

Dr. SOMA NATH (July 2022)

Address: Department of Commerce, St. Xavier's College, 30, Mother Teresa Sarani, Kolkata – 700 16.

Web: St. Xavier's College: <http://www.sxccal.edu/sxc-UGdepartments.htm>

Email: nath.soma@sxccal.edu/ nathsoma@yahoo.co.in

EDUCATION and EMPLOYMENT

EDUCATION

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

MBA: University of Burdwan, 2005

UGC-NET Lectureship, 2013

EMPLOYMENT

Assistant Professor August, 2008 to present
Department of Management (UG)
St. Xavier's College (Eve.), Kolkata.

Assistant Professor Since 2019
Department of Management (PG)
St. Xavier's College (Eve.), Kolkata.
Sri Shikshayatan College, Kolkata.

Lecturer (Part time) September 2001 to July 2008
Heramaba Chandra College,
South City (Day), Kolkata.

Whole time Lecturer August 2002 to July 2003
J.D. Birla Institute, Kolkata.

ACADEMIC PUBLICATIONS

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*, RegalPublications, 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).
12. Prof. Soma Nath and Anushka Kuthari: Servicescape - The emergence of physical evidence in restaurants, *YOUTHINK*, vol. XIV, ISSN 2347-6222, pp.88-94 (2019).
13. Prof. Soma Nath and Silpa Garodia: Impact of Sensory Triggers on Consumer Behaviour: A Study based in Kolkata, *YOUTHINK*, vol. XIV, ISSN 2347-6222, pp.134-138 (2019).
14. Prof. Soma Nath and Deepshikha Toshniwal: Product Placement in the Indian Entertainment Industry, *YOUTHINK*, vol. XIV, ISSN 2347-6222, pp.227-232 (2019).
15. Prof. Soma Nath and Riya Agarwal: Making Subtlety Obvious - A study on the Impact of servicescape of restaurants on consumer perceptions - A study based in Kolkata, *YOUTHINK*, vol. XV, ISSN 2347-6222, pp.265-272 (2021).

BOOK CHAPTERS

1. Dr. Soma Nath and Prof. Soulina Banerjee: Consumer's buying quirk stimulated by online festive offers; Innovative Management Practices-An Interdisciplinary Approach; Allied Publishers, New Delhi, ISBN 978-93-90951-08-6 (2021)
 2. Dr. Soma Nath and Anwesha Sinha: IMPACT OF COVID-19 ON F & B INDUSTRY: HOW THE CURRENT PUBLIC HEALTH CRISIS HAS STIMULATED INNOVATION AND CREATIVITY IN ONLINE FOOD DELIVERY SERVICES; Innovative Management Practices-An Interdisciplinary Approach; Allied Publishers, New Delhi, ISBN 978-93-90951-08-6 (2021)
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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 2nd International Conference on Management and Business Practices – 2018, held at Aliah University on January 4 & 5, 2018.
 4. Presented paper on IMPACT OF COVID-19 ON F & B INDUSTRY: HOW THE CURRENT PUBLIC HEALTH CRISIS HAS STIMULATED INNOVATION AND CREATIVITY IN ONLINE FOOD DELIVERY SERVICES, in the 4th International Conference on Management and Business Practices (ICMBP)-2021 held at Aliah University on February 8th and 9th 2021.
 5. Presented paper on CONSUMER'S BUYING QUIRK STIMULATED BY ONLINE FESTIVE OFFERS, in the 4th International Conference on Management and Business Practices (ICMBP)-2021 held at Aliah University on February 8th and 9th 2021.
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WORKSHOPS ATTENDED

1. Attended 7-day workshop on INNOVATION AND ENTREPRENEURSHIP IN A POST-COVID WORLD organized by Rajendra Mishra School of Engineering Entrepreneurship, Indian Institute of Technology, Kharagpur, co-organized by National Digital Library of India from 22nd June to 29th June, 2020.
 2. Attended 2-week online FACULTY DEVELOPMENT PROGRAMME ON ADVANCED TECHNIQUES AND TOOLS IN SOCIAL SCIENCE RESEARCH, organised by Department of Management and Business Administration Aliah University, Kolkata in collaboration with SPSS South Asia from 24th November to 7th December 2020.
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SEMINARS / SYMPOSIUM / 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 2nd and 3rd 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 20th November, 2018.

Webinars Attended

1. Attended Webinar on AI-Driven Marketing in Post-COVID Era organized by Department of Commerce, Shri Shikshayatan College, Kolkata on 18th June, 2020.
 2. Participated in the Webinar on THE NEXTGEN AND BUSINESS EDUCATION: THE CHALLENGES FOR THE TEACHING COMMUNITY organized by Indian Institute of Contemporary Management and Research on 23rd June, 2020.
 3. Participated in the International Webinar on COVID 19: EMERGING CHALLENGES AND CAPACITY BUILDING organized by Bangabasi Morning College on 26th and 27th June, 2020.
 4. Participated in the National Webinar on PANDEMICS AND NATURAL DISASTERS: UNDERSTANDING AND COPING organized by IQAC and Academic Council, St. Xavier's College (Autonomous), Kolkata on 11th and 12th July, 2020.
 5. Participated in Two-Day Webinar on NAAC ASSESSMENT AND ACCREDITATION PROCESS, organized by Internal Quality Assurance Cell and Academic Council of St. Xavier's College, Kolkata on 30th and 31st July, 2021.
 6. Participated in Two-Day International Webinar on MANAGING BUSINESS IN A POST-COVID-19 WORLD: CHANGES, CHALLENGES AND STRATEGIES organized by Post-graduate and Research department of Commerce, St. Xavier's College, Kolkata held on 18th and 19th July 2020.
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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.
 3. Attended UGC Sponsored Online Refresher Course in Multi-disciplinary Research Methodology: Tool & Techniques, organized by Human Resource Development Centre, Mizoram University, from 7th July to 20th July, 2020.
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RESOURCE PERSON

1. Academic Expert for preparation of the NSQF aligned course curriculum on “Market Development Associate (MDA)” for Higher Secondary (Vocational) course and Rural Integrated Marketing Associate (RIMKA) for Short Term Vocational Training Course under this council in the academic year 2021 – 22
2. Academic Expert for preparation of Course curriculum on “Supply Chain Operations” for Short Term Vocational Training Course under this council in collaboration with Flipkart Supply Chain Operation Academy in 2021-22
3. Paper setter and moderator for Higher Secondary (Vocational) Examination, since 2016 till date.
4. Course Coordinator of the MOOC Course under SWAYAM (UGC), Integrated Marketing Communication and Sales Force, 2021, 2022.

