Faculty Profile

Faculty Name	Dr. Soumik Gangopadhyay
Designation	Professor
Department	BBA
Contact Number	9903981505
Official Mail ID	soumik.gangopadhyay@iemcal.com
Google Scholar Link	https://scholar.google.com/citations?user=r8H2bfQAAAAJ&hl=en&oi=ao
Research Gate Link:	https://www.researchgate.net/profile/Dr-Soumik-Gangopadhyay

1. Projects completed/ongoing: NIL

2. Seminars / conferences attended and presented:

SL NO	Organizing Institute	Topic Name	Date	Attended/ presented
1	IEM, Kolkata	Current Landscape in Pharmaceutical Marketing – Post COVID Era	19/02/2021	Attended
2	IEM, Kolkata	How AI is Changing Marketing by Dr. Soma Sur, Professor - Marketing, Xavier's Business School Kolkata	12/03/2021	Attended
3	IEM, Kolkata	Pandemic Losses: Ways to Overcome	20/03/2021	Attended
4	Indian Economic Association	102nd Conference of Indian Economic Association (IEA)	26- 29/12/2019	Attended & Presented
5	IIM-Kozhikode	International Conference on Global Health & Medical Tourism(GloHMT).	7- 10/03/2019	Attended & Presented
6	Manipal Academy of Higher Education, Manipal University, Udupi	1st International Conference on Commerce and Pharma Management	27- 28/09/2018	Attended & Presented

3. Papers/articles/books published:

Published Journal Article:

SL No	Topic of Publication	Authors	Journal Name and ISSN No.	Volume	Pages	Status
1.	A model of strategic communication for clinical premises based on Perceived risk of Neds: A study of Kolkata, India	Dr. Soumik Gangopadhyay Dr. Suman Chakraborty	International Journal of Business Innovation and Research 1751-0260	25(3)	353- 364	Published

Published Book Chapter:

			Authors	Name of		Status
SL	Name of the	Name of the Book		Publisher and	Page	
No	Book	Chapter		ISBN No.	No.	
	Intelligent	Being resilient to	Dr. Soumik	Springer Nature	353-	Published
1.	healthcare	deal with	Gangopadhyay,	978-3-030-	363	online on
	informatics for	attrition of nurses	Amitava Ukil	72752-9		2 nd Sep'21
	fighting the	in private Covid-				-
	COVID-19 and	19 hospitals, A				
	other	critical analysis				
	pandemics and	with respect to				
	epidemics	crisis in kolkata				
		"Deriving Sales	Dr. Soumik		22-	July'21
		Promotion	Gangopadhyay,	Black Aviat	36	
2.	"Strategic	Strategy for	Dr. Saikat	Publisher,		
	Brand	Mediators based	Chakrabarti,	978-81-951250-		
	Management in	on Perceived	Dr. Anirban	3-6		
	a VUCA World"	Benefit: A Study	Sarkar			
		of Kolkata"				
		'Emerging	Dr. Soumik			Accepted
	<i>"</i> ••••••••••••••••••••••••••••••••••••	Paradigm of	Gangopadhyay,			for
	"Intelligent	Smart Healthcare	Amitava Ukil,			publication
	Healthcare:	in the	Dr. Somnath	Springer		
3.	Infrastructure,	Management of	Chatterjee			
	Algorithms, and	COVID-19				
	Management"	Pandemic and				
		Future Health				
		Crisis'				

			Dr. Soumik	BHARTI	Published
		"Sustainable	Gangopadhyay,	PUBLICATIONS,	in 2018
	"Contemporary	Health	Amitava Ukil	New Delhi	
4.	Economic	Development			
4.	Issues in India"	Model Based on		978-93-86608-	
		Patient's		28-4	
		Perception: A			
		Study of Kolkata"			

Published Conference Paper:

SL No	Topic of Publication	Authors	Conference Name	Status

4. FDP / RC / OC / Training Program/Workshop:

- a. 'AICTE Exam reforms workshop' (online) from 08.07.21 to 10.07.21.
- b. 'Innovative Teaching Learning Practices pertaining to Sustainable Academic Growth in Higher Education Institutes' (online) conducted by IEM from 01.09.21 to 02.09.21
- c. '5 Days online workshop on Universal Human Values' by AICTE (Online) from 2-6/11/2020.
- d. Live webinar on "Role of India in the New World Order" by AMITY, Noida on 17/06/2020.
- e. Live webinar conducted by on "Global Trade Challenges and Opportunities in the current economic scenario" by Alagappa University on 22/06/2020.
- f. AICTE sponsored 3 days residential executive leadership programme C.V Raman College of Eng., Bhubaneswar from 17-19/05/2018.
- 5. Preparation of E-learning materials/ Content:

SI. No	COURS E NAME	Subjec t Code	Name Of The Faculty Contribut or	Name Of The Faculty Contribut or	No. Of Lesson S	Ur l	Pai d / Fre e	Certificate	Published/ Draft	Type Of Course (Conventional/Fdp/Bri dge Course/Skill Devlopment)
N A	NA	NA	NA	NA	NA	N A	NA	NA	NA	NA

6. Acted as resource persons:

i. Reviewed article titled "COVID-19 Backlashes: Psycho-Social Impacts of Outbreak in Pakistan" in Nov'2020; "Two aspects of health literacy and their importance for the use of health-promotion measures by teachers in the school setting" in Jun'2021 and "Chronic Patients' eHealth Literacy Skills and Related Factors in Turkey in COVID-19" in Sep'2021 for "Health Education" (Emerald Journal).

ii. Reviewed article titled "Factors Influencing Reader Satisfaction And Quality Of Service In Modern Libraries" in Jun'2021 for South Asian Journal of Social Studies and Economics.

iii. Examiner of SIP viva-voce of MBA students of St. Xavier's University, Kolkata(8-11/09/2020).

iv. Examiner of SIP viva-voce of MBA students of St. Xavier's University, Kolkata (13/11/2019).

v. Moderator of Marketing Analytics (MBA) of XBS, St. Xavier's University, Kolkata (Mar' 2021, Dec'2020).

vi. Examiner of SIP viva-voce of B.Com(Marketing) students of St. Xavier's College, Kolkata (16-17/04/2020), BMS(Marketing) 22/04/2020.

vii. Question paper setter of Principles of Marketing and Consumer Behavior (Nov-Dec'2019) for St. Xavier's College Kolkata.

viii. Question paper setter of RESEARCH METHODOLOGY for XU-RET 2020 (Ph.D. Programme Entrance Test) of department of Management in Jul'2020.

ix. Conducted two 2 Day workshop on Decision Making for Sr. Executives of CESC, Kolkata (Aug and Nov'19).

x. Resource speaker of webinar on "Supply Chain Management in Post COVID-19 Period" conducted by ECMT, Barasat on 20th June'2020.

xi. Resource speaker of webinar on "Health crisis of this Century: A Retrospective Journey" conducted by ABS Academy of Science Technology and Management, Durgapur on 22nd May'2021.

7. M.Phil.& Ph.D awarded: Nil.