

Name: Dr. Somroop Siddhanta

Department: FMS

Contact Nos.: 9002650046

Qualifications: BSc, MBA, PhD

Designation: Professor

VIDWAN ID: 236681

Experience (Teaching / Research / Industry, in years): Teaching-16, Research-5, Industry-2

Date of Joining at the Present Institution: 04.05.2021

Examinations Cleared: NET-CSIR/GATE : No

Qualifications Summary (Reverse chronological order):

Degree	Institute	From	To	Subjects
PhD	Dept. of Management Studies, National Institute of Technology	2010	2015	Title: <i>A study on the relationship of promotional mix with sales and profits</i>
MBA	Dept. of Management Studies, Indian Institute of Technology (ISM)	2001	2003	Marketing, HR, General Management
BSc(H)	The University of Burdwan	1997	2000	Economics, Mathematics, Chemistry
WBHSE	WB Council of Higher Secondary Education	1995	1997	Science, Literature
ICSE	Council for ISC Examinations	-	1995	Science, Arts, Literature

Experience Summary (In chronological order):

Designation	Organization	Date From	Date To
Trainee Territory Manager	Eli Lilly & Co. (I) Pvt. Ltd	23.01.2003	09.09.2003
Business Executive	Emcure Pharmaceuticals Ltd	10.09.2003	28.02.2005
Territory Business Manager	Piramal Enterprises Ltd	01.03.2005	30.06.2005
Lecturer	Bengal College of Engineering and	01.07.2005	31.12.2007



Senior Lecturer	Technology, Durgapur	01.01.2008	31.12.2008
Senior Lecturer	NSHM Business School, Durgapur	19.01.2009	30.09.2010
Assistant Professor (Level II)		01.10.2010	30.09.2016
Assistant Professor (Level III)		01.10.2016	17.07.2019
Associate Professor	Presidency University, Bengaluru	01.08.2019	30.09.2020
Associate Professor	JIS University, Kolkata	09.10.2020	19.04.2021
Professor	Dr B C Roy Engineering College, Durgapur	04.05.2021	Till date

Specialization/Research Interest:

Marketing Communications, Marketing of Services, Consumer Behaviour and Mathematical Modelling in Sports

Awards & Recognitions

Best paper/ scholarship/Position in university exam / awards while at industry/ other organizations etc.

1. “Measuring Sustainability of IPL through Competitive Balance” with Mithun Kumar Guha, selected for presentation at International Business Research Conference, DSMS College Durgapur, March 8, 2019 (This paper won the **Best Paper Award**)
2. Awarded for “Outstanding Support & Cooperation in Corporate Relations & Talent Transfer” by NSHM Knowledge Campus on May 13, 2019.
3. First prize in Ecomatrix – General Management Event conducted by IIM Calcutta in *Intaglio 2002*.

Courses taught:

Digital Marketing, Marketing Communications, Sales & Retail, Consumer Behaviour, Marketing Management and Strategic Management

Online Mode of Teaching:

Online teaching delivery done through Zoom, Google meet, MS Teams.

Assessment through Google forms, Google classroom

The Faculty member needs to specify the online teaching/ assessment method adopted. (Link to any faculty created resources for Lecture notes / PPT/ Video Lecture etc. in Google Drive / Weblink etc)

Publications:

Journal:

1. **Siddhanta, S**, Banerjee, N. “The impact of promotional mix on profit in the B2B sector”, Marketing Intelligence and Planning, 2014, 32, (5), pp. 600-615, ISSN 0263-4503, DOI 10.1108/MIP-05-2013-0074, UGC Care-II listed <https://www.scopus.com/sourceid/144670>

2. Banerjee, N, **Siddhanta, S.** “An Empirical Investigation on the Impact of Marketing Communication Expenditure on Firm’s Profitability: Evidence from India”, *Global Business Review*, 2015, 16, (4), pp. 609-622, ISSN 0972-1509, DOI 10.1177/0972150915581105, UGC Care-II listed
<https://www.scopus.com/sourceid/17600154910>
3. **Siddhanta, S,** Chakrabarty, A. “Promotional Mix and Corporate Performance – An empirical study”, *Paradigm*, 2010, 14, (1), pp. 97-102, ISSN 0971-8907, DOI 10.1177/0971890720100111
4. **Siddhanta, S,** Guha, M.K. “Does promotional mix have a long-term effect on sales? A case of the pharmaceutical industry in India”, *The IUP Journal of Marketing Management*, 2021, 20, (3), pp. 7-24, ISSN 0972-6845, UGC Care-I listed
<https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101051352&flag=Search>
5. **Siddhanta, S,** Banerjee, N, Bandyopadhyay, G. “The effect of Marketing Communication on Sales performance – a study on the personal care industry in India”, *European Journal of Social Sciences*, 2012, 28, (3), pp. 308-319, ISSN 1450-2267
6. **Siddhanta, S,** Banerjee, N. “An Econometric measurement of the impact of Integrated Marketing Communication on Sales in the Indian Cement industry”, *European Journal of Business and Management*, 2012, 4, (8), pp. 65-75, ISSN 2222-1905
7. Guha, M.K., **Siddhanta, S.** “Measuring Sustainability of Indian Premier League through Competitive Balance”, *Research Directions*, 2019, 5, (Special Issue), pp. 13-18, ISSN 2321-5488
8. **Siddhanta, S,** Chatterjee, S. “Factors affecting in-patient satisfaction in super specialty private hospitals - a case study of Burdwan district in West Bengal”, *International Journal of Marketing & Financial Management*, 2014, 2, (5), pp. 51-63, ISSN 2348-3954
9. Pal, S, **Siddhanta, S.** “The challenges in establishing prerequisites and characteristic features of Global Brands”, *Pragyaan: Journal of Management*, 2011, 9, (1), pp. 49-53, ISSN 0974-5505

Conference:

1. **Siddhanta, S,** Guha, M.K. “Measuring Sustainability of IPL through Competitive Balance”. *International Business Research Conference*, DSMS College Durgapur, March 8, 2019, International Conference.
2. **Siddhanta, S,** Guha, M.K. “Competitive Balance in the Indian Premier League – an Empirical Analysis”. *Mathsport Asia 2018*, XLRI Jamshedpur, December 10 - 12, 2018, International Conference.
3. **Siddhanta, S.,** Banerjee, N. “A Study on the Impact of Marketing Communication on Profit in the Indian Pharmaceutical Industry”. *5th IIMA Conference on Marketing in Emerging Economies*, IIM Ahmedabad, January 9 - 13, 2013, International Conference.

4. **Siddhanta, S.**, Banerjee, N. “An Empirical Analysis of the Impact of Marketing Communication on Profit in the Indian Cement Industry” 2nd International Marketing Conference, MARCON 2012, IIM Calcutta, December 28 - 30, 2012, International Conference.
5. **Siddhanta, S.**, Banerjee, N, Bandyopadhyay, G. “Evidence of Co-integration between Marketing Communication and Sales – a study of Indian personal care industry”. International Conference on Business and Information Management-2012 Contemporary Issues in Business & Information Management, NIT Durgapur, January 9 - 11, 2012, International Conference.
6. **Siddhanta, S.** “Nexus Between Promotional Mix and Sales – a case of the Pharmaceutical Industry in India”, International Conference on Corporate Governance: Retrospect and Prospects, IMS Ghaziabad, February 12 - 13, 2017, International Conference.
7. **Siddhanta, S.**, Pal, S. “Creating Global Brand” Mastering Change for Organizational Excellence, 2nd PIMG National Conference, Prestige Institute of Management Gwalior, April 21 - 22, 2007, National Conference.
8. **Siddhanta, S.**, Pal, S. “New Satellite TV regime – the challenges ahead”, National Conference on Challenges to Globalization and Strategies to overcome them, MNM Jain Engineering College, Chennai, March 8, 2007, National Conference.

Book: NA

Book Chapter: NA

Supervision of Ph.D/M.Tech/ B.Tech Projects: NA

Invited Lectures:

NA

Participation in seminar/conference/symposium/workshop/discussion meeting

Name of the event, duration, Year, Organized by.

See above

Participation in faculty development programmes

Name of the faculty development programmes, Online / Face-to-face/ From Date - To Date, Duration, Year, Organized by.

Name	Mode	From	To	Duration	Year	Organised by
<i>Role of Quality Management in Academic Institution Building</i>	Offline	23 rd dec	23 rd dec	1 day	2016	NSHM Business School

<i>Multivariate Data Analysis using AMOS & R Studio</i>	Offline	13 th jan	14 th jan	2 days	2016	NSHM Business School
<i>RAI's PGPRM</i>	Offline	17 th feb	19 th feb	3 days	2009	Bangalore Management Academy
<i>ERP, SAP & SCM</i>	Offline	31 st aug	1 st sep	2 days	2007	Bengal College of Engg & Tech
<i>Role of Soft Skills and Body Language for Effective Self Projection</i>	Offline	13 th oct	14 th oct	2 days	2006	Bengal College of Engg & Tech
<i>Teaching Techniques</i>	Offline	19 th July	22 nd July	4 days	2005	Bengal College of Engg & Tech

Organization of events (Dr. B. C. Roy Engineering College)

Name of the event, Date, Year

Name	Date	Year
Webinar on <i>How to publish articles in quality journals?</i>, Speaker: Dr Amar Kumar Mishra, Professor, Graphic Era (Deemed to be University) Dehradun	7th October	2021
Corporate Interaction (Mr Soumyadeep Das, Associate Vice President-Program Management & Redemptions, Loyalty Rewards Pvt Ltd, Mumbai)	14th September	2021
Corporate Interaction (Dr Anindya Chakrabarty, Vice President-Model Development, The Bank of New York Mellon, Pune)	15th September	2021
Corporate Interaction (Mr Mriganka Ghosh, Sr Program Manager, HP, Bengaluru)	16th September	2021
Corporate Interaction (Mr P K Swain, Sr General Manager & Head Export Promotion, Supreme Industries Ltd, Durgapur)	18th September	2021

Participation in administrative committees (selected)

Name of the post (Convener/Joint Convener/Member secretary/Co-ordinator etc.), Name of the committee, year

NA

Project Ideas Submitted to Govt. Agencies/ On-going Projects / Research Ideas under preparation & execution

NA

Membership of professional bodies: IEEE, IETE, IEL, CSI, MGMI etc.

NA