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Research Area: *Organizational Culture, Diversity & Inclusion,
Employee Satisfaction, Consumer Behaviour, Nudge Marketing,
Leadership roles etc.*

Journal Publications:

Published:

1. *Soumi Chakraborty*. A study on 'employee satisfaction in Tata consultancy services at sector V, the IT hub of Kolkata. *International Journal of Research in Management* 2024; 7(1): 311-315. DOI: <https://doi.org/10.33545/26648792.2024.v6.i1d.160>, P-ISSN:2664-8792, E-ISSN: 2664-8806
2. *Soumen Nath, Soumi Chakraborty, Dr. Kallal Banerjee*. A study on smart watch users in Kolkata: Health consciousness or fashion statement. *International Journal of Financial Management and Economics* 2024; 7(1): 117-120. DOI: <https://doi.org/10.33545/26179210.2024.v7.i1.270>, P-ISSN: 2617-9210 E-ISSN: 2617-9229
3. *Soumi Chakraborty, Soumen Nath*. A marketing analysis on Indian automobile industry: A comparative study of Hyundai, Maruti Suzuki and Ford. *International Journal of Research in Management* 2024; 6(1): 145-150. DOI: [10.33545/26648792.2024.v6.i1b.136](https://doi.org/10.33545/26648792.2024.v6.i1b.136), P-ISSN:2664-8792, E-ISSN: 2664-8806
4. *Soumen Nath, Soumi Chakraborty, Dr. Kallal Banerjee*. Green marketing and sustainable development in India: A comparative study. *International Journal of Advanced Academic Studies* 2024; 6(4): 01-04. DOI: [10.33545/27068919.2024.v6.i4a.1136](https://doi.org/10.33545/27068919.2024.v6.i4a.1136), P-ISSN:2706-8919, E-ISSN: 2706-8927
5. *Soumen Nath, Soumi Chakraborty, Dr. Kallal Banerjee*. Impulsive purchasing patterns among women consumers: A study. *International Journal of Research in Marketing Management and Sales* 2024; 6(1): 117-119. DOI: <https://doi.org/10.33545/26633329.2024.v6.i1b.159>, P-ISSN:2663-3329, E-ISSN: 2663-3337
6. *Soumen Nath, Soumi Chakraborty, Dr. Kallal Banerjee*. Stress management and work life balance: A case study. *International Journal of Research in Human Resource Management* 2024; 6(1): 121-124. DOI: <https://doi.org/10.33545/26633213.2024.v6.i1b.178>, P-ISSN: 2663-3213, E-ISSN: 2663-3361
7. *Soumen Nath, Soumi Chakraborty, Dr. Kallal Banerjee*. 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* 2024; 6(4): 89-94. DOI: [10.22271/multi.2024.v6.i4b.415](https://doi.org/10.22271/multi.2024.v6.i4b.415), P-ISSN: 2709-9350, E-ISSN: 2709-9369

Book Chapter:

Published:

1. *Soumi Chakraborty*. Managing the Brand Identity in a VUCA Paradigm. Strategic Brand Management in a VUCA World. Chapter 12, 154-169, ISBN: 978-81-9512-503-6
2. *Soumi Chakraborty*. Exploring the Evolving Role of Strategic Human Resource Management under the VUCA Paradigm. Exploring the Dynamics of Business Decision in Present VUCA World. ISBN: 978-93-3406-575-6
3. *Soumi Chakraborty*. Stress Management Strategies among Undergraduate Students in Semi- Urban Settings: Exploring Coping Mechanisms and Support Systems. Economic Frontiers. ISBN: 978-93-92586-40-8
4. *Soumi Chakraborty*. Application of Augmented Reality & Virtual Reality in New Age Tourism. India in Transition from Agriculture to Innovation, Trade, Industry and Society. ISBN: 978-81-974325-8-3
5. *Soumi Chakraborty*. A study on the probable effects of VUCA on Human Resource functions in the future. Transformative Human Resource Management: Strategies for The Modern Workplace. ISBN: 978-93-81231-47-0
6. *Soumi Chakraborty*. The Balanced Scorecard: A Comprehensive Tool for Strategic Management. Innovative Marketing Paradigms - Trends, Strategies and Consumer Insights. ISBN: 978-93-91741-78-5
7. *Soumi Chakraborty*. The Concept of Multi-level Marketing – Ongoing Controversial Financial Practices. Strategic Financial Innovations – Emerging Trends and Policies. ISBN: 978-81-975894-2-3
8. *Soumi Chakraborty*. The Application of Augmented Reality & Virtual Reality in New Age Tourism. Application of Data Analytics In Modern Business Decisions. ISBN: 978-93-5980-076-9

Patent:

Published:

1. “Analysis of Student's Time Spending for Newspaper Reading to Attain Effective English Communication”, *Soumi Chakraborty & Others*, Intellectual Property India, Office of the Controller General of Patents, Design and Trade Marks, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India. [Patent Application Number 202331042374 A]

Granted:

2. “Wearable Sociometric Device”, *Soumi Chakraborty & Others*, Intellectual Property India, Office of the Controller General of Patents, Design and Trade Marks, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India. [Patent Number: 409213-001, Serial Number: 167380]

