

DR.SOUMYA MUKHERJEE
(Post Doc, PhD, MBA, MA in Mass Communication)
Associate Professor
Swami Vivekananda University
251, Barasat, G.T. Road (E),
Chandernagore, Hooghly,
Pin– 712136, (W.B) ,India.
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Profile

Dedicated and accomplished Associate Professor in Management seeking a challenging position where I can utilize my expertise in teaching, research, and leadership. I am committed to fostering a positive learning environment and enhancing student success through innovative instructional methods. I am eager to contribute my knowledge and skills to dynamic academic institution.

Significant Highlights

- Earned PhD Degree from the Department of Business Administration, Maulana Abul Kalam Azad University of Technology, 2018.
- Earned PostDoc Degree from National Kaoshiung University of Science and Technology on March 17, 2026.
- Received International Excellence Award 2025 in the Category of Research & Development for Research Based Writing.
- Acted as a Convener in a National Seminar“ Innovative Business Practices and Sustainable research paper at International Conference on Paradigm Shift: Transformative Strategies in the Business World, 2024, organized by UIEM (Autonomous University).
- Dasharathi-Tah award winner of Burdwan University in the year 2005 for getting highest marks in Rural Communication.

Key Responsibility Areas in Teaching

- Business Communication
- Principle of Management
- Human Resource Management
- Marketing Management
- Social Research Methodology
- Entrepreneurship

Professional Work Experience

- **Associate Professor (1st March, 2025 – Present), Swami Vivekananda University, Telinipara, Barasat, Barrackpore Road, North 24 Parganas, West Bengal – 700121, India.**
 - Successfully conducting classes in the university.
 - Taking Active Role in Research Domain
 - Acting as a PhD supervisor
 - Taking care of administrative aspects of university.
 - Making students befitting to the industry.
- **Associate Professor (Joining on 1st July, 2019–28th February, 2025 TECHNO INDIA (HOOGHLY CAMPUS))**
 - Successfully conducting classes in the college.
 - Provided all sorts of marketing provision for promotion of courses.

- Counseling of prospected students.
 - Taking care of administrative aspects of the college.
 - Providing assistance to the students to be industry fit.
 - Providing guidance to the students for the completion of BBA Project.
- **Assistant Professor-(2nd Feb, 2010-30th June, 2019)**
BENGAL SCHOOL OF TECHNOLOGY AND MANAGEMENT (UNDER MAKAUT)
- Successfully conducting the semester examination of the college as Officer-in-charge
 - Provided all sort of marketing provision for promotion of courses.
 - Counseling of prospected students
 - Determined marketing mix and policy of the college.
 - Defined academic policy of college.
 - Taking lead role in promotional campaign for college.
- **LECTURER (since 2007–2009) GENEX MANAGEMENT & IT COLLEGE-KOLKATA (W.B.)**
- Provided necessary education counseling as the education advisor to the students.
 - Conducted various adequate classes on the business management and administrative management
 - Supplied numbers of lectures on business and other studies.
 - Offered required help to the students out of the classrooms if needed.
 - Coordinate, assessment, registration, and testing activities for all incoming students.
 - Provide individual and group counseling with primary focus on self-esteem enhancement.
- **PUBLICITY SECTION 2006-2007**
BIRLA INDUSTRIAL & TECHNOLOGICAL MUSEUM, KOLKATA (W.B.)
- Handling of media on various programme of the museum.
 - Interaction with the visitors to understand the satisfactory level.
 - Provide necessary action plan to overcome the deficiency areas in respect to satisfaction level of the visitors.

Scholastics

- Madhyamik or Secondary Examination from WBBSE in 1997.
- Higher Secondary Examination from WBCHSE in 1999.
- B.A (English-H) from Calcutta University, Kolkata, WB, in 2002.
- Masters in Mass Communication from Burdwan University in 2006.
- Masters in Business administration in Mkt. & HR from IISWBM under C.U. in 2009.
- Awarded Doctorate of Philosophy (Ph.D.) in Management under Maulana Abul Kalam Azad University of Technology (Formerly WBUT) on 30th August, 2018.

PhD Research Work

Earned PhD Degree from the Department of Business Administration, Maulana Abul Kalam Azad University of Technology (Formerly WBUT) under the supervision of Dr. Mrinal Kanti Das on “**Utility of Marketing Communication for promoting Brand Awareness on some selected FMCG Products with special emphasis to Cosmetics and Toiletries**” on 2018.

Participation & Presentation in Conference

- Participated and presented a research paper entitled “Benetton’s Struggle to Reinvent itself: Adapting to Fast fashion and Changing Consumer Demands”, organized by Westminster International University in Taskant.

- Participated and presented a research paper entitled “Determinants for selecting FMCG products: An Empirical Study”, organized by West Bengal State University.
- Participated and presented a research paper titled “Brand Awareness through various Marketing Communication tools: A study on selected FMCG Brand”, organized by Durgapur International Business Studies Academies.
- Participated and presented in National Conference on ELT for Management & Technology: Recent Trends (NCEMT2017) titled as “An Empirical Study on factors influencing FMCG Customers. - February 2017. Awarded As Best Speaker.
- Participated and presented in UGC sponsored National level Seminar on The Role of Media in Social, Economic and Political Development titled as “Diffusion of Digital Communication in Rural India under the Framework of Development Communication.”
- Participated and presented in International Conference on Future Work Organizations: Perspectives, Issues and Challenges titled as “A Study on factors influencing FMCG Customers”. - December, 2017, organized by Sona School of Management, India.
- Participated and presented in International Conference on Innovative Business Practices in Vuca World titled as “Factors influencing Purchase Decision of FMCG Customers”. - January, 2018, organized by Department of Commerce and Business Administration St. Xavier’s College (Autonomous Kolkata) in collaboration with Department of Commerce, University of Calcutta.
- Participated and Presented in Sage National Conference on Aatmnirbhar Bharat titled as “Paradigm Shift of Viewership from Traditional Television Program to OTT Platform during COVID19 Pandemic Situation: An Empirical Study” on 23rd and 24th July, 2021.
- Participated and presented in International Conference organized by Howard University, Chapman University and NIT Warangal titled as “An Empirical Analysis on the crucial role of Segmentation: The Key success in Telecommunication industry” on 27th and 28th July, 2021
- Participated and presented in International Conference on CEO Congress titled as “Techno Entrepreneurial Intention among the Business Management Students: Does Gender Matters?” on 19, 20, 21 and 22nd August, 2021.
- Participated and presented in International Conference on Contemporary Issues in Accounting, Finance and Management titled as “A Study on Consumer Behavior on Purchase of Electronic Devices with special Reference to Laptop Brands” on 28th and 29th August, 2021.
- Participated and presented in International Conference on Paradigm Shift: Transformative Strategies in the Business World titled as “Investigating the role of Sustainable HR Practices on Engagement of Employees, Job satisfaction and Organizational Performance of Selected Hotels in India” on 10th and 12th May, 2024.

Research & Publication Portfolio

Patents & Intellectual Property

Demonstrating a commitment to innovation and practical application, Dr. Mukherjee holds the following patents:

1. **Mukherjee, S.** (2025). *Managing Obstacles and Seeking Equity in the context of Gender Disparities and Work Life*. (Filed: 05.01.2025, Publication: 04.03.2025).
2. **Mukherjee, S.** (2024). *E-COMMERCE MANAGEMENT AND AI BASED DYNAMIC PRICING REVENUE OPTIMIZATION STRATEGIES*. (Filed: 18.06.2024, Publication: 05.07.2024).

Authored Books

As a leading author, Dr.Mukherjee has published six comprehensive books, establishing deep expertise in marketing and management.

1. **Mukherjee,S.,&Das,M.K.(2024).***Foundations of Human Resource Management*. Global Net Publication. (ISBN: 978-81-19948-19-2).
 2. **Mukherjee,S.,&Das,M.K.(2024).***Hand Book of Consumer Behaviour*.BPKundu.(ISBN:978-938-9-41307-6).
 3. **Mukherjee,S.,&Das,M.K.(2022).***Principles of Marketing-Text and Cases*. Shroff Publishers & Distributors. (ISBN: 978-93-5542-030).
 4. **Mukherjee,S.,&Das,M.K.(2020).***Marketing Communication: Inevitable for Promoting Brand Awareness*. Lambert Academic Publishing. (ISBN: 978-620-0-28565-2).
 5. **Mukherjee,S.,&Das,M.K.(2025).***A Smart Guide to Advertising and Sales Promotion*.S pell Bound. (ISBN: 978-81-9921-8284).
 6. **Mukherjee,S.,&Das,M.K.(2025).***Product and Pricing Management*. BB Kundu.(ISBN:978-939-394-4740).
 7. **Mukherjee,S.,&Das,M.K.(2025).***Essentials of Sales Management*. BB Kundu.(ISBN:978- 93-47078-84-2).
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Peer-Reviewed Journal Articles High-Impact(SCI/Scopus/ABDC) Journals

1. Mukherjee, S., Das, M. K., Banerjee, J., & Kiran, P. (2025). *Ad Sense's influence on collaborative success through customer engagement and brand affinity: An application of E-L-M Model*. *Journal of Internet Marketing and Advertising* (Accepted).
2. Mukherjee, S., Das, M. K., Saha, D., Saha, D., & Saha, S. (2025). *How important are service robots in today's hospitality landscape? A review and research guide*. *International Journal of Services Operations and Informatics*. <https://doi.org/10.1504/IJSOI.2025.152328>
3. Mukherjee, S., Omrane, A., Das, M. K., & Chatterjee, A. (2023). *Main socio-psychological effects of pandemic on individuals' well-being and life satisfaction*. *Environment and Social Psychology*, 8(3), 1–18. <https://doi.org/10.54517/esp.v8i3.1757>
4. Mukherjee, S., & Das, M. K. (2021). *Exploring the Influence of Brand Awareness on Purchase Intention considering mediating effect by Brand Loyalty*. *Empirical Economics Letters*, 20(4), 189–201.
5. Mukherjee, S., Das, M. K., Banerjee, J., & Kiran, P. (2026). *Role of AI-integrated CRM in e-commerce success: Examining mediating and moderating effects in select emerging Asian markets*. *Journal of Modelling in Management*. <https://doi.org/10.1108/JM2-02-2025-0080>
6. Mukherjee, S., Das, M. K., Shiuh, S. C., Pal, S., & Goswami, S. P. (2026). *Decoding e-commerce efficiency: A fuzzy–hybrid SEM insight into how AI integration drives performance*. *Journal of Information Hiding and Multimedia Signal Processing*.
7. Chowdhury, M., Mukherjee, S., Das, M. K., & Chawla, U. (2026). *Revolutionizing AI-driven HR transformation: A study on enhancing workforce efficiency through the technology task fit framework*. *Knowledge and Process Management*. <https://doi.org/10.1002/kpm.70096>.
8. Mukherjee, S., Das, M. K., Saha, M., & Chowdhury, M., (2026). *A Multi-Theoretic Vendor Selection Mechanism for the power Sector: Integrating Agility, Innovation, and Risk for Performance Optimization*. *Knowledge and Process Management*. <https://doi.org/10.1002/kpm.70134>
9. Mukherjee, S., & Das, M. K. (2026). *Spirituality 5.0 and Competitiveness in Spiritual Tourism: Examining the Role of AI Enabled Digital Interventions*, *International Journal of Global Business and Competitiveness* (Springer). <https://doi.org/10.1007/s42943-026-00157-1w>
10. Mukherjee, S., & Das, M. K. (2026). *Business Incubation Support and Venture Success: A Capability building Model for SME Entrepreneurs*, *Future Business Journal* (Springer). <https://doi.org/10.1186/s43093-026-00951-1>

Peer-Reviewed & UGC Care Listed Journals

1. Mukherjee, S., Das, M. K., Shai, A., & Sharma, R. R. (2024). *Impact of viral marketing and brand loyalty in FMCG sector. International Journal of Business Competition and Growth*, 8(4), 240–261. <https://doi.org/10.1504/IJBCG.2023.138732>
2. Mukherjee, S., Das, M. K., & Saha, D. (2024). *Modeling the effects of stigmatization on disrupting life: A study of mediating role of stress and social isolation. Journal of Commerce & Business Studies*, 11(11), 22–41.
3. Mukherjee, S., & Das, M. K. (2023). *Examining the influence of pandemic on social ill-being and its consequence on life satisfaction. Management Mirror*, 3(1), 12–25.
4. Mukherjee, S., Das, M. K., & Kar, U. (2023). *Excavating important attributes and brands alluring prospects to buy smartphone. Saudi Journal of Business and Management Studies*, 8(4), 59–70. <https://doi.org/10.36348/sjbms.2023.v08i04.001>
5. Mukherjee, S., Das, M. K., & Chakraborty, T. K. (2023). *Viral marketing in increasing brand awareness and predicting purchase intention. Scholars Journal of Economics, Business and Management Studies*, 10(4), 61–77.
6. Mukherjee, S., & Das, M. K. (2022). *Brand positioning of smart phone in the post COVID scenario: An empirical study. Anvesak*, 50(2), 85–102.
7. Mukherjee, S., & Das, M. K. (2022). *Subtle shift of consumer buying decision in post COVID world with respect to smart phone. Wesleyan Journal of Research*, 13(13), 101–117.
8. Mukherjee, S., & Pandey, P. (2020). *Green HRM: An indispensable aspect. International Journal of Research*, 18(9), 1–8.
9. Mukherjee, S., & Das, M. K. (2018). *Factors influencing purchase decisions of FMCG customers: A study on West Bengal. International Journal of Exclusive Management Research*, Special Issue (January), 128–137.
10. Mukherjee, S., & Das, M. K. (2018). *Exploring driving forces for the prospects of FMCG brands. International Journal of Advance and Innovative Research*, 5(4), 81–87.
11. Mukherjee, S., & Das, M. K. (2018). *Determinants for selecting FMCG products with special emphasis on cosmetics and toiletries segment. Jaipuria International Journal of Management Research*, 2(1), 77–83.
12. Mukherjee, S., & Das, M. K. (2016). *Developing FMCG brand using marketing communication tools: A conceptual study. Educator Research Journal*, 3(3), 58–68..
13. Mukherjee, S., & Das, M. K. (2016). *Drivers behind purchase decision: A study on FMCG products. Global Vista (Peer Review)*, 1(1), 21–30.
14. Das, D., & Mukherjee, S. (2012). *A competency mapping framework for Indian services sector. SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2094207>
15. Mukherjee, S., Das, M. K., Omrane, A., Aldelimi, Z. T., & Saha, S. (2024). *Unveiling the effects of the metaverse on brand development: A PRISMA based systematic literature review. Community Practitioner*, 10(1), 345–365.
16. Mukherjee, S., Das, M. K., Kar, U., & Saha, D. (2023). *Examining the ill-effect of stigmatization on disequilibrium of life during pandemic along with the mediating role of stress and social isolation. Innovation*, 73, 102–125.

Book Chapters

Dr. Mukherjee has contributed 20 chapters to major edited volumes from leading academic publishers including **Springer Nature, Taylor & Francis (Routledge), IGI Global, and Emerald Publishing**.

1. Mukherjee, S., Das, A., & Chatterjee, A. (2024). *Blockchain technology: Impact on the Indian economy. In Navigating the future of finance in the age of AI*. IGI Global. <https://doi.org/10.4018/979-8-3693-4382-1>
2. Mukherjee, S., Das, A., & Chatterjee, A. (2024). *Blockchain technology: Impact on the Indian economy. In Navigating the future of finance in the age of AI*. IGI Global. <https://doi.org/10.4018/979-8-3693-4382-1.ch014>
3. Mukherjee, S., & Das, M. K. (2024). *Factors influencing employee turnover in the IT industry in an era of rapid automation. In HR analytics in an era of rapid automation*. IGI Global.

4. Mukherjee, S., Das, M. K., & Pal, S. (2024). *Exploring key factors apart from price and quality and effective ad media to get a foothold in the fast-moving consumer goods (FMCG) segment*. In *Contemporary digital transformation and organizational effectiveness in Business 4.0*. CRC Press, Taylor & Francis Group.
5. Mukherjee, S., & Das, M. K. (2024). *Talent retention: Factors influencing employee turnover in the IT industry*. In *HR analytics in an era of automation*. IGI Global Scientific Publishing.
6. Mukherjee, S., Das, M. K., Chatterjee, A., & Mukherjee, S. R. C. (2023). *Segmentation: A key to success of smartphone business*. In *Perspectives in Marketing, Innovation and Strategy*. Routledge–Taylor & Francis Group.
7. Mukherjee, S., Roy Choudhury Mukherjee, S., & Das, M. K. (2021). *Paradigm shift of viewership from traditional television program to OTT platform during COVID-19 pandemic situation*. In *Aatmanirbhar Bharat*.
8. Mukherjee, S., Roy Choudhury Mukherjee, S., & Das, M. K. (2021). *Growing participation of women in politics over the last decade using bibliometrics*. In *The Handbook of Digital Media & Journalism: Practices and Perspectives*.
9. Das, M. K., Mukherjee, S., Ghosal, I., Saha, D., Dutta, D., & Biswas, A. (2025). *Exploring a decade of educational transformation with metaverse for a sustainable future: A review*. In *Metaverse and sustainability: Business resilience towards sustainable development goals*. Springer Nature. (Forthcoming).
10. Mukherjee, S., Chowdhury, M., & Das, M. K. (2025). *Trends, challenges and future directions of sustainable tourism: A systematic literature review*. In *Agile Business Transformation*. Apple Academic Press.
11. Mukherjee, S., Das, M. K., Dass, S., & Chowdhury, M. (2025). *Redefining customer behavior with service robots: A meta-perception lens via bibliometric analysis*. In *Contemporary business practices and sustainable strategic growth*. Bentham Science.
12. Das, M. K., & Mukherjee, S. (2025). *Sustainable branding through social media marketing: A review and research agenda*. In *Fostering economic diversification and sustainable business through digital intelligence*. IGI Global.
13. Das, M. K., Mukherjee, S., & Omrane, A. (2025). *Techno-entrepreneurship: Catalyst for profitability and efficiency in the handicraft industry*. In *Indigenous empowerment through human-machine interactions*. Emerald Publishing.
14. Das, M. K., Mukherjee, S., & Saha, D. (2025). *Unfolding association between smartphone brands and attributes through perceptual map*. In *Resurgence and sustainable development of Asian markets in the new normal*. Springer Nature.
15. Chowdhury, M., Mukherjee, S., & Das, M. K. (2025). *Sustainable engagement: Unveiling the interplay between green initiatives, employee engagement, and job satisfaction perspectives*. In *Perspectives in agile sustainable practices & business value*. Routledge–Taylor & Francis Group.
16. Das, M. K., Mukherjee, S., Sen, S. K., & Banerjee, J. (2025). *Exploring the role of digital transformation in enhancing diversity in entrepreneurship: A review*. In *Promoting sustainability through inclusive and resilient creative economy*. Nova Science. (Accepted).
17. Das, M. K., Mukherjee, S., Banerjee, J., & Kiran, P. (2025). *Bridging practice and theory: A case-based framework for data-driven talent management and employee retention*. In *Globalization in HR practices: Strategy and innovations*. CRC Press–Taylor & Francis Group. (Accepted).
18. Kanjilal, P., Ray, N., Mukherjee, S., & Roy, N. (2025). *Navigating the dark side of tourism ethical dilemmas, impacts, and cultural reflection: A narrative review*. In *Technological innovation in global cultural tourism*. IGI Global. <https://doi.org/10.4018/979-8-3693-3196-5.ch001>
19. Dass, S., Mukherjee, S., Mistry, S., Sarkar, P., & Das, M. K. (2025). *AI in healthcare marketing: A review, synthesis and research agenda*. In *Agile sustainable marketing: Navigating towards a greener future*. Bentham Science. (Accepted).
20. Mukherjee, S., Chatterjee, A., & Das, A. (2024). *Transforming mental healthcare: The efficacy and impact of online counseling in the digital age*. In *Optimization and artificial intelligent strategies for engineering and management*.

Conference Proceedings

1. **Mukherjee, S., & Chatterjee, A. (2023).** Psychological Influence of Online Stigmatization in Social Life due to Monkey Pox. In *Innovations in Computational Intelligence and Computer Vision (ICICV 2023)*.

Springer Nature. (ISBN: 978-981-99-2601-5).

2. **Mukherjee,S.,&Bag,S.**(2021).Techno-Entrepreneurial Intention among the Business Management Students: Does Gender Matters? In *Proceedings of the CEO International Congress*. (ISBN: 978-605-06656-5-9).

Book Editor

- Agile Sustainable Practices & Business Value(Routledge Publication,Taylor & Francis Group, USA)
- Reimagining Human Resources (Routledge Publication, Taylor &Francis Group, USA)(On the verge of Publication)

Additional Information

- Engaged with a local NGO (Chandannagar) to help the mentally retarded child.
- Played Cricket in Junior District Level Championship.

Interest

- Playing Cricket &Football,
- Watching Football & Listening Music.

Personal Information

Name	Soumya Mukherjee.
DoB	23.12.1980.
Father's Name, Occupation & Office Add.	Shri Amar Nath Mukherjee. Ex Government Servant. West Bengal State AIDS Prevention and Control Society Swasthya Bhawan,1st Floor,Wing-B,GN-29, SectorV,Salt Lake City, Kolkata-700091
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References

- Dr. Muhammad Foik, Head of International Collaboration and Strategic Development, Westminster International University. Contact No.: +99 451 8100537. Email: m.khakimova@wiut.uz
- Dr. Amitava Sarkar, Former Professor & Director, Indian Institute of Social Welfare and Business Management; Former Director, School of Management, Maulana Abul Kalam Azad University of Technology. Contact No.: +91 9830879316. Email: amitavasarkar@hotmail.com.
- Dr. Mrinal Kanti Das, Assistant Professor, Kanchrapara College. Contact No.: +91 9433710231. Email: mrinal@kpcoll.ac.in.

Declaration

I hereby declare that the above provided facts are true to the best of my knowledge and concern.

Place: Chandannagore,
Hooghly, West Bengal.

Date:

(Soumya Mukherjee)