



Name: Dr. Soma Sur

Designation: Professor of Management (Marketing)

Qualifications: M.B.A., M.Phil., Ph.D.

Date of Joining: 15-06-2017

Nature of Association: Regular

Email ID: soma.sur@sxuk.edu.in

Biographical Sketch

- **Over 25 years of Post Graduate Management teaching experience**
- **Presently working as Dean, Xavier Business School in St. Xavier's University, Kolkata**

ACADEMIC BACKGROUND

Ph.D from West Bengal University of Technology (WBUT)

M.Phil in Management from West Bengal University of Technology

MBA with Marketing Management Specialization from IISWBM, Calcutta University

B. Sc with Physics Hons from Scottish Church College, Calcutta University

Higher Secondary from Scottish Church College, WBCHSE

I.C.S.E. from Mount Carmel Convent, Dhanbad

Advanced Diploma in Systems Management from NIIT

Course on **FORTTRAN** from Regional Computer Centre (**RCC**) Jadavpur University

SCHOLARSHIP

UGC Research Fellow in Marketing.

National Scholarship Merit Certificate (Secondary Level) from Ministry of Education, Govt. of India.

Areas of Specialisation and Research

Her areas of specialisation are General Management, Strategic Management, Marketing Management, Service marketing, Consumer behaviour, Marketing Communications and Retailing.

And research interest lies on the field of Service Marketing, Customer Relationship Management, Consumer Behaviour, and Strategic Management, Green Marketing, Behavioural Finance, Health Management.

Teaching Experiences

TEACHING EXPERIENCE

Dean, Xavier Business School in St. Xavier's University, Kolkata, since August 2018

Dean, Commerce and Management, St. Xavier's University, Kolkata from June 2017 to July 2018

Professor of Management in the Department of Commerce and Management, **West Bengal State University**, Barasat, April 2015 – May 2017.

Associate Professor of Management in the Department of Commerce and Management, **West Bengal State University**, Barasat, 2012-2015

Reader in Management in the Department of Commerce and Management, **West Bengal State University**, Barasat, April 2009- 2012

Reader in Future Business School, Kolkata from 2008-2009.

Sr. Lecturer in the **MBA Course** of **Army Institute of Management, Kolkata**, from 2004 - 2008.
Lecturer in **Indian Institute of Social Welfare & Business Management, Kolkata. (IISWBM)** in **different Post-Graduate level Management Courses** from 1993-2004.

Teaching as **Guest Faculty** in **MBA in Finance**, in the **Commerce Department, University of Calcutta**.

Taught in the **Post Graduate Classes** of the **MBM Dept. University of Calcutta**, and **Institute of Business Management, Jadavpur University**,

Also taught as **Guest Faculty** in **Business Management Dept. B.E.S.U (IISER)**, West Bengal, **MBA Course** of **BIT Mesra**, (Kolkata Chapter), **Ranchi University**, **MBA Course**, **Techno India**, **West Bengal University of Technology**, **M.Com Course** in **Barrackpore Surendranath College**, West Bengal State University.

Delivered lectures for the **COUNTRYWIDE CLASSROOM** Educational Television Programmes of the **University Grants Commission** being telecast regularly on DD-1, DD-7 and Gyan Darshan.

CONSULTANCY / RESEARCH PROJECTS

Worked as **Coordinator /Resource Person** in different **Training & Management Development Programmes** conducted by **National Institute of Smart Governance**, Dept. of Telecommunications,

Govt. of India, State Productivity Council and other reputed organizations for various **Private & Public** Sector Organizations in areas like **General Management, Leadership, Communication, Time Management, Stress Management, Customer Relationship Management, Fundamentals of Marketing, E-Governance, Change Management** etc.

Worked as Expert in various **Consultancy Projects** of Organizations, like **NTPC, National Highway Authority, Calcutta Municipal Corporation** sponsored by organizations of International repute, like **World Bank, Asian Development Bank** and conducted Rehabilitation and Resettlement Surveys.

CURRICULUM DEVELOPMENT

Member Curriculum Development Committee for **MBA** of IISWBM, Calcutta University and West Bengal University of Technology

Convener of the **Syllabus Committee** for **M.Com, BBA and Ph.D Course Work.**, WBSU

Administrative Responsibilities

Head of the Department of Commerce and Management, West Bengal State University.

Member of the **Executive Council** and **Court** of West Bengal State University.

Member of **Board of Research Studies & Post Graduate Board of Studies**, Department of Commerce and Management, West Bengal State University.

Convenor of Under Graduate **Board of Studies** of **B.Com, BBA, ASPV and TTMV** of West Bengal State University.

Member of **Governing Body** and **PG Board of Studies of Commerce** of several colleges under West Bengal State University.

Other Responsibilities include **Coordination** of different Post Graduate & Under Graduate Courses, **Guiding Projects, Paper Setting and Evaluation** of different University Examinations, **Curriculum Development**.

Coordination of **Seminars, Student Activities** including **Admissions, Placements**, other than **Teaching** in **MBA** and other Post Graduate Management Courses.

Publications

Chapter/Article published in Books

- (2015) **“Leadership for Organizational Restoration: Building Global Excellence”**, Contemporary Issues in Sustaining Business in Emerging Global Markets, Edited by- Raman
Preet Singh, Anuradha Jain Jatin Vaid. Excel India Pulishers, New Delhi. Pp 33-42
- (2013) **“Need for Training: Lets listen to the sales Employees”**, International Centre for Business Research, Vol. 2, Pp. 8-12, icbr.net/0203.56

Article published in Peer-reviewed journals

- (2018) **“Capital Market: A model of Investors’ pre-purchase information search in the secondary market”**, The Management Accountant, Vol. 53 (8), Pp. 84-89, ISSN: 0972-3528
- (2017) **“Burden of NCDs among Nuclear Families: A Study in the City of Joy”**, Journal of Health Management, Vol 19(4), Pp. 602-609
- (2017) **“Antecedents of Individual Investors Information Search Behavior in Secondary Market: A Structural Equation Modeling Approach”**, Conference Proceedings 7th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad. Pp. 321-323, ISBN : 978-81-920800-6-2
- (2014) **“The Role of online Trust and Satisfaction in Building Loyalty Towards Online Retailers: Difference between Heavy and Light Shopper Groups”**, Conference Proceedings, International Conference of Logistics, Informatics and Service Sciences, University of California, Berkeley, USA. Pp. 489-494, ISBN: 978-3-662-43870-1
- (2014) **“Antecedents of Loyalty towards online Retailers: Heavy Shoppers versus Light Shoppers Group”**, Journal of electronic Commerce in Organizations. Vol. 12 (4), Pp. 32-45, ISSN: 1539-2937
- (2014) **“Negotiating Empowerment: Perception of Private super-speciality Hospital Patients Regarding Lifestyle related Diseases”**, Conference Proceedings, Sixth International Conference on Marketing, Colombo, Sri Lanka. Pp. 67-78
- (2013) **“Vista of Business ethics: A Navigating Force for Good Governance”**, Conference Proceedings, Third Indian Academy of Management Biennial Conference, Ahmedabad. Pp. 316-332, ISBN: 78-81-920800-2-4
- (2013) **“Strategising a Face-lift for workplace dexterity in Organizations: Examining Dimensions, Perspectives, promises and Relations”**, Conference Proceedings, National HR

Conference on Developing People strategy for Global Competitiveness, Xavier Institute of Social Service, Ranchi. Pp. 97-108

- (2013) **“Quintessence of leadership behaviour in the corporate hemisphere”**, International Journal of Management and Development Studies, Vol. 1(1), Pp. 86-94, ISSN: 2321-1423
- (2012) **“A Study on the Antecedents of Online Trust in E-tailing and Understanding its Role in Purchase Intention”**, Conference Proceedings, MARCON 2012, Indian Institute of Management, Joka. Pp. 53-58
- (2012) **“An Analytical Study of the Purchase behaviour and future Intentions of Customers of the Organized Grocery Retail sector”**, Conference Proceedings of International Conference on Marketing in Emerging Economies: An agenda for the Next Decade, PTU, Amritsar. Pp. 40-54
- (2012) **“Loyalty Relationship in Technology-Based Remote Service Encounters”**, Journal of Service Research, Vol. 11 (2), Pp. 121-134, ISSN:0972-4702
- (2011) **“Loyalty Relationship Strategies in Technology-based Remote Services”**, Conference Proceedings, Logistics, Informatics and Service Sciences Conference, Beijing, China, Vol.1, Pp. 24-30, ISBN: 978-989-8525-62-1
- (2011) **“Devising Loyalty Relationship Strategies in Technology-based Remote Services”**, Journal of Systems and Management Science, Vol. 1 (1), Pp. 105-114, ISSN: 1816-6075
- (2011) **“Understanding Customer Loyalty Relationships in customer service oriented versus self-service oriented Technology-based services”**, Conference Proceedings, Fifth International Conference on Services Management, New Delhi. Pp. 76-83
- (2011) **“E-Commerce –Recent Developments in India: Globalization Perspective”**, UGC sponsored State-level Seminar on Change in the Indian Financial Scenario and Information Technology, Ramsaday College, Howrah. Pp. 27-31
- (2009) **“Designing Marketing Strategies for Technology-based Remote services during Reccessionary period”**, Conference Proceedings, International Commerce & Management Conference, Mumbai. Pp. 112-119
- (2009) **“Satisfaction and Loyalty relationships in Technology-based Remote service encounters”**, Conference Proceedings, 9th National Conference of Bharati Vidyapeeth University Institute of Management and Research, New Delhi. Pp. 59-64

- (2008) **“Technology-based remote service encounters: understanding customer satisfaction and sustainability”**, Journal of Foodservice Business Research, Hawthorne Press, Philadelphia, USA. Vol. 11 (3), Pp. 315-332, ISSN: 1537-8020
- (2005) **“Understanding Advertising Response”**, Kindler, Vol. 5 (1), Pp. 73-81, ISSN:09730486
- (1999) **“Service Marketing & Behavioral Intentions”**, Survey, Pp. 23-27, ISSN: 0586-0008