



**DOB:** 25<sup>th</sup> August 1977

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**Total Experience:** 22<sup>+</sup> years (16 years of academic experience as well as 6 years of industrial experience.)

**Present Position:** Assistant Professor, School of Management, Swami Vivekananda University, Barrackpore, Kolkata

Tenure: February' 2023 – Present date

**Past Position:** Assistant Professor & Coordinator & Head in the Department of Management Sciences & Vocational Studies, George College, Kolkata (Affiliated to Maulana Abul Kalam Azad University of Technology, WB). Ex-Head: Dept. of BBA/MBA/HM/TTM

Tenure: January' 2007- January' 2023

**Academic Association with Institution of Eminence as Member of Advisory Board / Syllabus Review Committee / Head Examiner / Moderator / Trainer / Career Coach / Adjunct Faculty:**

*Indian Institute of Social Welfare & Business Management (IISW&BM) / St. Xavier's College, Kolkata / Manipal University, Usha Martin University, Vidyasagar University, Maulana Abul Kalam Azad University of Technology etc.*

**Industry Experience:**

Unichem Laboratories Ltd (Clinical Business Associate) / Dr. Reddy's Labs Ltd (Sales Officer) / RPG Life Sciences Ltd (Sales Manager) [previous employers]. In Unichem Laboratories Ltd received prestigious Star Performer Award.

**Professional Membership:**

Ex-member of HR/IR subcommittee of Bengal Chamber of Commerce & Industry (BCCI), Presently Member of Association of MBA's (India Chapter), Fellow Member of National Institute of Personnel Management (NIPM), Kolkata Chapter,. Fellow Member of YALINETWORK: The Young African Leaders Initiative Program (The YALI is the US government's hallmark program).

**Professional Skills - Academic & Administrative:**

Teaching various subjects of UG & PG level: Marketing / Digital Marketing / HR Analytics / Data analytics / Human Resource / General Management in- Business Administration / Hospital Management / Media Science / Tourism / Sports Management & Updating subject content and new course development (Autonomous), Conducting practical sessions, Grooming and Personality Development, Continuous assessment, Acting as an internal supervisor and guide students undergoing Research Projects in various Corporate Houses, *Organizing seminars and workshops/ educational fairs, and actively involved in Internship, Training and Placement support for the students.*

**Research Paper Publication:**

Contributed to a variety of National and International Periodicals / Journals / Book Chapters / Websites: 10<sup>+</sup> with original research articles i.e., Peer Reviewed, Indexed, UGC Care, DOAJ etc. (actively involved

in research, with a particular concentration on Medical and Industrial Sociology, Consumer Behavior but also focuses on Entrepreneurship and Management.) **Attached as annexure**

#### **Research Paper Presentation:**

Till date presented several original research papers at various National and International conferences (FIEM, Kolkata, Kalyani University, Vidyasagar University, NSHM, IMS, Fakir Mohan University, Kamraj College (M.S.University), Swami Vivekananda University, EILM, Kolkata etc.)

#### **Faculty Development Program:**

Until now, participated several Faculty Development Programs including UGC / AICTE and IQAC-sponsored. **Attached as annexure**

#### **Academic Qualification:**

- M.B.A. [Marketing & HRM (WBUT)]
- P.G.D.P.M. [Industrial Relations (NIPM)]
- U.G.C. NET in Management
- Ph.D. (The University of Burdwan, Course work with CGPA: 8, Pursuing)
- B.Sc. (University of Calcutta)
- Senior Secondary in Science (10+2) & Secondary education (10<sup>th</sup>), [The Scottish Church Collegiate School]
- Certified Business Management Professional (Kings College London, U.K)
- Certificate in Digital Marketing (Cambridge Marketing College, U.K)
- Currently pursuing Certification course on Product & Brand Management from IIT – Roorkee
- International Certified ‘Career Coach’ from Career Development Alliance (USA) with requisite credits as well as Certified ‘Career Consultant’ from Edumilestone India.

#### **Honor:**

- Won the **best research paper award** at the NSHM Business School's International Management Conference (e-NCLAVE) on "Innovation in Management Practices" on the 17th and 18th of February 2022 (Affiliated to MAKAUT, WB).
- Earned the **best speaker and paper presenter** awards at a national level seminar organized by Pune Institute of Business Management, on "Education System and its Implication: A Paradigm Shift" on the 4th and 5th of April 2019 (Affiliated to Pune University).
- On a two-day UGC-sponsored conference hosted by Fakir Mohan University, Balasore, Orissa, India, successfully performed the duties of **Rap-orator and Chair Judge** in ‘Corporate Social Responsibility & Sustainability Development: Technical Session III’

#### **Professional Certification:**

- Certified ‘Online Teaching Educator’ from the **Chartered Institute of Marketing (UK)**
- Certified ‘Strategic Leadership & Marketing Innovative Product & Services’ from **University of Maryland (USA)**
- Certified ‘Digital Marketer’ from **Cambridge Marketing College (UK)**
- Received 99% on the **HubSpot Academy's** ‘Digital Advertising’ Certified exam in **Massachusetts, United States.**
- Received "**The Young African Leaders Initiative Award Certificate**" (The YALI is the **US government's** hallmark program)

Having more than 26 certifications in the diverse field of Business Analytics, Data Science, Digital Marketing, Project Management, Digital Transformation and Digital Advertising, Digital leadership in Business, Social Media Analytics, Business Process Analytics, Manager Management, and Content Marketing & SEO/SEM, apart from traditional Marketing & International Marketing subjects

**Establishment of Corporate Social Responsibility (CSR) Unit:**

Help to set up CSR unit of Department of Hospital Management – George College in the year 2014. Now fully functioning under the name of

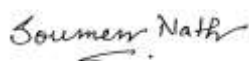
**“BANDHURA: Improving lives of the under privileged”.**

**Permanent Address:**

Soham Appartment, Flat No: 204, 89, Charak Danga Road, P.O.: Bhadrakali, P.S.: Uttarpada, District: Hooghly, Pin – 712232

**Referees:**

- Prof. (CA). Santanu Ray, Former Director, Management Education and Research, FIEM. Currently, Mentor and Director, IQAC, Sister Nivedita University, Kolkata. (cell : 9830812194)
- Dr. Nirmalya Kumar Bhattacharyya, Controller of Examinations (Acting), Indian Institute of Engineering Science and Technology (Formerly Bengal Engineering and Science University), Shibpur, Howrah. (cell:09831212905)
- Dr. Anirban Banerjee, Professor and Head, Department of Sociology, University of Burdwan, Golapbag Campus, Burdwan - 713104. (cell:09153085106)
- Dr. Prabir Biswas, Ex-Principal, Institute of Business Management And Research, 318a, Prantik Pally, Rajdanga, Kolkata - 700107 (cell:09432097553)
- Dr. Bhagaban Das, Professor and Head, Department of Business Management, Fakir Mohan University, Vyas Vihar, Balasore -756019, Odisha, India. (cell:09437131429)



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(Signature)

NAME: SOUMEN NATH / DESIGNATION: ASSISTANT PROFESSOR, SWAMI VIVEKANANDA UNIVERSITY, KOLKATA				
Journal Publications Title of Paper	Author/s	Name of Journal	Year of Publication	ISSN / ISBN
<i>Assessing Socio-Economic Conditions, Factors Influencing Choice of Profession &amp; Entrepreneurial Traits of E-Rickshaw Drivers.</i>	Lahiri Gargi, Nath Soumen	SMS Journal of Entrepreneurship & Innovation.	2021  SMS Journal of Entrepreneurship & Innovation, Vol. VIII, No. 1; December-2021 pp 49-60 ISSN 2349-7920 DOI: <a href="https://doi.org/10.21844/smsjei.v8i01.30005">https://doi.org/10.21844/smsjei.v8i01.30005</a>	[ISSN (P): 2349-7920]
<i>A Study on Challenges Faced by Women Entrepreneurs of Small Businesses in Kolkata</i>	Lahiri Gargi, Nath Soumen	Mizoram University Journal of Humanities & Social Sciences	2022  MZU Journal of Humanities and Social Sciences (Vol VIII, Issue 1 - June 2022 Issue) pp 25-35, ISSN (P) : 2395-7352, ISSN (ONLINE) : 2581-6780 (DOAJ)	[ISSN (P): 2395-7352]
<i>A Study on Green Products &amp; Green Marketing from the Students' Perspective in Kolkata</i>	Lahiri Gargi, Nath Soumen	SMS Journal of Entrepreneurship & Innovation.	2022  SMS Journal of Entrepreneurship & Innovation, Vol. VIII, No. 2; June 2022 pp 23-34 [ISSN (P): 2349-7920] DOI: <a href="https://doi.org/10.21844/smsjei.v8i02.28568">https://doi.org/10.21844/smsjei.v8i02.28568</a>	[ISSN (P): 2349-7920]
<i>Comparative Study on Private Teachers 'Social, Financial and Mental Problems During &amp; Post Pandemic Scenario</i>	Lahiri Gargi, Nath Soumen	SMS Journal of Entrepreneurship & Innovation.	2023  SMS Journal of Entrepreneurship & Innovation Vol. IX, Issue 2; June 2023	[ISSN (P): 2349-7920]
<i>People Perception Towards Make in India Concept:</i>	Nath Soumen	Odisha Journal of Commerce	2017	[ISSN: 0974-8482]

<i>Responses From Urban Residents of Kolkata</i>				
<i>Brand Awareness Through Corporate Social Responsibility (CSR) Advertising: A Study on Consumers of Kolkata</i>	Nath Soumen	Society Today: An Interdisciplinary Journal of Social Sciences	2016	[E-ISSN: 2319-3328]
<b>Chapter Publications in Books With ISBN</b>				
<b>Chapter</b> :A Study of Women on Social Media Platforms and Cyber Harassment  <b>Book</b> :Gender & Diversity	Lahiri Gargi, Nath Soumen	Mittal Publications (India) Ltd.	2022	ISBN (10) [National] : 9394569197  ISBN (13) [International]: 978-93-94569-19-7
<b>Chapter</b> :A Study on Educated Married Women's Decision making Autonomy  <b>Book</b> :Social Space in the 21 <sup>st</sup> Century: Some Explorations	Lahiri Gargi, Nath Soumen	Mittal Publications (India) Ltd.	2023 (expected April - May)	[ ISBN: 978-93-94569-36-2]
<i>CSR Promotions On Social Media: Connecting With Consumers &amp; Brand Image</i>  <b>Book</b> :Proceedings of ICESCE 2023	Lahiri Gargi, Nath Soumen	ISBN Conference Proceedings Book Chapter 9, Imprint Publications (AU)	2023 (March)	[ISBN: 978-81-951473-4-2]
<i>Impact of Corporate Social Responsibility Advertising on Brand Awareness: An Empirical Study</i>  <b>Book</b> :Proceedings of ICMHM 2018	Lahiri Gargi, Nath Soumen	Future Book Publication (India)	2018	[E-ISBN; 978-93-5346-401-1]

**Participation in International Seminars:**

- ***“Covid 19 Pandemic & Private Tutors: The Overlooked Social, Financial & Mental Issues”*** at Enclave, An International Conference organized by NSHM, Kolkata on 13 & 14 of Feb, 2022. **Winner of the best paper award in the General Management category.**
- ***“CSR Promotions On Social Media: Connecting With Consumers & Brand Image”*** at The 2<sup>nd</sup> International Conference on Effectiveness of Social Media and Customer Engagement, organized by Dept. of Business Administration, Kamraj College (affiliated to M.S. University, Tamil Nadu), on 27<sup>th</sup> & 28<sup>th</sup> Feb, 2023.
- ***“A Quinquagenarian Exploration of the Vestiges of Structural Transformation: Linkage between Indian Culture and Economic Development”*** at The International Conference on Literature, Media & Cultural Studies: Symbiosis & Emerging Trends Organizes by Swami Vivekananda University, Barrackpore, West Bengal on 27<sup>th</sup> to 29<sup>th</sup> April, 2023.

#### **Participation in Faculty Development Programmes:**

- One week (7 Days) Faculty Development Programme on Behavioural Finance Jointly organized by Maulana Abul kalam Azad University of Technology, WB and School of Management, Swami Vivekananda University, WB, 25<sup>th</sup> February to 4<sup>th</sup> March 2023.
- FDP on Plagiarism in Academic Research & Author Identifiers, organized by IIMC, IQAC, Hyderabad, 11<sup>th</sup> & 12<sup>th</sup> April 2022.
- FDP on Research Analysis & Methodology Skills, Organized by Invertis University, Bareilly, 2<sup>nd</sup> to 8<sup>th</sup> March 2022.
- Workshop on Research methodology & Data Analysis Using MS Excel, organized by Kamraj College, affiliated to M.S. University, Tamil Nadu; 17<sup>th</sup> to 19<sup>th</sup> March 2022.
- Workshop on Course Module Development, organized by Department of Information & Communication Technology, Republic of Philippines; 12<sup>th</sup> September 2021.