



Name: Dr. Souren Koner

Designation: Assistant Professor

Qualifications: MBA (Marketing), PhD

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Biographical Sketch

Dr. Souren Koner is an academician and marketing professional with over 21 years of comprehensive experience in teaching, academic administration, and industry. He currently holds the position of Assistant Professor (Marketing) under the Xavier Business School at St. Xavier's University, Kolkata.

Dr. Koner's educational journey is marked by excellence, with a Ph.D. awarded by The University of Burdwan, West Bengal, in 2019. His research focused on "Customer Satisfaction & Service Quality: impacts on the sales performance of retail outlets dealing in cosmetics with reference to Burdwan district." He also holds an MBA with a specialization in Marketing Management from Burdwan University.

Throughout his academic career, Dr. Koner has made significant contributions to research, publishing a remarkable eighteen articles and eight book chapters. Notably, thirteen of his articles are indexed in SCOPUS, and three are listed in the UGC Care and one in Web of Science.

In addition to his academic achievements, Dr. Koner has garnered industry experience, having worked as a Professional Sales Representative at Ind Swift Ltd, Punjab, and as a Sales Representative at Arrow Network, Asansol.

His teaching career spans various prestigious institutions, including Amity University, Chhattisgarh, International Institute of Business Studies (IIBS) in Kolkata, and ICFAI National College in Hyderabad. Dr. Koner has also worked as a lecturer at Bengal Institute of Science & Technology, Purulia.

In addition to his research and teaching roles, Dr. Koner actively participates in faculty development programs, workshops, and conferences. He has undergone various training programs in subjects such as Structural Equation Modelling, Systemic Literature Review, and Cultural Studies, showcasing his dedication to staying abreast of the latest developments in his field.

Dr. Koner's commitment to academia is further evident in his achievements, including being awarded Best Internship Coordinator, Best Faculty Guide for Summer Internship Programme, and recognition as the Best Faculty for ICFAI University Question Paper Setting.

Outside of his professional endeavors, Dr. Souren Koner has worked as a Co-principal Investigator on a project with UNICEF and contributed to the academic coordination of various institutions.

Areas of Specialization and Research

Dr. Koner specializes in marketing, and his research interest lies in the field of consumer behaviour, customer satisfaction, brand loyalty, service quality, digital marketing, sustainability and development.

Teaching Experience

Dr. Koner boasts an extensive and distinguished career in academia, contributing significantly to the field of business education with experience of 22 years. He is currently holding the position of Assistant Professor at Xavier Business School, Xavier's University Kolkata, since January 2, 2024. Prior to this role, he served at Royal Global University, Guwahati, for a tenure of 10 months from March 2023 to December 2023. His commitment to academia is further highlighted by his role as an Assistant Professor - III at Amity University, Chhattisgarh, where he dedicated 3 years and 8 months, from August 2019 to February 2023, to shaping the academic landscape.

Dr. Koner's academic journey includes a noteworthy period as an Assistant Professor at the International Institute of Business Studies (IIBS), Kolkata, spanning from February 2011 to July 2019, accumulating a total of 8 years and 6 months of impactful service. Earlier in his career, he served as a Faculty Member at the Indigrow Institute of Professional Studies (IIPS), Kolkata, for a duration of 9 months from May 2010 to January 2011. His commitment to education dates to his roles as a Faculty Member at ICFAI National College, Hyderabad, where he contributed for 4 years and 9 months from August 2005 to April 2010, and as a Lecturer at Bengal Institute of Science & Technology, Purulia, for 10 months from October 2004 to July 2005. Dr. Koner's varied and extensive experiences underscore his dedication to fostering learning environments and shaping the academic landscape throughout his illustrious career.

Publications

Chapter/Article published in Books

1. (2026) **"Analyzing the Economic Development and Changing Occupational Structure in India: A Study Since the Second Half of the 20th Century"** in the book **"Co-Constructing Economic Transformation Through Enterprise, Narrative, and Systemic Design"** (Premasish Roy, Souren Koner, Manisha Shukla, and Manisha L. Waghmode), edited by Christos Christodoulou Volos and Andreas Masouras (IGI Global). Pp. 245-274; **ISBN13:** 9798337345666
2. (2025) **"Impact of Electricity Consumption on Trade Volume: Implications for Cross Border Electricity Trade"** in the book **Economic Slowdown, Unemployment, and Inflation: A Global Outlook** edited by Susobhan Maiti and Tanushree Gupta. Publisher: Apple Academic Press, Inc. Co-published with CRC Press (Taylor & Francis). Pp: 329-354, **ISBN:** 9781779643452 (hardcover) **ISBN:** 9781779643469 (ebook)

3. (2024) **“Go Green: A Success Mantra Towards Exploring Consumer Behaviour”** Integrating Agriculture, Green Marketing Strategies, and Artificial Intelligence (Sonali Malewar and Tanushree Gupta) Publisher: IGI Global, Pp. 221-252, **ISBN13:** 9798369364680, **EISBN13:** 9798369364703
4. (2023) **“Impact of Access to Clean Fuel and Electricity on per Capita CO2 Emissions: The Asian Perspective”**, New Perspectives and Possibilities in Strategic Management in the 21st Century: Between Tradition and Modernity, (Subhanil Banerjee and Souren Koner) edited by Javier Martínez-Falcó, Bartolomé Marco-Lajara, Eduardo Sánchez-García and Luis A. Millan-Tudela. Publisher: IGI Global, pp. 105-116, ISBN13: 9781668492611| ISBN10: 166849261X|EISBN13: 9781668492635
5. (2023) **“Growth and Environment: The Asian Perspective”**, Perspectives on the Transition Toward Green and Climate Neutral Economies in Asia, (Subhanil Banerjee, Souren Koner and Jinty Dutta) edited by Patricia Ordóñez de Pablos, Mohammad Nabil Almunawar and Muhammad Anshari. Publisher: IGI Global, pp. 222-233, ISBN13: 9781668486139| ISBN10: 166848613X| EISBN13: 9781668486153
6. (2023) **“Industrial Revolution 4.0 and the Environment: The Asian Perspective”**, Digital Natives as a Disruptive Force in Asian Businesses and Societies, (Subhanil Banerjee and Souren Koner) edited by Omkar Dastane, Aini Aman, Nurhizam Safie Satar. Publisher: IGI Global, pp. 196-208, ISBN13: 9781668467824| ISBN10: 1668467828| EISBN13: 9781668467831
7. (2023) **“Impact of Digitalization on Economic and Social Aspects”**, Handbook of Research on Digitalization Solutions for Social and Economic Needs, (Subhanil Banerjee, Souren Koner, Arakhita Behera and Suhanee Gupta) edited by Richard Pettinger, Brij B. Gupta, Alexandru Roja, and Diana Cozmiuc. Publisher: IGI Global. pp. 313-325, ISBN13: 9781668441022|ISBN10: 1668441020| EISBN13: 9781668441039
8. (2023) **“International Business Paradigm in the Post-pandemic Era: The Role of Literacy and Digitalization”**, Analyzing International Business Operations in the Post-Pandemic Era, (Subhanil Banerjee, Souren Koner and Shilpi Gupta) edited by Patricia Ordóñez de Pablos. Publisher: IGI Global. pp. 212-226, ISBN13: 9781668437490| ISBN10: 166843749X|EISBN13: 9781668437506
9. (2022) **“Impact of the Brundtland Commission on Select Climate Changing Variables: An Empirical Analysis”**, Handbook of Research on Building Greener Economics and Adopting Digital Tools in the Era of Climate Change, (Subhanil Banerjee, Souren Koner and Shilpi Gupta) edited by Patricia Ordóñez de Pablos, Xi Zhang, and Mohammad Nabil Almunwar Publisher: IGI Global. Pp. 297-305, ISBN13: 9781668446102| ISBN10: 1668446103| EISBN13: 9781668446126
10. (2022) **“Digital tools for direct and indirect citizen empowerment: The retaliatory response against Covid - 19 in India”**, Digital Innovation for Healthcare in Covid-19

Pandemic: Strategies and Solutions” (Subhanil Banerjee, Souren Koner and Shilpi Gupta) edited by Patricia Ordóñez de Pablos, Kwok Tai Chui, and Miltiadis D. Lytras. Publisher: Elsevier. Pp. 153-171, ISBN:978-0- 12-821318-6

11. (2022) **“Sustainability and Consumerism: How Green are the Green Sectors?”**, Green, Circular and Digital Economies as Tools for Recovery and Sustainability (Subhanil Banerjee, Shilpi Gupta and Souren Koner) edited by Patricia Ordóñez de Pablos, Xi Zhang, and Mohammad Nabil Almunwar Publisher: IGI Global. Pp 186-206, ISBN13: 9781799896647| ISBN10: 1799896641| EISBN13: 9781799896661

Article published in journals

1. (2024) **“OTT- Marathon of Entertainment or Brand War”** Parikalpana - KIIT Journal of Management, (Sonali Malewar, Tanushree Gupta and Premasish Roy), Vol 20(1), Pp: 322-245 ISSN(P): 0974-2808 ISSN(E) :2582-4821
2. (2024) **“Exploring the influence of work-life balance on employee engagement in Mumbai’s real estate industry”**, The Scientific Temper, (Prakash Lakhani, Premasish Roy, Souren Koner, Deepa Nair, R. D. Patil and Mona Sinha), Vol. 15 (1), Pp 128-136 E-ISSN: 2231-6396, ISSN: 0976-8653
3. (2023) **“Transformation of consumer retail buying after covid-19 pandemic”**, The Indian Journal of Technical Education, (Souren Koner, Imran Nadeem Siddique and Mus Khan Diwan), Vol. 46, Pp 248-257, ISSN 0971-3034
4. (2023) **“Major Determinants of Infant Mortality: District-level Evidence from Annual Health Survey States of India”**, Journal of Health Management, (Subhanil Banerjee, Souren Koner, Arshleen Kaur and Charvi Sharma), Pp 1-8, ISSN No: 0973-0729
5. (2023) **“Determinants of Organic Food Purchase: Evidence from Cosmopolitan Cities of India”**, Thailand and The World Economy, (Sonali Malewar, Souren Koner and Tanushree Gupta), Vol. 41 (2), Pp 1-19, ISSN: 2651-0529
6. (2023) **“The Impact of Literacy on COVID-19 Pandemic: An Empirical Analysis on India”**, Journal of Asian and African Studies, (Subhanil Banerjee, Souren Koner, Disha Sharma, and Shilpi Gupta), Pp 1-10, ISSN: 1745-2538
7. (2023) **“An Expedition of Brand Identification to Evangelism with Mediating Effect of Love and Loyalty”**, Thailand and The World Economy, (Souren Koner, Sonali Malewar and Tanushree Gupta), Vol. 41 (2), Pp 62-84, ISSN: 2651-0529
8. (2022), **“The Impacts of brand trust and brand love on brand loyalty: An Empirical Study”**, SIT Journal of Management, (Souren Koner and Sumita Dave), Vol. 12 (2), Pp 88-100, ISSN: 278- 9111
9. (2022), **“What drives Indian consumers to purchase organic food? A study of different factors using smart PLS”**, HSB Research Review, (Sonali Malewar, Souren Koner and Tanushree Gupta), Vol. 16 (2), Pp 1-14, ISSN: ISSN: 0976–1179

10. (2022), **“An Empirical Investigation of the Relationship Between Retail Store Attributes and Customer Satisfaction”**, IITM Journal of Business Studies (JBS), (Souren Koner, Rupsha Roy, and Jay Kumar Dewangan), Vol. 10 (1), Pp 127-144, ISSN: 2393-9451
11. (2022), **“The covid 19 pandemic and its impact on the three sectors of the Indian economy”**, SIT Journal of Management, (Jay Kumar Dewangan, Imran Siddique and Souren Koner), Vol. 12 (1), Pp 13-29, ISSN: 2278-9111
12. (2022), **“Digital literacy in higher education amid pandemic in Chhattisgarh: Reference to students”**, SIT Journal of Management, (Avichal Sharma, K. Padmawati, Souren Koner and Madhu Yadav), Vol. 12 (1), Pp 30-43, ISSN: 2278-9111
13. (2021), **“Impact of Service Quality on Satisfaction: An Empirical Investigation on Cosmetic Retail Stores in Burdwan District”**, International Journal of Asian Business and Information Management, (Souren Koner, Abu Sayeed Mondal, and Rupsha Roy), Vol. 12 (3), Pp 1-15, ISSN: 1947-9646
14. (2021), **“An Empirical Investigation to Assess the Impact of Digitalization on Garment Business”**, SIT Journal of Management, (Jay Kumar Dewangan, Imran Siddique and Souren Koner), Vol. 11 (1), Pp 58-70, ISSN: 2278-9111
15. (2020), **“Brand Loyalty: Its Relevance in Contemporary Marketing”**, SIT Journal of Management, (Souren Koner and Rupsha Roy), Vol. 10(2), Pp 176-186, ISSN: 2278-9111
16. (2020), **“Demystifying the Aquatic Paradox: Indian Infant Mortality”**, Journal of health management, (Subhanil Banerjee, Anukriti Singh, Sumantra Bhattacharya and Souren Koner), Vol. 22(3), Pp 1-6, ISSN: 0973-0729
17. (2019) **“A Comparative Study of Customer Satisfaction in Relation to Herbal and Non-herbal Cosmetic Products among Men”**, International Journal of Management and Social Science Research Review (IJMSRR), (Souren Koner and Pradip Kumar Mallik), Vol. 6(4), Pp 1-6, ISSN: 2349-6746
18. (2018) **“Impact of Mobile Phones on International Trade: The Experiences of South and South-East Asia”**, International Journal of Business and Development Research (IJBDR), (Subhanil Banerjee, Sumantra Bhattacharya, Sumita Dave and Souren Koner), Vol. 7(1), Pp 40- 53, ISSN: 2227-3840
19. (2016) **“A study on cosmetic retail outlets vis-à-vis few factors impacting customer satisfaction”**, International Journal of Multidisciplinary Research Review, (Souren Koner and Pradip Kumar Mallik), Vol. 1(19), Pp 32-37, ISSN: 2345-1877