



Name: Saugat Ghosh

Designation: Assistant Professor in Marketing

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

Joining Date: 01.08.2018

Nature of Association: Regular

Email ID: saugat.ghosh@sxuk.edu.in

Biographical Sketch

Over 17 years of teaching experience Marketing Management specialization papers

ACADEMIC BACKGROUND:

- PhD from Calcutta University, in Business Management
- MBA from Calcutta University with Marketing (Major) Finance (Minor)
- M.A. in English from Burdwan University
- B.A. in English from Calcutta University

Areas of Specialisation and Research

- Brand Management
- Consumer Behaviour
- Marketing Analytics

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 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 Chapters

- (2024) The Perceived Value of e-Ruppe, A Next-Gen Trading Solution (Soumik Gangopadhyay, **Saugat Ghosh**, Suchana Roy, Saptaparni 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

- (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