

Sl. No.	Academic Year	No of Journals Papers	
		Scopus/WOS/UGC CARE ETC	Peer Reviewed
1	AY 2023 - 24	3	9
2	AY 2022-23		
3	AY 2021-22		

SOUMEN NATH
ASST. PROFESSOR
SOM

No of Conference Papers	No of Books	No of Book Chapte	No of IPRs
14	1	5	6

List of Journals

SI No	Name of the Faculty	Name of the Department
1	Soumen Nath	Management
2	Soumen Nath	Management
3	Soumen Nath	Management
4	Soumen Nath	Management
5	Soumen Nath	Management
6	Soumen Nath	Management
7	Soumen Nath	Management
8	Soumen Nath	Management
9	Soumen Nath	Management
10	Soumen Nath	Management
11	Soumen Nath	Management
12	Soumen Nath	Management

Conference Paper outside SVU

SI No	Name of the Faculty	Department
1	Soumen Nath	Management
2	Soumen Nath	Management

Title of the Paper	Name of the Journal
Chat-GPT & Its impact on writing skill development: A case study on students of private colleges in north 24 parganas	International Journal of Multidisciplinary Trends
Green marketing and sustainable development in India: A comparative study	International Journal of Advanced Academic Studies
Unveiling Cultural Diversity in Indian Literature: A Comparative Analysis	In International Journal of Cultural Studies and Social Sciences
Stress management and work life balance: A case study	International Journal of Research in Human Resource Management,
Impulsive purchasing patterns among women consumers: A study	International Journal of Research in Marketing Management and Sales
A study on smart watch users in Kolkata: Health consciousness or fashion statement!!	International Journal of Financial Management & Foreign Trade,
A marketing analysis on Indian automobile industry: A comparative study of Hyundai, Maruti Suzuki and Ford	International Journal of Research in Management
Economic and Geopolitical influence of India through BRICS summit: A brief analysis	Trade & International Business
Data visualization approach for business strategy recommendation using power BI dashboard	in Management
Comparative Study on Private Teachers' Social, Financial and Mental Problems During & Post Pandemic Scenario	& Innovation
Analyzing and Comparing Random Forest and K- Nearest Neighbour for Effective Heart Diseases prediction	IEEE Explorer
A Quinnagarian Exploration of The Vestiges of Structural Transformation	Third Concept

Title of the Paper	Name of the Conference
A Study on Swathya sathi Scheme in West Bengal: A Systematic Literature Review	Development with Dignity
A Study on Use of AI Enabled Technologies amidst Healthcare Sector in North 24 Parganas, West Bengal, India	Management Conference on

	MITTAL PUBLICATIONS (New De
CSR Promotions on Social Media: Connecting With Consumers & Brand Image	Imprint Publication
Application of Data Analytics in Modern Business Decisions	Swami Vivekananda University
An Investigative Study of the Past 50 Years on the Relics of Structural Change: Exploring the Connections between Indian Tra	ADDI Publication, Jaipur, India,
Application of VUCA (volatility, uncertainty, complexity and ambiguity) in strategic decision making for MSME in India	SVU

Name of the Innovation	Status (Filed / Published / Granted)
Computing device for supply chain optimization through advanced AI & machine learning	Granted
Model to efficiently capture persistent surveillance of user activity and use profiling behaviour in complex networks	Application Approved
Blockchain & IOTs Role in the Indian Banking Sector's Digital Transition	Application Approved
Analysis of Students Time Spending for Newspaper Reading to Attain Effective English Communication	Application Approved
Technical writing with AI in BI platforms	Application Approved
Wearable Sociometric Device	Granted

Year of Publication (MM / YYYY)	Index Type (Scopus/WOS/UGC CARE/Peer Reviewed etc.)	DOI / ISSN
2024	Peer Reviewed	https://doi.org/10.22271/multi.2024.v6.i4b.415
2024	Peer Reviewed	DOI: 10.33545/27068919.2024.v6.i4a.1136
2024	UGC Care Listed	https://doi.org/10.5281/zenodo.11122908
2024	Peer Reviewed	https://doi.org/10.33545/26633213.2024.v6.i1b.178
2024	Peer Reviewed	https://doi.org/10.33545/26633329.2024.v6.i1b.159
2024	Peer Reviewed	https://doi.org/10.33545/26179210.2024.v7.i1.270
2024	Peer Reviewed	DOI: 10.33545/26648792.2024.v6.i1b.136
2024	Peer Reviewed	.v6.i1a.101
2024	Peer Reviewed	10.33545/26648792.2024.v6.i1b.138
2024	Peer Reviewed	https://doi.org/10.21844/smsjei.v9i02.15
2024	Scopus	https://ieeexplore.ieee.org/xpl/conhome/1842264/all-proceedings
2023	UGC Care Listed	9767247

Year of Publication (MM/YYYY)	ISBN / ISSN
2024	978-81-19524-51-7
2024	978-81-19524-67-9

[rg/10.33545/26179210.2024.v7.i1.284](#)

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