



Name: Prof. Sayani Saha

Designation: Assistant Professor in Management

Qualifications: MBA

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Biographical Sketch

Ms. Sayani Saha, is an Assistant Professor of Management at St. Xavier's University, Kolkata in the Faculty of Commerce & Management Studies. She has obtained her Masters in Business Management (MBA) from Bharatiya Vidya Bhavan Institute of Management Science, Kolkata in the area of Marketing Management. She is a rank holder and recipient of silver medal in MBA from MAKAUT in 2011.

She has published in various referred journals and conferences in her academic career. She has 7+ years of Academic, Industry, and Research experience in the field of Marketing Management. She has good ability to connect and apply management theory and research to practice which is demonstrated in terms of her interests and core assignments.

She has lived and worked in different states and cultures across India.

Areas of Specialisation and Research

She specializes in the area of Marketing Management. Her primary research interests are Social Media Marketing, Consumer Behaviour and Integrated Marketing Communication.

Teaching Experience

She has teaching experience of over 5+ years in reputed universities and colleges across India in the under graduate and post graduate level.

Administrative Responsibility

She is currently the Head of the Department (Acting) of Bachelors in Management Studies. She is the Professor-In-Charge of Xavier's Commerce & Management Society. She is an active member of the Academic Council, St. Xavier's University, Kolkata. She is the Chairperson of the Board of Studies for the course, Bachelors in Management Studies.

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
- (2018) **“A Study of the Start-Up Revolution in India with focus on Bengaluru-the Silicon Valley of India”**, *International Journal of Business and Management Invention*, Vol.7(9),Pp. 30-31, ISSN : 2319-801X
- (2019) **“An empirical study on the symbiotic relationship between Neuromarketing and Multinational Corporations”**, *International Journal of Research and Analytical Reviews*, Vol.6(2), Pp.871-872, ISSN :2349-5138
- (2019) **“A Study of Social Media Impact on Political Dynamics in India”**. *Think India Journal*, Vol.22(14), Pp. 1208-1210, ISSN: 0971-1260