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Research Area: Healthcare Innovation, Sustainability Management, Strategic Human Resource, Marketing, Digital Marketing, Industrial Relations, Medical Sociology, CSR, Entrepreneurship Development.

Journal Publications:

- Nath, S., Chakraborty, S., & Banerjee, K. (2024). 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*, 6(4), 89–94. <https://doi.org/10.22271/multi.2024.v6.i4b.415>
- Nath, S., Chakraborty, S., & Banerjee, K. (2024b). Green marketing and sustainable development in India: A comparative study. *International Journal of Advanced Academic Studies*, 6(4), 01–04. <https://doi.org/10.33545/27068919.2024.v6.i4a.1136>
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- Nath, S., Chakraborty, S., & Banerjee, K. (2024a). A study on smart watch users in Kolkata: Health consciousness or fashion statement. *International Journal of Financial Management and Economics*, 7(1), 117–120. <https://doi.org/10.33545/26179210.2024.v7.i1.270>
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- Lahiri, G., & Nath, S. (2022b). A Study On Green Products & Green Marketing From The Students’ Perspective In Kolkata. *SMS Journal of Entrepreneurship & Innovation*, 8(02), 23–34. <https://doi.org/10.21844/smsjei.v8i02.28568>
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Book Chapter:

- Soumen Nath*. (2024). Data Analytics in Twenty First Century Modern Business Environment. Application of Data Analytics in Modern Business Decisions. Issue: I, Page No. 33-40 ISBN: 978-93-5980-076-9, <https://doi.org/10.5281/zenodo.11181360>
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- Srijita Pal, Sanjay Bhattacharya, Kallal Banerjee, & Soumen Nath. (2024). An Investigative Study of the Past 50 Years on the Relics of Structural Change: Exploring the Connections between Indian Tradition and Economic Progress. In *Through the Postcolonial Lens: An Anthology of Critical Essays*, Joint Publication of Swami Vivekananda University, Barrackpore and ADDI Publication, Jaipur, India (pp. 120–135). ISBN: 978-93-92586-82-8, Zenodo. <https://doi.org/10.5281/zenodo.11335997>
- Nath, S. (2024). SWASTHYA SATHI HEALTH SCHEME: A STUDY ON SLUM DWELLERS IN UTTARPARA KOTRUNG MUNICIPALITY. In *STRATEGIC FINANCIAL INNOVATIONS -EMERGING TRENDS AND POLICIES* (1st ed., Vol. 1, Ser. 1, pp. 72–80). Penprints India. ISBN: [978-81-975894-2-3](#)
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Text Book:

- Chakraborty, M., Nath, S., Chatterjee, S., & Banerjee, K. (2024). The Fundamentals of Research Methodology (1st ed., Vol. 1, Ser. 1). Redshine Publication. ISBN: 9789392917226, DOI: 10.25215/9392917228, DIP: 18.10.9392917228, <https://redshine.co.in/product/9789392917226/>

Patent:

Published:

1. **“Analysis of Student's Time Spending for Newspaper Reading to Attain Effective English Communication”**, *Neelanjan Mitra, Soumen Nath & 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]
2. **“Blockchain and IOT's role in the Indian banking sector's digital transition”**, *Neelanjan Mitra, Soumen Nath & 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 202331044074 A]

Granted:

3. **“Wearable Sociometric Device”**, *Neelanjan Mitra, Soumen Nath & 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]