lecture Series on Finance and Other Allied Subjects for B.Com Undergraduate Odd Semester students organized by Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India on December 18, 2022.

PROFESSIONAL ACCOMPLISHMENTS

- Acted as an Academic Expert for preparation of the course curriculum on “**Warehouse Packing Assistant**” and “**Retail Operation and Customer Service Assistant**” for Short Term Vocational Training Course under West Bengal State Council of Technical & Vocational Education and Skill Development in the academic year 2023-24.
- Appointed as a Reviewer for Journal of Academic Advancement (Bi-Annual Peer Reviewed Refereed and Indexed Journal) for the Volume 2, No.1, ISSN: 2583-5203, June 2023.
- Appointed as an Academic Expert for preparation of the NSQF aligned course curriculum on “**Market Development Associate (MDA)**” for Higher Secondary (Vocational) Course under West Bengal State Council of Technical & Vocational Education and Skill Development in the academic year 2021-22.
- Appointed as an Academic Expert for preparation of course curriculum on “**Rural Integrated Marketing Associate (RIMKA)**” for Short Term Vocational Training Course under West Bengal State Council of Technical & Vocational Education and Skill Development in the academic year 2021-22.
- Appointed as an Academic Expert for preparation of course curriculum on “**Supply Chain Operations**” for Short Term Vocational Training Course under West Bengal State Council of Technical & Vocational Education and Skill Development in collaboration with Flip cart Supply Chain Operations Academy in the academic year 2021-22.
- **MOOC Course Coordinator** for CBCS compliant consisting of 23 modules on Management titled “**Integrated Marketing Communication and Sales Force**” for undergraduate students on the SWAYAM platform of MHRD, Ministry of Education, Government of India, during 25th January 2021 to 6th March 2021.

- **MOOC Course Coordinator** for CBCS compliant consisting of 23 modules on Management titled “**Integrated Marketing Communication and Sales Force**” for undergraduate students on the SWAYAM platform of MHRD, Ministry of Education, Government of India, during 31st January 2022 to 13th March 2022.

TRAINING AND CONSULTANCIES

- Acted as **Training Coordinator** for Faculty Development Programme on “**Entrepreneurship Development**” for faculties of State Polytechnics under Department of Technical Education, Training and Skill Development, Government of West Bengal during 07-08-2023 to 12-08-2023.
- Acted as an **Expert Resource Person** for Faculty Development Programme on “**Entrepreneurship Development**” for faculties of State Polytechnics under Department of Technical Education, Training and Skill Development, Government of West Bengal during 07-08-2023 to 12-08-2023.
- Acted as **Training Coordinator** for “Training of Teachers” (TOT) conducted by West Bengal State Council of Technical & Vocational Education and Skill Development for Vocational Teachers belonging to Business & Commerce group of Higher Secondary (Vocational) Courses during 25-05-2023 to 31-05-2023.
- Acted as **Expert Resource Person** for “Training of Teachers” (TOT) conducted by West Bengal State Council of Technical & Vocational Education and Skill Development for Vocational Teachers belonging to Business & Commerce group of Higher Secondary (Vocational) Courses during 25-05-2023 to 31-05-2023.

Professional Membership

- Member (Professional) of the Association of Indian Management Scholars (AIMS) since 2023.
- Member of the Kolkata Bidhannagar Society for Academic Advancement, West Bengal, India, since 2022.

