

## **Dr. SOMA NATH** (*February 2019*)

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### **EDUCATION and EMPLOYMENT**

#### **EDUCATION**

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Ph. D. in Commerce (Management: Supply Chain Management) by the University of Calcutta in 2018.

*Dissertation: "Sustainable Supply Chain Management: A Study Based on Kolkata."*

M.Com: University of Calcutta, 1996

UGC-NET Lectureship, 2013

#### **EMPLOYMENT**

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Assistant Professor Department of Management St. Xavier's College (Eve.), Kolkata.	August, 2008 to present
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Guest Faculty Department of Management (Post graduate) Sri Shikshayatan College, Kolkata.	September 2012 to present
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Lecturer (Part time) Heramaba Chandra College, South City (Day), Kolkata.	September 2001 to July 2008
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Whole time Lecturer J.D. Birla Institute, Kolkata.	August 2002 to July 2003
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## ACADEMIC PUBLICATIONS

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1. Soma Nath and Rajib Dasgupta: An Overview of Sustainable Supply Chain Management. *YOUTHINK*, vol. X, pp. 131-134 (2015).
2. Soma Nath: Integrating Sustainability in Supply Chain Management, *Business Studies*, vol.1, pp. 152-160 (2014).
3. Soma Nath and Rajib Dasgupta: Moving Towards Sustainable Supply Chain Management, *Emerging Issues on Inclusive Growth, Business and Environment*, Regal Publications, pp.223-232 (2016).
4. Soma Nath: Drivers of Marketing to Rural India, *IMI Konnect*, vol. 6, Issue. 1, pp.11-13 (2017).
5. Shraddha Agarwal and Prof. Soma Nath: Greening the Supply Chain. *YOUTHINK*, vol. IX, pp.113-116 (2014).
6. Soma Nath and Rishika Sureka: Dawn of the Rising Sun, *YOUTHINK*, vol. X, pp. 63-66 (2015).
7. Nisha Kuriakose and Soma Nath: Celebrity Endorsements, *YOUTHINK*, vol. X, pp. 172-177 (2015).
8. Raya Chatterjee and Soma Nath: Sinful Indulgence or Responsible Luxury, *YOUTHINK*, vol. XI, ISSN 2347-6222, pp. 220-222 (2016).
9. Prof. Soma Nath and Payal Maloo: The Rise of Physical Evidence in Restaurants, *YOUTHINK*, vol. XII, ISSN 2347-6222, pp.102-107 (2017).
10. Prof. Soma Nath and Sayanna Mukherjee: Subliminal Advertising – A Study Based in Kolkata, *YOUTHINK*, vol. XIII, ISSN 2347-6222, pp.81-86 (2018).
11. Prof. Soma Nath and Vedika Pincha: Consumer Behaviour Towards A Cashless Economy in India, *YOUTHINK*, vol. XIII, ISSN 2347-6222, pp.133-138 (2018).

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## PAPER PRESENTATIONS

1. Presented paper on MOVING TOWARDS SUSTAINABLE SUPPLY CHAIN MANAGAEMENT, in the UGC Sponsored National Conference, organized by Department of Commerce and Business Administration, St. Xavier's College, Kolkata on 6th and 7th September, 2013.
2. Presented paper on AN OVERVIEW OF SUSTAINABLE SUPPLY CHAIN MANAGEMENT, in National Seminar on BENCHMARKING ENVIRONMENTAL INITIATIVES, organized by Department of Business Management, University of Calcutta, on 26th of March, 2013.

3. Presented paper on SOCIAL MARKETING THROUGH EMOTION APPEALS: A CASE STUDY BASED APPROACH ON INDIAN MARKETERS, in the 2<sup>nd</sup> International Conference on Management and Business Practices – 2018, held at Aliah University on January 4 & 5, 2018.

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#### **SEMINARS / SYMPOSIUM / WORKSHOPS ATTENDED**

1. Participated in UGC Sponsored One Day National Symposium on OVERCOMING CHALLENGES FOR SUSTAINABLE CORPORATE EXCELLENCE, organized by Department of Commerce, St. Xavier's College, on 21st of March, 2015.
2. Participated in UGC Sponsored One Day National Conference on REDEFINING BUSINESS VISION: ISSUES AND CHALLENGES, organized by Department of Commerce, St. Xavier's College, Kolkata, in collaboration with University of Calcutta, on 19th of March, 2016.
3. Participated in Faculty Development Programme, organized by St. Xavier's College, Kolkata, on 17th of September, 2011.
4. Participated in One Day Workshop on OVERVIEW OF STOCK EXCHANGE, organized by St. Xavier's College, Kolkata, under the VISIT TO NSE initiatives of National Stock Exchange of India Ltd. on 14th of March, 2013.
5. Participated in UGC Sponsored Seminar on CHALLENGES AND OPPORTUNITIES IN COMMERCE EDUCATION – A NEW PARADIGM, organized by Post Graduate Department of Commerce (M.Com) at St. Xavier's College (Autonomous), Kolkata on 2nd May, 2009.
6. Participated in UGC Sponsored National Seminar on GOVERNING BUSINESS IN THE 21ST CENTURY – OPPORTUNITIES AND CHALLENGES, organized by St. Xavier's College (Autonomous), Kolkata, on 20th and 21st November 2009.
7. Participated in the International Seminar on "SUSTAINABILITY & GROWTH STRATEGY IN ECONOMIC DOWNTURN" held at Netaji Nagar College, Kolkata, on 30th January 2010.

8. Participated in the UGC Sponsored National Seminar on FINANCIAL REPORTING: CHANGING PARADIGM, organized by St. Xavier's College, Kolkata in collaboration with The Institute of Chartered Accountants of India, on 3rd and 4th of February, 2012.
9. Participated in the UGC Sponsored National Seminar on PROFESSIONALISM IN TEACHER EDUCATION, organized by Department of Education, St. Xavier's College, Kolkata, on 21st and 22nd February, 2011.
10. Participated in the One Day Seminar on AWAKENING INDIA: VISION 2020, organized by Post Graduate Department of Commerce, St. Xavier's College, Kolkata, on 16th April, 2012.
11. Participated in UGC Sponsored National Seminar on CHANGING PARADIGM OF ACCOUNTING & TAXATION IN 21st CENTURY: CHALLENGES TO INDIAN BUSINESS & COMMERCE EDUCATION, organized by Department of Commerce, Barrackpore Rastraguru Surendranath College, West Bengal, on 6th and 7th January, 2012.
12. Participated in One Day Faculty Development Programme on STATE OF THE INDIAN ECONOMY, organized by Department of Commerce and Department of Business Administration, St. Xavier's College, Kolkata on 28th April, 2017.
13. Participated in 30 hours WORKSHIP ON SPSS, organized by St. Xavier's College, Kolkata, during December 2010 – January 2011.
14. Participated in International Seminar on SEARCH FOR A HOLISTIC COMBINATION OF AGRICULTURE, INDUSTRY & EDUCATION, organized by Department of Commerce, St. Xavier's College & Netaji Nagar College, Kolkata on 8th December, 2011.
15. Participated in 6-day Programme on STATISTICAL METHODS FOR RESEARCH WORKERS, organized by University of Calcutta, on 4th – 9th of June, 2007.
16. Participated in Two day International Conference on Emerging Perspectives in Commerce, Economics and Management – Policies for a Better World (ICCEM2017), organized by St. Xavier's College (Autonomous), Kolkata, on 2<sup>nd</sup> and 3<sup>rd</sup> November, 2017.

17. Participated in One-day Faculty Development Programme on TEACHING AND PRACTISING ENTREPRENEURSHIP IN HIGHER EDUCATION INSTITUTIONS, organized by St. Xavier's College, (Autonomous), Kolkata on 20<sup>th</sup> November, 2018.

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**ORIENTATION PROGRAMME AND REFRESHER COURSE ATTENDED**

1. Participated in UGC Sponsored Orientation Programme No. 90, organized by ACADEMIC STAFF COLLEGE, University of Calcutta, from June 11 to July 09, 2011.
  2. Participated in UGC Sponsored Refresher Course in Business Studies, organized by ACADEMIC STAFF COLLEGE, University of Calcutta, from July 18 to August 08, 2014.
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