

## Faculty Profile

**Name:** Dr. Seeboli Ghosh  
**Designation:** Assistant Professor  
**Teaching Areas:** Marketing Management  
Advanced Marketing Management  
Services Marketing  
**Research Interests:** Behavioral Finance and Social media marketing  
**Education:** Ph. D (Bharathiar University)  
M. Phil (Bharathiar University)  
M.B.A (ICFAI Business School)



### Research/Selected Publication:

1. Seeboli Ghosh, Radhika Ramesh (2021), "Atmospheric Marketing –New way to Create Consumers' Perception towards a Coffee Outlet", IUP Journal of Marketing, Volume 20, issue no 4, 107-122 [UGC- CARE Journal]
2. Girish G.P., Seeboli Ghosh. (2020), "Dynamics between Digital Visibility through Social Media Marketing and Crowdfunding: Path to Succeed in Entrepreneurship", Indian Journal of Finance and Banking, (CRIBFB, USA), Vol. 4, No. 2, Pages 28-37. (ABDC 2019 Indexed Journal)
3. Seeboli Ghosh (2019), "An Investigation to Identify the Association between the Effective Usage of Social Media Platform and the Awareness of Crowdfunding to Raise Pre –seed", Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 4. [UGC-CARE Journal]
4. Seeboli Ghosh, Subhankar Baishya (2019), "Impact of Ambiance of Shopping Mall on Consumers' Perceptions and Preferences: An Empirical Study on Indian Context", International Journal of Management & Social Sciences, Volume 8 (2.6), UGC Journal id: 63251, ISSN – 22490191 [UGC-CARE Journal]
5. Seeboli Ghosh, Venkataraman (2018), "A Study on Awareness of Crowdfunding as a Visible Option to Raise Capital", International Journal of Research [UGC-CARE Journal]