



**Name:** Dr. Saugat Ghosh

**Designation:** Assistant Professor in Management (Marketing)

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

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### ***Biographical Sketch***

I am a dedicated, resourceful, and innovative educationist with over 16 years of academic teaching experience and 11 years in research. My career has been marked by a commitment to motivating and directing students, fostering high interest, and achieving academic excellence. I have gained extensive experience across academics, research, and management, and I am currently serving as an Assistant Professor at Xavier Business School, St. Xavier's University, Kolkata.

I hold an M.A. in English and an MBA from the Department of Business Management at the University of Calcutta. I earned my Ph.D. in Business Management with a specialization in Brand Management from the University of Calcutta, with my thesis titled "A Study on Personality Congruence between Brands and their Consumers."

Throughout my research journey, I was honored with the Best Paper Award at the Las Vegas International Business & Education Conference in October 2014, organized by The Clute Institute. Additionally, I had the privilege of serving as a Session Chair for the Marketing Session at this conference. I have also received the Best Paper Award in the Marketing Session from ISB&M Kolkata Conference in 2020.

### ***Areas of Specialisation and Research***

My area of specialization is Marketing Management and research interest lies in the vast field of Marketing Management, especially on Brand Management and Consumer Behaviour.

### ***Teaching Experience***

**SEACOM ENGINEERING COLLEGE**  
**Assistant Professor**

**Since July'06 – June '18**

**JIS ENGINEERING COLLEGE**  
**Lecturer**

**May' 03 – Apr'05**

## **Administrative Responsibilities**

- ↪ **Member Secretary BOS, of Xavier Business School, St. Xavier's University, Kolkata, since 2022**
- ↪ **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 center (2013, 2015,2016,2017)**
- ↪ **Deputy Centre-in-Charge of AIPMT Seacom Engineering College center (2016)**
- ↪ **Deputy Centre-in-Charge of NEET Seacom Engineering College center (2017)**
- ↪ **Additional Centre-in-Charge WBJEE Seacom Engineering College center (Since 2014)**

## **Publications**

### **Article published in Peer-reviewed journals**

- (2023) "COVID-19 and stress of Indian youth: An association with background, on-line mode of teaching, resilience and hope" Journal of Affective Disorders Reports, ISSN 2666-9153
- (2022) "A study on personality congruence between brand and its consumers" Book, Lambert Academic Publishing, Germany, ISBN: 978-8596853798
- (2022) "Dimensions of Consumer's Online Grocery Shopping Motives and Their Relationship with Satisfaction Levels", The IUP Journal of Marketing Management, Volume XIX (3), pp. 63-82, ISSN: 2251-1571
- (2021) From Theoretical Proposition to Empirical Validation: A Journey to Identify Equity Dimensions of Brand and its Relationship with Dimensions of Product Quality (Book Chapter), Strategic Brand Management in a VUCA World (Book), ISBN: 9-788195-125036
- (2021) "Brand Equity and its Relationship with Product Quality Dimensions: A Study on Electric Rickshaw Battery Brands in India" International Journal of Advances in Management, Economics and Entrepreneurship ISSN: 2349-4468
- (2021) "Finding Service Quality Dimensions: A Study on Digital Marketing Service Quality, ASCI Journal of Management 50 (1): 36-48, ISSN: 0257-8069
- (2020) "Identifying Brand Equity Dimensions and Measuring Its Relationship with Product Quality Dimensions: A Study on Juice Brands In India" International Journal of Management & Entrepreneurship Research, Vol. 2, No. 7, (2020), pp. 463-475. P-ISSN: 2664-3588, E-ISSN: 2664-3596
- (2020) "Finding Service Quality Dimensions and Measuring Service Quality Gaps: A Study on Service Quality of Indian Banks" MUDRA: Journal of Finance and Accounting, Volume 7 (2), Jul-Dec 2020, pp. 89-104, ISSN: 2347-4467

- (2020) "The Impact of Product Quality Dimension on Consumer Satisfaction Derived from Brands: A Study on e-Rickshaw Battery Brands in India" The IUP Journal of Marketing Management, Volume XIX (3), pp. 63-82, ISSN: 0972-6845
- (2018) "A Study on Modeling the Brand Personality and Testing the Personality Congruence Between Automobile Brands and their Consumers in India" South Asian Journal of Marketing and Management Research, Volume 8, (6), pp. 15-33, ISSN: 2249-877X
- (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