



Name: Prof. Sayani Saha

Designation: Assistant Professor in Management

Qualifications/Academia: MBA

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Biographical Sketch

I am an Assistant Professor in Marketing under the Faculty of Commerce and Management Studies and hold the position of Professor -in-charge of Xavier's Commerce and Management Society at St. Xavier's University, Kolkata. My work has centred around marketing and general management areas. My published work deals with Big Data, Social Media and organized Retail sector of the Indian marketplace.

Areas of Specialisation and Research

My area of specialisation is Marketing and research interest lies in the field of Domestic and International Marketing and its allied fields.

Teaching Experience

- 2 years fulltime teaching experience and 1 year part time faculty.

Publications

Article published in Peer-reviewed journals

- (2017) **"A study on the impact of Big Data on the Advertising Industry"**, International Journal of Innovations and Advancement in Computer Science . Vol. 6(11), Pp.375- 377 , ISSN:2347-8616
- (2017) **"An empirical study on the evolving organized retail industry in India"**, International Journal of Computer and Mathematical Science . Vol. 6 (12) , Pp.24-25 , ISSN:2347-8527
- (2017) **"A empirical study on Social Media and its Business Implications in India"**, International Journal of Engineering, Technology, Science and Research. Vol. 4(11), Pp.512-513 , ISSN:2394-3386