

## Faculty Profile

**Name:** Dr. Souvik Roy

**Designation:** Assistant Professor

**Teaching Areas:** Marketing Management  
Internet/Digital Marketing  
Entrepreneurship & Family Business

**Research Interests:** Consumer behavior  
Online Marketing  
Brand Management  
CRM  
Tourism Marketing

**Education:** PhD, IBS, Hyderabad, IFHE University, 2016  
MBA, NSHM, Kolkata, MKU University, 2009



### Research/Selected Publication:

1. Roy, Souvik, and Dennis Joseph. "Sustainability of the Smart Phone Applications Usage in Rural India—An Empirical Study." *Psychology and Education Journal*, 2021, 58(2), 254-265. [Scopus indexed].
2. 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].
3. 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*, Nov 21 Issue (Accepted) [UGC Listed].
4. Roy, Souvik, and Santanu Mandal. "Antecedents and Consequences to App Engagement among Young Consumers in India." *International Journal of Business Information Systems*, 2020, 33(3), 337-359. [ABDC-C & Scopus Listed].
5. Roy, Souvik, Amar Raju G. & Dennis Joseph., "Traveler Decision Making in Online vs. Offline Buying Behavior: A Contrasting Perspective." *Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries*. IGI Global, 2020, 23-48. [Scopus Listed].