

Faculty Profile

Name: **Souvik Roy**
Designation: Assistant Professor
Teaching Areas: Marketing Management
Internet Marketing
Entrepreneurship & Family Business
Research Interests: Consumer behavior
Online Marketing
Brand Management
CRM
Tourism Marketing
Education: PhD, IFHE Hyderabad, 2017
MBA, NSHM, Kolkata, MKU University, 2009



Professional Experience (3 Years)

1. Since 2016: IFHE, IBS Hyderabad
2. 2009-2010 : Worked as Retail Associate in Finesta Building System Kolkata
3. 2008-2009: Worked as a Sales Manager in Hdfc Standard Life Kolkata

Research/Selected Publications

1. Roy Souvik, Ponnampallil Abhilash and Mandal Santanu (2017), "Comprehending Technology Attachment In The Case Of Smart Phone Applications: An Empirical Study", *Journal of Electronic Commerce in Organizations*, 15, 1, 23-4. [ABDC-B and ABS Grade-B Listed, Scopus Listed].
2. Mandal, S., Roy, Souvik, and Raju, A. G (2017), "Exploring the role of website attractiveness in travel and tourism: empirical evidence from the tourism industry in India," *Tourism Planning & Development*, 14, 1, 110-134. [ABDC-B & ABS Grade-B Listed].
3. Roy Souvik., Amar, R. G., and Mandal, S (2016), "A Dynamic Capability View on Tourism Supply Chain Resilience: Evidence from Indian Tourism Sector", *Journal of Environmental Management & Tourism*, Issue-1, 7, 13, 133-149. [Scopus Listed].
4. Mandal, S., Roy, S., and Raju, G. A (2016), "Tourism supply chain agility: an empirical examination using resource-based view" *International Journal of Business Forecasting and Marketing Intelligence*, 2, 2, 151-173. [ABDC-C Listed].
5. Telang Achyut and Roy Souvik (2016), "Hyundai's Challenge to Maruti Suzuki in the Dynamic Indian Automobile Sector." *Asian Journal of Management Cases*, 13, 1, 1-11. (Scopus Listed).