



Name: Saugat Ghosh

Designation: Assistant Professor in Marketing

Qualifications: MBM (CU), Ph.D. (CU)

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Biographical Sketch

Over 20 years of teaching experience Marketing Management specialization papers

ACADEMIC BACKGROUND:

- PhD from Calcutta University, in Business Management
- MBM from Calcutta University with Marketing (Major) Finance (Minor)

Areas of Specialisation and Research

- Brand Management
- Consumer Behaviour
- Marketing Analytics

Teaching Experience

- Working as Assistant Professor at Xavier Business School, St. Xavier's University, Kolkata since Aug 2018.
- Worked as Assistant Professor at Seacom Engineering College, Howrah from July 2006 to July 2018
- Worked as Lecturer at JIS Engineering College, Barrackpore from May 2003 to April 2005

Administrative Responsibilities

- Member Secretary BOS, of Xavier Business School, St. Xavier's University, Kolkata, since 2022
- Convener, Expert Committee for National Innovation and Start-Up Policy (NISIP) from 10th October 2023 – 30th June, 2024
- Prof.-in-Charge annual Business Fest, Xaviesta, 2019, 2024 - 2026
- Officer-in-Charge of Examination, Seacom Engineering College (2012-13) and 2016 - 2018
- 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

Book(s) authored:

- (2022) **A Study on Personality Congruence between Brand and its Consumers** (S. Ghosh) Lambert Academic Publishing, ISBN: 978-85-96-85379-8

Book(s) Edited:

- (2025) **Pandemic Diaries: A Casebook of Corporate and Society Practice**; Edited by: Soumik Gangopadhyay, Soma Sur, Rabin Mazumder, Saugat Ghosh, ISBN: 978-981-96-5414-7,

Book Chapters

- (2025) **Empowerment or Limitation: How Effective Are Women - Led SHGs in Fostering Entrepreneurial Spirit?** Saugat Ghosh, Soma Sur, Sitangshu Khatua; Entrepreneurship in India's Unorganized Sector, Challenges and Opportunities, Springer
- (2025) **Assessing Person-Job Fit Dimensions and Their Impact Over Employee Job Satisfaction: A Study of CBIC Employees in Public Sector in Post-pandemic Timeframe**, Manoj Kumar Chaudhary, Rupsa Roy, Saugat Ghosh, Pandemic Diaries: A Casebook of Corporate and Society Practice, Chapter 15, ISBN: 978-981-96-5414-7, Springer
- (2025) **A Strategic Model to Control Non-Communicable Diseases**, Soumik Gangopadhyay, Amitava Ukil, Soma Sur, Saugat Ghosh, Design and Forecasting Models for Disease Management, Chapter - 3, Pages - 77-97, Springer; DOI <https://doi.org/10.1002/9781394234073.ch3>
- (2024) **The Perceived Value of e-Ruppe, A Next-Gen Trading Solution** (Soumik Gangopadhyay, Saugat Ghosh, Suchana Roy, Saptarni Dhol, and Aryan Deb), Digital Currencies in The New Global Order Palgrave McMillan Page 141 – 154
- (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

Article published in Peer-reviewed journals

- (2025) **Use – Trust – Stay: From Satisfaction to Loyalty Decoding Path for Mobile Banking Apps**, Academy of Marketing Studies Journal, Vol – 29, Special Issue – 6, Pages 1 – 13, Print ISSN: 1095-6298; Online ISSN: 1528-2678, ABDC - B
- (2025) **Voluntary Choice of Lifestyle Modification in Secondary Prevention of NCDs**, Chatterjee S Gangopadhyay S., Sur S., Ghosh S., Tanzania Journal of Health Research,

Volume: 25, Issue – 3, pages – 2080 – 2093, eISSN: 1821-9241; print ISSN: 1821-6404; DOI: <https://www.ajol.info/index.php/thrb/article/view/258409>

- (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) **“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) **“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