

Faculty Profile

Faculty Name	Suchana Roy
Designation	Assistant Professor
Department	BBA
Official Mail ID	Suchana.roy@iem.edu.in
Google Scholar Link	https://scholar.google.com/citations?user=2kRZrH0AAAAJ&hl=en
Research Gate Link:	https://www.researchgate.net/profile/Suchana-Roy-3

1. Projects completed/ongoing:

2. Seminars / conferences attended and presented:

Attended & Presented:

SL NO	Organizing Institute	Topic Name	Date	Attended By	Department
1	IEA & Jain University, Bengaluru	Transitory Perceived Value of Health Risk Since Pandemic	26-28 Dec'22	Gangopadhyay S.	BBA
2	IEM, Kolkata	Inorganic Growth of Immunity Boosters in light of COVID-19 Pandemic: Is it a Trending Fad	10-12 Dec'21	Gangopadhyay S.	BBA
3	IEM, Kolkata	Mediating Influence of COVID-19 pandemic Induced Lockdown on Rise of OTT	10-12 Dec'21	Gangopadhyay S.	BBA
4	IEM, Kolkata	A Study on Mediating Influence of Social Media on Online Purchase of Medicine during Pandemic	9-11 Dec'22	Gangopadhyay S.	BBA
5	IEM, Kolkata	Factors effecting the Choice of International Mobile Telecommunication Service	9-11 Dec'22	Gangopadhyay S.	BBA
6	UEM, Kolkata	Factors Influencing the Adoption of Digital Transactions	21-23 Apr'23	Gangopadhyay S.	BBA
7	IEM-UEM Gr., Kolkata	Rise and Fall of Indian Aviation Sector- A case Study	1-2 Sep'23	Gangopadhyay S.	BBA
8	IEM-UEM Gr., Kolkata	Can Consistency become a game Changing Strategy: A Case of ShyamaliParibahan !	1-2 Sep'23	Gangopadhyay S.	BBA
9	IEM-UEM Gr., Kolkata	Role of Apollo Pharmacy in Piloting Paradigm Shift in Pharma Industry: An Exploratory Analysis	1-2 Sep'23	Gangopadhyay S.	BBA

3. Papers/articles/books published:

a. Chakrabarti S., Gangopadhyay S., Lahiri I., Sur S., Chattopadhyay S., Sharma R.R. (2023). "Perspectives in Sustainable Management Practices". ROUTLEDGE (Taylor & Francis gr.). (ISBN: 9781032440026).

Published Journal Article:

SL No	Department	Topic of Publication	Authors	Journal Name	Volume	Pages	Status
1	BBA	Hospital Advertising- a myth or reality.	Gangopadhyay S., Bandopadhyay P.	Indian Journal of Marketing	42(6)	47-52	Published
2	BBA	Burden of NCDs Among Nuclear Families: A Study in the City of Joy	Journal of Health Management.	Gangopadhyay S; Sur S.	19(4)	602-609	Published
3	BBA	A Model Of Strategic Communication For Clinical Premises Based On Perceived Risk Of Ncds: A Study Of Kolkata, India	International Journal of Business Innovation and Research	Gangopadhyay S; Chakraborty S.	25(3)	353-364	Published
4	BBA	Will COVID Pandemic Induced Resurge in Immunity Booster Consumption Drive an Unethical Business Practice	Gerontology and Geriatrics Studies	Gangopadhyay S; Chakraborty S.	8(1)	751-752	Published
5	BBA	Transitory Perceived Value of Health Risk Since Pandemic	Third Concept	Gangopadhyay S., Mazumder R.	37(434)	26-28	Published

Published Book Chapter:

SL No	Department	Name of the Book	Authors	Name of Publisher	Status
1.	BBA	Being Resilient to Deal with Attrition of Nurses in Private COVID-19 Hospitals: Critical Analysis with Respect to the Crisis in Kolkata, India. In: Garget al., (eds) Healthcare Informatics for Fighting COVID-19 and Future Epidemics. EAI/Springer innovations in Communication and Computing.	Gangopadhyay S., Ukil A.	Springer Nature CAM. SCOPUS	Published

2	BBA	“Emerging Paradigm of Smart Healthcare in the Management of COVID-19 Pandemic and Future Health Crisis”. In: Chakraborty et al., (eds) Intelligent Healthcare: Infrastructure, Algorithms, and Management.	Gangopadhyay S; Ukil A. Chatterjee S.	Springer Nature Singapore. SCOPUS	Published
3.	BBA	“A Retrospective Journey of World in Pandemic/Book Chapter”. In: Bhattacharyya et al., (eds) Computer Intelligence Against Pandemics: Tools and Methods to Face New Strains of Covid-19.	Gangopadhyay S., Nag A., Sadhukhan E.	Degruyter, Germany. SCOPUS	Published
4.	BBA	Mediating Influence of COVID-19 Pandemic Induced Lockdown on Rise of OTT”. In: Kotler et al.,(eds) Perspectives in Marketing, Innovation and Strategy.	Gangopadhyay S., Singh A., Bose A., Ghosh B.	ROUTLEDGE (Taylor & Francis gr.).	Published
5.	BBA	“Inorganic Growth of Immunity Boosters in light of COVID-19 Pandemic: Is it a Trending Fad?”. In: Kotler et al., Perspectives in Marketing, Innovation and Strategy.	Sadhukhan E., Gangopadhyay S., Nag A.	ROUTLEDGE (Taylor & Francis gr.).	Published
6.	BBA	"Deriving Sales Promotion Strategy for Mediators based on Perceived Benefit: A Study of Kolkata". In: Banerjee S., Shaunak S. (eds) Strategic Brand Management in a VUCA World.	Gangopadhyay, S., Chakrabarti, S, Sarkar, A.	BLACK AVIAT PUBLISHER.	Published

Published Conference Paper:

SL No	Topic of Publication	Authors	Conference Name	Status
1.	A Model Of Strategic Communication For Clinical Premises Based On Perceived Risk Of Ncds: A Study Of Kolkata, India	S. Gangopadhyay, S. Chkraborty	International Conference on Global Health & Medical Tourism (GloHMT). IIM-Kozhikode, 2019	Published
2.	The Utility Paradox of Biodiesel: A Selective Study of Kolkata.	S. Gangopadhyay, S. Sur	IIM-Ahmedabad, 2017	Published
3.	“Self medication – a menace or opportunity” -an empirical analysis.	S. Gangopadhyay	International conference on “Development Management” at Bangkok (Thailand), 2011.	Published
4.	“A call of conscience for Practice ofmalpractice: The volatile crime in Indianhospital Industry”	S. Gangopadhyay	“Contemporary issues in management development Bali (Indonesia) organized byIIMS & AIS-Newzealand&	Published

			UTM, Malaysia, 2012.	
5.	“Negotiating Empowerment: Perception of Private Super-specialty Hospital Patients regarding Lifestyle related diseases – A study of Kolkata, India”	S. Gangopadhyay	ICOM-2014, Colombo, Srilanka.	Published

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

SI No	Date	Topic	Organized by	Attended by	Department
1.	8-10.7.21	AICTE Exam reforms workshop	AICTE& IEM	S. Gangopadhyay	BBA
3.	21-25.11.22	5Day Offline FDP on Contemporary Approaches in Research & Education (CARE), 2022	HRDC, IEM	S. Gangopadhyay	BBA
4.	13-17.06.22	FDP on Self-Dissection in the light of Zone Utilization and Patterns of Letters: A Graphological Approach.	Dept. of Computer Application and Science, IEM	S. Gangopadhyay	BBA
5.	3-4.5.23 & 11-13.5.23	Five days faculty development Program on Case Writing	HRDC, IEM (FDP on Case Writing)	S. Gangopadhyay	BBA
6.	1-6.02.16	Attended workshop on Art Culture and Heritage, a Management Perspective	Heritage Management, Ahmedabad University	S. Gangopadhyay	BBA
7.	22-27.02.22	Five day Workshop on Design Thinking	www.skillnation.in	S. Gangopadhyay	BBA
8.	15-21.12.21	FDP on Open Source Software	HRDC, IEM	S. Gangopadhyay	BBA

Workshop:

SI No.	Department	Organizing Institutes	Name	Date	Attended By
1.	BBA	IEM, Kolkata	Decide How to Decide	15.09.2022, 16.08.2023	Corporate executives, Faculties, Students
2.	BBA	IEM, Kolkata	Green Walk	27.09.2022, 27.09.2023	BBA Students

5. Preparation of E-learning materials/ Content:

Sl. No.	COURSE NAME	Subject Code	Name Of The Faculty Contributor	Name Of The Faculty Contributor	No. Of Lessons	Url	Paid / Free	Certificate	Published/Draft	Type Of Course (Conventional/Fdp/Bridge Course/Skill Development)
NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

6. Acted as resource persons:

- i. Reviewed 17 research paper indexed journals of Web of Science.
- ii. Conducted training for executives of CESC on ‘Strategic Decisions’ on 07.12.2021.
- iii. Conducted training for executives of CESC on ‘Strategic Thinking and Decisions Making’ on 06-07.01.2022.
- iv. Conducted training for executives of Indian Oil Corporation on ‘Advanced Excel’ on 08.02.2022.
- v. MDP on Developing Analytical Skill for Decision Making for executives of CESC on ‘Strategic Decisions’ on 13.03.2023.
- vi. Consultancy on digital marketing for ShyamoliParibahan Pvt. Ltd. on 05.10.2023.
- vii. Rapporteur of ‘Sector of the Economy-Performance and Aspirations’ session 105th Annual Conference, 2022 of IEA.
- viii. Moderator of marketing session of IRPSS-2021, IRPSS-2022.
- ix. Chaired a session each for SBT-23 and IUICC-2023.
- x. Speaker of webinar on “Supply Chain Management in Post COVID-19 Period” conducted by ECMT, Barasat on 20th June’2020.
- xi. 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.