

Curriculum Vitae

Dr. SOUREN KONER

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Present Status:

Working as **Associate Professor (Marketing)** at **The Assam Royal Global University, Guwahati, Assam** since March 2023.

Profile Summary:

- ↪ Post Graduate in Business Administration (**MBA -Marketing**) and **PhD in Marketing**.
- ↪ **Nineteen+** years of experience in Teaching, Academic Administration, and Training Administration and **one year and six months** of experience in the industry.
- ↪ Published **fifteen articles** and **eight book chapters**. Out of that **Eight** are **SCOPUS** index and **two** articles are **UGC care** listed.
- ↪ Worked as a **reviewer** for IGI Global and reviewed **fifteen book chapters**.
- ↪ Worked as **Co-principal Investigator** in a project named “A mid-term assessment of YOVDAY program: An Initiative of UNICEF in Bastar” in association with UNICEF.
- ↪ Worked as **External paper setter** and external examiner for BBA and MBA for Brainware University.

Summary of Work Experience:

Academic Experience (19 years 2 months)				
Sl.	Organization	Designation	Time Period	Duration
1	Royal Global University, Guwahati	Associate Professor	March 2023 – till date	4 months
2	Amity University, Chhattisgarh	Assistant Professor	Aug 2019 – Feb 2023	3 years 8 months
3	International Institute of Business Studies (IIBS), Kolkata	Assistant Professor	Feb 2011 – July 2019	8 years 6 months
4	Indigrow Institute of Professional Studies (IIPS), Kolkata	Faculty Member	May 2010 – Feb 2011	9 months
5	ICFAI National College, Hyderabad	Faculty Member	Aug 2005 - April 2010	4 years 9 months
6	Bengal Institute of Science & Technology, Purulia	Lecturer	Oct 2004 - July 2005	10 months
7	Abhedananda Mahavidyalaya, Sainthia, Bhirbhum	Part-Time Lecturer	April 2004 - Aug 2004	5 months
Industry Experience (1 year 6 months)				
1	Ind Swift Ltd, Punjab	Professional Sales Representative	Oct 2003 – March 2004	6 months
2	Arrow Network, Asansol	Sales Representative	April 2000 - March 2001	1 year
Total Experience				20 years 9 months

Work Experience:

Organizations worked with, in reversed chronological order:

- Worked as **Assistant Professor-III** at Amity University Chhattisgarh from Aug 2019 to Feb 2023.
- Worked as **Assistant Professor** at International Institute of Business Studies (IIBS), Kolkata from Feb 2011 to July 2019. It's a PAN India Institute situated in Kolkata, Noida, and Bangalore.
- Worked as Junior Faculty Member at Indigrow Institute of Professional Studies (**IIPS**), Kolkata dated from May 2010 to Jan 2011. IIPS is a premier business school with an Indian presence.
- Worked as Faculty Member at **ICFAI National College** dated from August 2005 to April 2010.
- Worked as a Lecturer at **Bengal Institute of Science & Technology, Purulia** dated from October 2004 to July 2005.
- Worked as Part-time Lecturer at **Abhedananda Mahavidyalaya, Sainthia, Bhirbhum** dated from April'2004 to August'2004

Industry Experience:

Company Name : **Ind Swift Ltd**
Designation : Professional Sales Representative
Tenure : October 2003 to March 2004

Company Name : **Arrow Network**
Designation : Sales Representative
Tenure : April 2000 to March 2001

Educational Qualifications:

- ☞ **Awarded Ph.D.** from The University of Burdwan, West Bengal on **January 11, 2019.**
Research Topic: *“Customer Satisfaction & Service Quality: impacts on sales performance of retail outlets dealing in cosmetics with reference to Burdwan district.”*
- ☞ **MBA** (Specialization in **Marketing Management**) from Burdwan University with 1st Division marks (65.9%) in the year 2003.
- ☞ **B. Sc. (IFF)** from Burdwan University, Burdwan with 1st Division marks (62.87%) in the year 1999.
- ☞ **Higher Secondary** from West Bengal Council of Higher Secondary Education with 2nd Division marks (55.8%), in the year 1996.
- ☞ **Madhyamik examination** from West Bengal Board of Secondary Education with 1st Division marks (73.33%), in the year 1994.

Publications:

Journal Papers

1. Published a paper co-authored with Sonali Malewar and Tanushree Gupta in a **SCOPUS index** journal named **“Thailand and The World Economy”** (ISSN No: 2651-0529,) in May 2023. The title of the paper is **“Determinants of Organic Food Purchase: Evidence from Cosmopolitan Cities of India”**.
2. Published a paper co-authored with Sonali Malewar and Tanushree Gupta in a **SCOPUS index** journal named **“Thailand and The World Economy”** (ISSN No: 2651-0529,) in May 2023. The title of the paper is **“An Expedition of Brand Identification to Evangelism with Mediating Effect of Love and Loyalty”**.
3. Published a paper co-authored with Subhanil Banerjee, Disha Sharma, and Shilpi Gupta in a **SCOPUS index** journal named **“Journal of Asian and African Studies”** (ISSN No: 745-2538,) in May 2023. The title of the paper is **“The Impact of Literacy on COVID-19 Pandemic: An Empirical Analysis on India”**.
4. Published a paper co-authored with Sumita Dave in a Bi-Annual double-blind peer-reviewed open access journal named **“SIT Journal of Management”** ((ISSN No: 2278-9111,) (Vol -12, No–2, December 2022). The title of the paper is **“The Impacts of brand trust and brand love on brand loyalty: An Empirical Study”**.
5. Published a paper co-authored with Sonali Malewar and Tanushree Gupta in a **UGC Care** journal named **“HSB Research Review”** (ISSN No: 0976–1179) (Vol-17, No-1, January-June 2022). The title of the paper is **“What drives Indian consumers to purchase organic food? A study of different factors using smart PLS”**.
6. Published a paper co-authored with Rupsha Roy, and Jay Kumar Dewangan in a **UGC Care** journal named **“IITM Journal of Business Studies (JBS)”** (Print ISSN No: 2393-9451 EISSN: 2394-5028) (Vol-10, No-1, January-December 2022). The title of the paper is **“An Empirical Investigation of the Relationship Between Retail Store Attributes and Customer Satisfaction”**.
7. Published a paper co-authored with Dr. Jay Kumar Dewangan and Dr. Imran Siddique in a Bi-Annual double-blind peer-reviewed open access journal named **“SIT Journal of Management”** ((ISSN No: 2278-9111,) (Vol -12, No–1, June 2022). The title of the paper is **“The covid 19 pandemic and its impact on the three sectors of the Indian economy”**.
8. Published a paper co-authored with Avichal Sharma, K. Padmawati and Madhu Yadav in a Bi-Annual double-blind peer-reviewed open access journal named **“SIT Journal of Management”** ((ISSN No: 2278-9111,) (Vol -12, No–1, June 2022). The title of the paper is **“Digital literacy in higher education amid pandemic in Chhattisgarh: Reference to students’ satisfaction”**.
9. Published a paper co-authored with Abu Sayeed Mondal, and Rupsha Roy in a **SCOPUS index** journal named **“International Journal of Asian Business and Information Management”** (Print ISSN No:1947-9638 EISSN: 1947-9646) (Vol-12, No-3, January 2022). The title of the paper is **“Impact of Service Quality on Satisfaction: An Empirical Investigation on Cosmetic Retail Stores in Burdwan District”**.
10. Published a paper co-authored with Dr. Jay Kumar Dewangan and Dr. Imran Siddique in a Bi-Annual double-blind peer-reviewed open access journal named **“SIT Journal of Management”** ((ISSN No: 2278-9111,) (Vol -11, No–1, June 2021). The title of the paper is **“An Empirical Investigation to Assess the Impact of Digitalization on Garment Business”**.

11. Published a paper co-authored with Dr. Rupsha Roy in a Bi-Annual Double-Blind Peer-Reviewed open access journal named **“SIT Journal of Management”** (ISSN No: 2278-9111,) (Vol -10, No–2, December 2020). The title of the paper is **“Brand Loyalty: Its Relevance in Contemporary Marketing”**.
12. Published a paper co-authored with Subhanil Banerjee, Anukriti Singh, and Sumantra Bhattacharya in a **SCOPUS index** journal named **“Journal of health management”** (Print ISSN No: 0972-0634, Online ISSN No: 0973-0729). The title of the paper is **“Demystifying the Aquatic Paradox: Indian Infant Mortality”**.
13. Published a paper co-authored with Subhanil Banerjee, Sumantra Bhattacharya, and Sumita Dave in a double-blind peer-reviewed refereed journal named **“International Journal of Business and Development Research (IJBDR)”** (Print ISSN No: 2227-0302, Online ISSN No: 2227-3840) (Vol -7, No–1) published by BBU, Cambodia. The title of the paper is **“Impact of Mobile Phones on International Trade: The Experiences of South and South-East Asia”**.
14. Published a paper co-authored with Prof. Pradip Kumar Mallik in a double-blind peer-reviewed refereed monthly journal named **“International Journal of Management and Social Science Research Review (IJMSRR)”** (Print ISSN No.: 2349-6738, Online ISSN No.:2349-6746) (Vol.-6, Issue -4, April 2019) published by SLAA Publication Pvt. Ltd., Bangalore. Title of the paper – **“A Comparative Study of Customer Satisfaction in Relation to Herbal and Non-herbal Cosmetic Products among Men”**.
15. Published a paper co-authored with Prof. Pradip Kumar Mallik in a Peer-Reviewed Monthly Journal named **“International Journal of Multidisciplinary Research Review”** (ISSN No. 2345-1877, Vol.-1, Issue -19, Sept 2016) published by SLAA Publications Pvt. Ltd, Bangalore. Title of the Paper – **“A study on cosmetic retail outlets vis-à-vis few factors impacting customer satisfaction.”**

Book chapter

1. Published a book chapter with Subhanil Banerjee (July 2023). The title of the chapter is **“Impact of Access to Clean Fuel and Electricity on per Capita CO2 Emissions: The Asian Perspective”** in the book **“New Perspectives and Possibilities in Strategic Management in the 21st Century: Between Tradition and Modernity”** edited by Javier Martínez-Falcó, Bartolomé Marco-Lajara, Eduardo Sánchez-García and Luis A. Millan-Tudela. Publisher: IGI Global
2. Published a book chapter with Subhanil Banerjee and Jinty Dutta (July 2023). The title of the chapter is **“Growth and Environment: The Asian Perspective”** in the book **“Perspectives on the Transition Toward Green and Climate Neutral Economies in Asia”** edited by Patricia Ordóñez de Pablos, Mohammad Nabil Almunawar and Muhammad Anshari. Publisher: IGI Global
3. Published a book chapter with Subhanil Banerjee (July 2023). The title of the chapter is **“Industrial Revolution 4.0 and the Environment: The Asian Perspective”** in the book **“Digital Natives as a Disruptive Force in Asian Businesses and Societies”** edited by Omkar Dastane, Aini Aman, Nurhizam Safie Satar. Publisher: IGI Global
4. Published a **SCOPUS index** book chapter with Subhanil Banerjee, Arakhita Behera and Suhanee Gupta (February 2023). The title of the chapter is **“Impact of Digitalization on Economic and Social Aspects”** in the book **“Handbook of Research on Digitalization Solutions for Social and Economic Needs”** edited by Richard Pettinger, Brij B. Gupta, Alexandru Roja, and Diana Cozmiuc. Publisher: IGI Global.

5. Published a book chapter with Subhanil Banerjee and Shilpi Gupta (January 2023). The title of the chapter is **“International Business Paradigm in the Post-pandemic Era: The Role of Literacy and Digitalization”** in the book **“Analyzing International Business Operations in the Post-Pandemic Era”** edited by Patricia Ordóñez de Pablos. Publisher: IGI Global.
6. Published a **SCOPUS** index book chapter with Subhanil Banerjee and Shilpi Gupta (Aug 2022). The title of the chapter is **“Impact of the Brundtland Commission on Select Climate Changing Variables: An Empirical Analysis”** in **“Handbook of Research on Building Greener Economics and Adopting Digital Tools in the Era of Climate Change”** edited by Patricia Ordóñez de Pablos, Xi Zhang, and Mohammad Nabil Almunwar Publisher: IGI Global.
7. Published a **SCOPUS** index book chapter with Subhanil Banerjee and Shilpi Gupta (March 2022). The title of the book chapter is **‘Digital tools for direct and indirect citizen empowerment: The retaliatory response against Covid - 19 in India’** in the book **“Digital Innovation for Healthcare in Covid-19 Pandemic: Strategies and Solutions”** edited by Patricia Ordóñez de Pablos, Kwok Tai Chui, and Miltiadis D. Lytras. Publisher: Elsevier.
8. Published a book chapter with Subhanil Banerjee and Shilpi Gupta (January 2022). The title of the chapter is **“Sustainability and Consumerism: How Green are the Green Sectors?”** in the book **Green, Circular and Digital Economies as Tools for Recovery and Sustainability** edited by Patricia Ordóñez de Pablos, Xi Zhang, and Mohammad Nabil Almunwar Publisher: IGI Global.

Conference Paper

1. Presented a paper entitled **“Prevalence of UPI acceptance among street vendors”** at an International Conference on **“Digital Transformation for Business Sustainability & Growth (DTBSG)”** organized by Mittal School of Business, Lovely Professional University, Phagwara, Punjab on 18th Aug 2023.
2. Presented and selected a best paper at an International Conference on **“Advancement in Science, Technology and Management”** organized at S. P. Jain Institute of Technology, Management & Research, Nagpur on 27th & 28th July 2023. Title of the paper was **“Transformation of Consumer Retail Buying after Covid–19 Pandemic”**
3. Presented a paper entitled **“An empirical investigation to assess the impact of different factors on Consumer satisfaction: A study with respect to Amazon”** at an International Conference on **“Emerging Trends in Business and Management – A Lookout for Multi-Disciplinary Approach for Sustainable Growth”** organized by The Assam Royal Global University, Guwahati, Assam on 16th & 17th June 2023.
4. Presented a paper entitled **“Buying Behaviour and evangelism of green product: A success mantra towards sustainable development”** at a National Conference on **“Sustainable Development Goals: Agra Marg”** organized by The Assam Royal Global University, Guwahati, Assam on 2nd & 3rd June 2023.
5. Published and presented a paper entitled **“E-Bike Buyer Intent: An Empirical Investigation”** at an International Conference on **“Contemporary Trends in Humanities, Commerce and Basic and Applied Sciences & Charting Sustainable Development”** organized by M. L. Dahanukar College of Commerce, Mumbai on February 15, 2023.
6. Published and presented a paper entitled **“Developing a Conceptual Framework on Telecommuting Impacts on Productivity Outcomes of the Individuals in this COVID times through Literature Review”** at a Virtual International Conference on **“Managing Businesses in the Time of Crises”** organized by GLOBUSS 2021 – A joint platform of Amity University and ASSOCHAM on 27 – 28 August 2021

7. Published and presented a paper entitled “**Wi-fi System – A new tool for retail promotion**” at an International Seminar on “**Business Applications and Management Issue**” organized by Dr. B. C. Roy Engineering College, Durgapur on January 10 and 11, 2012

Online Publication

1. Published one Article entitled “**Bluetooth – A New Era in Retail Advertising**” in CoolAvenues.com, India’s leading MBA Community Portal. (August 2009)
Link : - <http://www.coolavenues.com/know/mktg/souren-blue-tooth-1.php>

Accepted Paper

- ↪ Accepted a paper named “**Major Determinants of Infant Mortality: District level Evidence from Annual Health Survey States of India**” in the Journal of Health Management, A Scopus-listed journal.
- ↪ A book chapter “**The Digital Economy and Anthropocentric Sustainable Development: The Environmental Resilience of the Asian Continent**” has been accepted in the book “**Sustainable Development and the Digital Economy: Human-centricity, Sustainability and Resilience in Asia**” edited by Mohammad Nabil Almunawar, Patricia Ordonez de Pablos, Muhammad Anshari

Articles under Review:

- ↪ Analytical Study of employee engagement factors in the Indian Information technology sector during the Pandemic- A PLS-SEM Approach
- ↪ From bike to e-bike: an empirical study of factors influencing purchase intention

Articles in Progress:

- ↪ Effect of employee engagement on employee performance: A PLS-SEM Approach
- ↪ Explaining Indian Consumers’ green product consumption pattern after the Pandemic
- ↪ Major Determinants of Infant Mortality: District-level Evidence from Annual Health

Training Undergone:

- 1) Faculty Development Programme at EdMaestro, Training & Consulting Company registered under MCA and Ministry of MSME, Govt. of India
Duration: 12th Dec to 16th Dec 2022 (5days)
Subject: Structural Equation Modelling using SmartPLS4
- 2) Faculty Development Programme at Amity University Chhattisgarh.
Duration: 23rd June to 27th June 2022 (5 days)
Subject: Systemic Literature Review, Bibliometric Analysis, and Mendeley
- 3) Faculty Development Programme at Amity School of Languages, Amity University Chhattisgarh
Duration: 25th May to 29th May 2022 (5 days)
Subject: Cultural Studies and Interdisciplinary Literature
- 4) Faculty Development Programme at Manav Utthan Society (MUS), India with the support of SmartPLS GmbH, Germany.
Duration: 31st July to 06th Aug 2021 (7 days)
Subject: Advanced Level Workshop on Partial Least Square Structural Equation Modeling using SmartPLS

- 5) Faculty Development Programme on Quantitative Data Analysis
Duration: 13th July to 17th July 2021 (5 days)
- 6) Faculty Development Programme at Amity University Chhattisgarh
Duration: 04th June to 08th June 2021 (5 days)
Subject: Structural Equation Modeling using SMART-PLS Software
- 7) Faculty Development Programme at Adamas University, Kolkata
Duration: 24th May to 29th May 2021 (5 days)
Subject: Research Methodology
- 8) FDP at Shri Shankaracharya Group of Institutions, Bilai, Chhattisgarh
Duration: 08th March to 13th March 2021 (6 days)
Subject: Business Data Analysis and Research Publication
- 9) Faculty Development Programme at National Institute of Technology, Sikkim
Duration: 16th Feb to 20th Feb 2021 (5 days)
Subject: Strategies in Modern Pedagogy
- 10) Faculty Development Programme at Amity University Chhattisgarh
Duration: 10th Dec to 13th Dec 2020 (4 days)
Subject: Structural Equation Modeling using SMART-PLS Software
- 11) Faculty Development Programme at Uttarakhand Science Education & Research Centre
Duration: 04th Aug to 09th Aug 2020 (6 Days)
Subject: Impactful online teaching and student engagement
- 12) 5 days certificate course at Amity University
Duration: 20th July to 24th July 2020 (5 Days)
Subject: Heartful living – Become your own masterpiece
- 13) Faculty Development Programme at Amity University Kolkata
Duration: 27th June to 01st July 2020 (6 Days)
Subject: Application of Software Tools in Research Methodology
- 14) Faculty Development Programme at Amity University Chhattisgarh
Duration: 30th May to 05th June 2020 (7 days)
Subject: Contemporary Research Practices in Social Sciences
- 15) Faculty Development Workshop at ICFAI National College, Kolkata
Subject: Business Research methodology
Duration: From 5th Feb & 6th Feb 2008
- 16) Faculty Development Workshop at ICFAI National College, Hyderabad
Subject: Retail Management.
Duration: From 15th September to 23rd September 2007
- 17) Faculty Development Workshop at ICFAI National College, Hyderabad
Subject: Marketing Management - I
Duration: From 21st May to 25th May 2007
- 18) Faculty Training Program at ICFAI National College, Hyderabad
Duration: One month: from 8th August 2005 to 7th September 2005.

Achievements & Accomplishments:

- ↪ Awarded Best Internship Coordinator in 2006 in ICFAI Academy.
- ↪ Awarded Best Faculty Guide for Summer Internship Programme in 2008 & 2009.
- ↪ Felicitated as Best Faculty for ICFAI University Question Paper Setting.
- ↪ Working as External paper setter and external examiner for BBA and MBA for Brainware University.

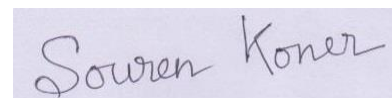
Exposure to Other Areas:

- ↪ Working as Co-principal Investigator in a project named “A mid-term assessment of YOVDAY programme: An Initiative of UNICEF in Bastar” in association with UNICEF.
- ↪ Working as a reviewer in IGI Global: International Academic Publisher, One of the leading Publishers in the US, and reviewed more than 7 papers in different fields.
- ↪ Worked as Co-convener for faculty development programme and organized two FDPs in Amity Business School, Amity University Chhattisgarh.
- ↪ Responsible for **Academic Coordination** from July 2007 to April’2010 at ICFAI National College.
- ↪ Was in the team of **SOS Faculty (Save our Soul)** at ICFAI National College, HQ.
- ↪ Actively involved in the **SIP (Summer Internship Program)** and placement matters of the students.
 - In SIP 2006, I worked as a Regional SIP coordinator (HQ). My role was to coordinate with all 22 faculty guides. There was 5 SIP center under me.
 - In SIP 2007, 2008 & 2009, I worked as a Faculty Guide.
- ↪ Prepared Questions paper for all India basis INC exams
- ↪ Contributing to the brand building of the institution by organizing workshops and seminars.
 - **Took one session in FTP –Kolkata (1st Batch) regarding “how to make effective MCQ?”**
 - **Workshop on SIP:** Two days workshops (20.02.08 – 21.02.08) – I was one of the facilitators for that workshop.
- ↪ Took classes in different INC in all over India on the basis of organization requirements.

Personal Profile:

Date of Birth : 06th Jan 1979
Address : Santineer, Binoy Nagar, Narayan Dighi
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E-mail Address : sourenkoner@gmail.com

Date :
Place :



(Dr. Souren Koner)