

Faculty Profile

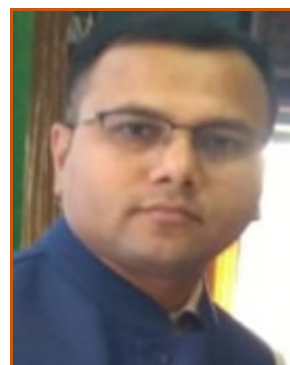
Name: **Dr. Souvik Roy**

Designation: Senior Assistant Professor

Teaching Areas: Marketing Management
Digital Marketing
Corporate Governance & Ethics

Research Interests: Impact of technology on Consumer Brand Relationship
Impact of Technology on Retail Marketing
Travel & Tourism Marketing

Education: PhD, IBS Hyderabad, IFHE (deemed to be university), [2016]
MBA, NSHM, Kolkata (Madurai Kamraj University) [2009]
B. Com (Hons) Lucknow University [2004]



Research/Selected Publications

1. Amar Raju, Roy Souvik, Dennis Joseph, & Anitha Acharya. "The Effect of Humorous Webcare on Brand Trust," *The Northern Economic Review* (2024), Vol.15 No. (1), 63-80 [ABDC-C /Scopus Listed]
2. Dennis Joseph, Roy Souvik, Amar Raju, Saravanan D & Santosh Kumar Yadav. "Analysis of the Influence of Knowledge Management Practices and Systems on Firm Performance", (2024), *Academy of Marketing Studies Journal*, Vol- 28, Issue 4.1-10 [ABDC-B Listed]
3. Roy, Souvik, and Dennis Joseph. "Sustainability of the Smartphone applications usage in rural India-An empirical study." *Psychology and Education Journal*, 2021, 58(2), 254-265. [Scopus indexed].
4. Roy, Souvik, Ankit Kesharwani, and Ashish Gupta. "Demystifying user's attachment of smartphone apps: A value orientation perspective." *Journal of Internet Commerce* (2021), 1-29. [ABDC-B, Scopus & ABS Grade-B].
5. Roy Souvik & Sanchali Roy Biswas. "Are College Students Really Engaged to their smartphone Apps: An Empirical Study in Indian Context"- *IUP Journal of Marketing Management*, (November 2021) Issue [UGC Listed].