

## Faculty Profile

Faculty Name	Dr. Soumik Gangopadhyay
Designation	Professor
Department	BBA
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Google Scholar Link	<a href="https://scholar.google.com/citations?user=r8H2bfQAAAAJ&amp;hl=en&amp;oi=ao">https://scholar.google.com/citations?user=r8H2bfQAAAAJ&amp;hl=en&amp;oi=ao</a>
Research Gate Link:	<a href="https://www.researchgate.net/profile/Dr-Soumik-Gangopadhyay">https://www.researchgate.net/profile/Dr-Soumik-Gangopadhyay</a>

### 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, Udipi	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:

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



**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 22<sup>nd</sup> May’2021.**

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