



Sivanath Sastri College
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FACULTY PROFILE



Name	Dr. Soma Nath
Designation	Resource Person for delivering extended lectures.
Qualifications	MCom, MBA, Net, PhD.
Contact e-mail	nath.soma@sxccal.edu , nathsoma@yahoo.co.in, nathsomasxc@gmail.com
Areas of Interest	Management, Marketing Management, Human Resource Management, Entrepreneurship Development, Sustainability, Strategic Management, Rural Marketing, Consumer Behaviour, Services Marketing, Sales Management.

Articles

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.

Book Chapters

- 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.
- 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).

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).

ST. XAVIER'S COLLEGE

Experience

- **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 Sastri 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)