



Name: Dr. Saugat Ghosh

Designation: Assistant Professor in Management (Marketing)

Qualifications: M.A.(English), MBM, Ph.D.

Email ID: saugat_1@yahoo.com

Biographical Sketch

Dedicated, resourceful and innovative Educationist with academic experience of **over 13+ years** in teaching, **8 years in Research**, motivating and directing students while maintaining high interest and achievement. Gained experience across Academics, Research and Management, currently spearheading as **Assistant Professor with Xavier Business School, St. Xavier's University, Kolkata.**

As a pursuant of academics, I have done my M.A. in English, MBA from Dept. of Business Management, University of Calcutta, and Ph.D. in the field of Business Management (Brand Management) from University of Calcutta, thesis titled **"A Study on Personality Congruence between Brands and its Consumers"**.

In my pursuit of my research work, I received the **Best Paper Award at Las Vegas International Business & Education Conference 2014**, October 5th – 8th 2014, Organized by The Clute Institute and **honoured by the Institute to perform as a Session Chair of Marketing Session in the Conference.**

Areas of Specialisation and Research

My area of specialisation is Marketing Management and research interest lies in the vast field of Marketing Management, especially on Brand Management. I am interested and also pursuing research on Brand Personality, Brand Love and Brand Identity.

Teaching Experience

SEACOM ENGINEERING COLLEGE

Assistant Professor

Since July'06 – June '18

JIS ENGINEERING COLLEGE

Lecturer

May' 03 – Apr'05

Administrative Responsibilities

- ↵ **Officer-in-Charge of Examination**, Seacom Engineering College (2012-13) and Since 2016 - till date
- ↵ **HOD, Department of Business Management**, Seacom Engineering College (Since 2014)
- ↵ **Deputy Centre-in-Charge of AIEEE** of Seacom Engineering College centre (2013, 2015,2016,2017)
- ↵ **Deputy Centre-in-Charge of AIPMT** Seacom Engineering College centre (2016)
- ↵ **Deputy Centre-in-Charge of NEET** Seacom Engineering College centre (2017)
- ↵ **Additional Centre-in-Charge WBJEE** Seacom Engineering College centre (Since 2014)

Publications

Article published in Peer-reviewed journals

- (2018) **“A Methodology to Measure Brand and Consumer’s Personality Congruence: A Study on Wristwatch Brands”**, Volume 3,(1), Pp. 43-55, ISSN 2455-0132
- (2017) **“A Study on Modeling the Personality Constructs of Brands”**, Abhigyan, Fore School of Management, Volume 35,(2), Pp. 54-65, ISSN 0970-2385
- (2016) **“Theoretical Construct of Brand and Consumer’s Personality Congruence: A Study”** published in Research Journal of Social Science & Management, Vol. 6, (8), Pp. 61-68, ISSN 2251-1571
- (2016) **“Modeling the Personality Construct of Brands: A Study on Apparel Brands in India”** The IUP Journal of Brand Management, Vol. 2 XIII,(2),Pp.57-69 ISSN 0972-9097