

# Mr. Priyo Das

## PROFILE

An outcome-oriented, highly disciplined, and accountable professional with over three years of academic exposure and research experience, encompassing the instruction of multiple subjects, with a research focus on the application of artificial intelligence in marketing practices.

## KEY ACHIEVEMENTS

- Qualified NTA UGC-NET in December 2019.
- Scopus and ABDC indexed publications.
- One design patent.
- Acted as a peer reviewer of several research articles.

## QUALIFICATION

- Admitted to the **PhD in Digital Marketing** in the Department of Management Studies at JIS University, Agarpara. Successfully completed PhD pre-submission seminar.
- Completed Master of Business Administration with a specialization in Marketing from *Indira Gandhi National Open University* on 2025 with 63%.
- Completed Master of Commerce with a specialization in Marketing from *Barrackpore Rastraguru Surendranath College* affiliated under West Bengal State University on 2019 with CGPA 7.74.
- Completed Bachelor of Commerce with a specialization in Marketing from *Barrackpore Rastraguru Surendranath College* affiliated under West Bengal State University on 2017 with 60.38%.
- Completed higher secondary education from *Titagarh krishnanath Municipal High School* affiliated to West Bengal Board of Higher Secondary Education on 2014 with 49.40%.
- Completed secondary education from *Titagarh krishnanath Municipal High School* affiliated to West Bengal Board of Secondary Education on 2012 with 50.28%.

## NATIONAL LEVEL EXAM:

Qualified NTA UGC NET in December 2019



## CONTACT

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- 🌐 [ResearchGate](#)

## LANGUAGE

- English
- Hindi
- Bengali

# WORK EXPERIENCE

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## Swami Vivekananda University

August 2025 - Present

*Assistant Professor*

In this position, I have been teaching a range of subjects related to digital marketing, which includes, but is not limited to, the Fundamentals of Digital Marketing, Social Media Marketing, Search Engine Optimization, Affiliate Marketing, and additional topics.

## Gurunanak Institute of Technology

February 2025 - July 2025

*Visiting Faculty*

I served as a visiting professor from 28.02.2025-31.07.2025. In this capacity, I was teaching **Entrepreneurship Development**.

## Sister Nivedita University

2024 - 2025

*Visiting Faculty*

I served as a visiting professor at Sister Nivedita University from 10<sup>th</sup> January 2024 to February 2025. In this capacity, I was teaching **Digital Marketing and Basics of Search Engine Optimisation, Social Media Marketing** of Business Administration (BBA) programs, with a specialization in marketing.

## JIS University

2022 - 2023

*Visiting Faculty*

I served as a visiting professor at JIS University from February 2022 to December 2023. In this capacity, I was responsible for instructing a range of subjects including but not limited to **Marketing Management, Service marketing**, etc. for both the Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) programs, with a specialization in marketing. Additionally, guided students in their Minor and Major research projects

# Research Experience

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## PUBLICATIONS-

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### Journal Articles:

- Finding Out the Factors Influencing Behavior of Customers for Essential Items in This Partial Lockdown Situation. DOI- [10.31674/ijrtbt.2021.v05i03.002](https://doi.org/10.31674/ijrtbt.2021.v05i03.002)
- Das, P., & Dhar, P. (2021). Finding out the influence of marketing mix on attitude of customers for providing online reviews. Asia-Pacific Journal of Management and Technology, 2(1). <https://doi.org/10.46977/apjmt.2021v02i01.004>
- Increasing the Efficiency of Social Marketing about COVID- 19 Preventive Measures- an Empirical Study. DOI- [10.31674/ijrtbt.2022.v06i01.001](https://doi.org/10.31674/ijrtbt.2022.v06i01.001)
- Generative Adversarial Networks in Fashion Retailing and Customer Purchase Intention: An Extension of Theory of Consumption Value. DOI: [10.1177/09722629241291731](https://doi.org/10.1177/09722629241291731) (*Indexed in Scopus Q2 and ABDC 'C' category*).
- The Mediator Effect: Exploring Privacy Concern, Perceived Benefit, Personalization and the Repurchase Intentions of AI-fashion retailing Applications. (*Indexed in scopus*)
- Das, P., & Das, S. (2025). Unveiling Green Purchase Intention of Customers: Identifying the Influence of Autonomous Artificial Intelligence based Green Product, Static Green Products, and Privacy Concern. Prabandhan Darpan-Journal of Management Studies, 1(2), 1-10.
- Das, P., & Das, S. (2026). Decoding Customer Intentions towards adoption of artificial intelligence-powered fashion Retail Applications: A Motivation–Inhibition Perspective. Vision the Journal of Business Perspective. <https://doi.org/10.1177/09722629261471614> (Indexed in scopus & ABDC)

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### Book Chapters:

- Artificial Intelligence in Marketing and Its Pitfalls as a Barrier for Sustainable Growth: A Systematic Literature Review. DOI: [10.1201/9781003638100-8](https://doi.org/10.1201/9781003638100-8) (*Indexed in scopus*)
- AI-Enhanced Retail Experiences and its Impact on Customer Repeat Purchase Intention. DOI: [10.2174/9789815322071125010010](https://doi.org/10.2174/9789815322071125010010) (*Indexed in scopus*)
- Human vs. AI Influencers: Examining the Impact of AI-Generated Influencer Content on Consumer Trust and Purchase Intention among Generation Z. Digital Transformation Strategies for Sustainable Business Growth. ISBN:978-93-5980-987-8.

# Research Experience

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## RESEARCH RELATED WORK:

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### Details of Patent:

- Design Patent. Design Number- 6288572. Title- Stress and Anxiety Detection Band. Certificate.

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### Peer Reviews:

- One Book Chapter for BP International
- Two Research Papers. First one published in Advances in Research, and second one published in Asian Journal of Economics, Business and Accounting
- Acted as a Reviewer of a Scopus indexed journal titled 'international journal of management education', on June 2026

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### Conferences:

- Presented my research works in five workshops conducted by reputed universities such as, Management Development Institution, Woxen University, Aliah University, and JIS University.