

CURRICULUM VITAE

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1. Research Interests

Consumer Socialization, Online Consumer Behaviour, Technology Adoption, AI applications in Marketing, Digital Marketing, Social Media, E-commerce, S-commerce, Service Quality, Manufacturing Excellence, Supply Chain Management, Healthcare.

2. Educational Qualifications:

- **Ph.D:** Vinod Gupta School of Management (VGSOM), Indian Institute of Technology (IIT) Kharagpur, India (2013-2019).
- **Master in Business Administration (MBA):** Operations Management, Symbiosis Institute of Operations Management (SIOM), Nashik, (2008- 2010).
- **Bachelor of Engineering (B.E.):** Mechanical Engineering, First Class, National Institute of Technology, (NIT), Tiruchirapalli, and (1998-2002).

3. Professional Experience (Major Responsibilities):

Total experience: 17 years 8 months

Sept 2024-Present - Assistant Professor, National Institute of Bank Management (NIBM), Pune

Jan 2024- Aug 2024 - Assistant Professor, Symbiosis Institute of Business Management (SIBM), Pune (7 months)

• Teaching Activities (Courses Taught)

- Marketing Research, Consumer Behaviour, and Research Methodology for MBA students.
- Led and acted as a core team member for Criteria 3 for NBA accreditation 2023-24.
- Acted as a core team member for Criteria 3 for NAAC 2023-24.

Sept 2011- Dec 2023 - Assistant Professor, Department of Business Management,

Tripura University (A Central University), India. (12 years 2 months)

• Teaching Activities (Courses Taught)

- Marketing Management and Marketing specialization subjects (Consumer Behavior, Digital Marketing, Advertising and Brand Management, Sales and Distribution, Retail Marketing, Services Marketing, Digital Marketing), Production and Operations Management, Management by Values, Research Methodology, Business Statistics, for MBA and BBA courses; Research Methodology-I and II courses of PhD Coursework at the Department of Business Management, Tripura University.
- Acting as MBA 2nd year Coordinator responsible for handling grievance issues.
- Acting as PhD Coordinator responsible for conducting PhD RET exam, viva, evaluation, and selection of PhD students.
- Acted as Board of Post Graduates Studies Internal Member (from Oct 2020-2022).
- Worked as Coordinator for conducting MAT in the Department of Business Management, Tripura University.

Feb 2010 - Sept 2011- Consultant (Strategy & Operations), PricewaterhouseCoopers (PwC), Mumbai, India. (1 year 7 months)

- Led three Consulting projects in the areas of Operational Excellence and Strategy (Capacity Utilization using Rough cut Capacity Planning) with leading Wires and Cables Manufacturer. Trained plant managers and executives on lean, six-sigma and 5S programs.
- Led consulting project in the area of Manpower Excellence with a leading Clinical Research Organization for finding department-wise manpower deployment structure.
- Led project in the area of Warehouse management system with a leading Paint manufacturer.

Jun 2006 - Feb 2007 - Project Engineer, Lohitsa Gowra Technologies Private Ltd. (LGTI), Hyderabad, India. (8 months)

- I was involved in the Product Development and engineering analysis of automotive parts using Unigraphics, PRO-E, Ansys, Solid works.

Jun 2002 - Jan 2005- Senior Engineer (Product Development Center), Whirlpool of India Limited (WOIL), Faridabad, India. (2 years 7 months)

- Led cross functional teams and Implemented Cost Reduction, Quality improvement projects in different refrigerator parts (Plastic, Sheet metal, Packaging) complying to manufacturing processes using Value Engineering, Pilot Runs, Alternative sourcing, optimization of raw material content and process costs.
- Cost-Reduction and Quality-Improvement Projects identified by Benchmarking, tearing down of competitive refrigerator models. Designed and developed OEM and Export Refrigerators and generated revenue worth 6 Million \$.

4. Research Experience

Books	01
Research Project	01

Journal Papers Accepted/Published	08
Journal Papers Under review/Submission	02
Book Chapters	12
International/National Conferences/Seminars (Published/Presented)	12
Working Papers	05
Total	37

a. Books

1. Mukherjee, D., & Saha, M. (Eds). (2020). *Purvottaran The Rise of North East: Paradigms of Development in the VUCA World*. Bloomsbury. Delhi, India. ISBN 978-93-90513-01-7

b. Research Project

1. Awarded a Minor Research Project of Rs 9 lakhs from Indian Council of Social Science Research (ICSSR), New-Delhi on March 2024 titled **“Socio-economic and Technological Determinants of E-commerce Adoption using UTAUT Model amid COVID-19 in India”** (Ongoing).

c. Journal Papers Accepted/ Published

1. Mukherjee, D., Saha, M., Chakraborty, S., Jena, L.K., Hasan, K.K., Debnath, R. and Mitra, S. (2023), “Impact of Attitude, Emotion, Interaction, and Perception on Learner Satisfaction in Online Learning with Mediating Effect of Motivation during COVID-19”, *Journal of Information & Knowledge Management*, (*World Scientific Publishing Category: C in ABDC, Scopus, Impact factor: 1.2*) DOI: <https://doi.org/10.1142/S0219649224500199>
2. Akhtar, P., Ghouri, A., **Saha, M.**, Khan, M., Shamim, S. and Nallaluthan, K. (2022), “Industrial digitization, the use of real-time information, and operational agility: Digital and information perspectives for supply chain resilience”, *IEEE Transactions on Engineering Management*. (*IEEE, Category: ABS 3*, A in ABDC, Scopus, Impact factor: 8.70*) DOI: [10.1109/TEM.2022.3182479](https://doi.org/10.1109/TEM.2022.3182479)
3. **Saha, M.** and Verma, S. (2022), “The impact of Social Commerce constructs on Online Engagement with the mediating effect of Trust: The Use and Gratification perspective”, 29(2). *South Asian Journal of Management*, 29(2) April-June, 138-163. (*AMDISA, Category: C in ABDC, UGC Care-I, Web of Science*).
4. **Saha, M.** and Mukherjee, D. (2022), “The role of e-service quality and mediating effects of customer inspiration and satisfaction in building customer loyalty”, *Journal of Strategic Marketing*. (DOI: [10.1080/0965254X.2022.2076722](https://doi.org/10.1080/0965254X.2022.2076722))
5. Mukherjee, D., Hasan, K.K., **Saha, M.**, Rahman, M., Nasrin, M. and Karim, R. (2021), “Evolution of Classrooms in Primary Education Using a Design Thinking Approach: A Case of Rajshahi District of Bangladesh”, *International Journal of Knowledge and Learning*, 15(2), 148-164. (Inderscience, *Category: C in ABDC*) DOI: [10.1504/IJKL.2022.121997](https://doi.org/10.1504/IJKL.2022.121997)
6. **Saha, M.** and Sahney, S. (2021), “Exploring the role of socialization agents, social media communication, and online shopping involvement on the Pre-Purchase Behaviour: A Moderated Mediation model”, *Internet Research*, 32(2), 536-567.

(Emerald, Category: ABS 3, A in ABDC, SSCI, Scopus, Impact Factor: 6.77)

DOI: [10.1108/INTR-08-2020-0472](https://doi.org/10.1108/INTR-08-2020-0472)

7. Mukherjee, D., Saha, M. and Mukherjee, S. (2021), "Assessment of Patient Satisfaction in Tertiary Care Public Hospitals", *International Journal of Business Innovation and Research*. (Inderscience, Category: C in ABDC)
DOI: [10.1504/IJBIR.2020.10038486](https://doi.org/10.1504/IJBIR.2020.10038486)
8. Hasan, K. K., Mukherjee, D., & Saha, M. (2021). Learning Continuity during COVID-19 Pandemic using the Virtual Classroom – A Cross-border experimental Multi Case Approach. *Journal of Education Culture and Society*, 12(1), 335–354. .
(Category: UGC Care-I, Scopus, Web of Science, Impact Factor: 2.0)
DOI: <https://doi.org/10.15503/jecs2021.1.335.345>

d. Papers under Review/Submission

1. Ghouri, A., Akhtar, P., Mirza, U.H., Saha, M., Anika, A. and Zaheer, K. (2023). Fake News and Negative Social Evaluations and Impacts: Religious and Political Orientations Interlocked with Biases and Beliefs. *Business & Society* (Category: A, ABS 3).
2. Saha, M. and Mitra, S. (2023). Impact of Social Commerce Constructs on Trust and Purchase Intention with mediating roles of Social Commerce Information seeking and Engagement. *South Asian Journal of Management*. (AMDISA, Category: C in ABDC, UGC Care-I, Web of Science).

e. Work under progress Papers

1. Saha, M. (2022), "Future of Green marketing consumption: A 15 years Systematic Literature Review", *Environment and Planning A*, Sage. (Category: ABS 4, A in ABDC)
2. Saha, M. (2022), "Social commerce constructs and its impact on social presence and purchase intention with mediating roles of social commerce seeking and engagement", *Journal of the Academy of Marketing Science*, Springer. (Category: ABS 4, A* in ABDC)
3. Saha, M. (2022), "Social commerce constructs and its impact on perceived usefulness, information seeking, and engagement, and purchase intention", *Journal of Consumer Research*, Oxford University Press. (Category: A* in ABDC, ABS 4)
4. Saha, M. (2022), "Electronic Commerce Adoption during COVID-19 pandemic: Application of UTAUT Framework", *Internet Research*, Emerald. (Category: A in ABDC)
5. Saha, M. and Sahney, S. (2022), "Proposed Taxonomy of Socialization agents and their impact on Pre-purchase Behaviour", *Asia Pacific Journal of Marketing and Logistics*, Emerald. (Category: B in ABDC)

f. Reviewed Manuscripts of the following journals

1. *Internet Research* (Emerald, Category: ABS 3, A in ABDC, SSCI, Scopus, Impact Factor: 6.77)
2. *Young Consumers* (Emerald, B in ABDC, Scopus, Impact Factor: 3.0)
3. *Journal of Consumer Marketing* (Emerald, Category: A in ABDC, Scopus, Impact Factor: 3.6).
4. *Asia Pacific Journal of Marketing and Logistics* (Emerald, Category: A in ABDC, Scopus, and Impact Factor: 4.0.)

3. *South Asian Journal of Management (AMDISA, Category: C in ABDC, UGC Care-I, Web of Science).*

g. Book Chapters

1. Ghosh, S. & Saha, M. (2023). The Impact of Green Marketing on Sustainable Consumption and Environmental Safety. In G. Khuraijam & K. Nath (Eds.), *Post Pandemic Perspectives: Public Health, Management, Socioeconomics*, pp. 75-82. Delhi, India. Authorspress India. ISBN: 978-93-5529-783-9.
2. Saha, M. & Dutta, K. (2020). Unfolding Tourism Potential in Tripura: A Case Study of Dumburnagar. In D. Mukherjee & M. Saha (Eds.), *Purvottaran The Rise of North East: Paradigms of Development in the VUCA World*, pp. 357-369. Delhi, India. Bloomsbury India. ISBN: 978-93-90513-01-7.
3. Mahasweta Das Saha and Bishal Kanti Deb (2020), The Implications of Financial Literacy Centre (FLC) Activities in Tripura, Bloomsbury publishers, India. ISBN: 978-93-89611-68-7.
4. Mahasweta Das Saha and Debapratim Ghosh (2020), Online Purchase of Hotels: Role of S-Commerce for Information search and Purchase, Bloomsbury publishers ISBN: 978-93-89611-68-7.
5. Mahasweta Das Saha, Kaushik Datta and Bishal Kanti Deb (2020), Ecotourism in Tripura: An Empirical study on Dumburnagar, Bloomsbury publishers ISBN: 978-93-89611-68-7.
6. Sunam Nandi and Mahasweta Das Saha (2020), Consumer Perceptions towards Organic Farming (Food Products) with Special Reference to Agartala, Tripura, Bloomsbury publishers ISBN: 978-93-89611-68-7.
7. Mahasweta Das Saha and Sourav Karmakar (2020), Assessment of the Market Linkages of Handloom and Handicraft Sectors of Tripura, Bloomsbury publishers, ISBN: 978-93-89611-68-7.
8. D. Mukherjee, R. Chatterjee, Mahasweta Das Saha (2018), “Factors Influencing Cashless Payment System in Rural Tripura-A Study on Digital India Initiative” in *Facets of Business Excellence in IT*, pp. 154-167, Bloomsbury Publishers, ISBN: 978-93-88630-06-1.
9. D. Mukherjee, Mahasweta Das Saha and Soumen Mukherjee (2018), “Employee Perspective of Factors Influencing Patient Safety in Tertiary Care Hospitals of Agartala” in Book of Abstracts: International Conference on Advances in Business Management- ICABM, pp. 9, published by Emerald Group Publishing (India) Private Limited, ISBN: 978-1-78635-424-2.
10. D. Mukherjee, R. Chatterjee, Mahasweta Das Saha (2018), “User Acceptance to Cashless Payment System- A Study on Digital India Initiative in Rural Tripura”, in Book of Abstract- 1st PAN IIT International Management Conference 2018 PANIITIMC-18, pp. 239-240, Published by Deptt. Of Management Studies, Indian Institute of Technology, Roorkee, ISBN: 978-93-5311-935-5.
11. Mahasweta Das Saha and Sangeeta Sahney (2017), “Influence of family and social media on the consumer decision making of high involvement products” in *Proceedings of the 2017 Annual Conference of the Emerging Markets Conference Board, Reaching Consumers of Emerging markets*, pp.112- 116, Published by IIM Lucknow, Noida Campus, Professional consultancy by B.T. Printer 284/ 2, Mehrauli, New Delhi. ISBN No: 978-81-928560-2-5.
12. Mahasweta Das Saha (2013), “Future of Management Education: Feasibility study on integrating CSR and Sustainability in Management Education” in *Emerging Issues*

in *Management*, Edited by A.Banerjee, Emerald Group Publishing (India) Private Limited, ISBN: 978-0-9926-8000-8.

h. International Conferences/National Conferences/Seminars

1. Ghosh, S., **Saha, M.** (2023), Impact of Green Marketing constructs on Green Purchase Intention: Roles of Green Trust and Artificial Intelligence Constructs, International Seminar on Accounting, Finance, Business, and Social Sciences (ISAFBS'2023), Organized by Department of Business Administration, Assam University, Silchar, in collaboration with College of Business and Public Affairs, Alabama A&M University, USA, Department of Management, North Eastern Hill University, Shillong (India), held during 14th- 16th September, 2023.
2. Mitra, S., **Saha, M.**, Ghosh, S. (2023), Impact of Social Commerce Constructs on Trust and Purchase Intention: Role of Social Network Theory, Consumer Motivation Theory and other Theories, presented in the Doctoral Research Conference in Management, ANVESH 2023, Organized by the Institute of Management, Nirma University, Ahmedabad, held during 17th – 18th March, 2023.
3. S. Mitra and **Mahasweta Saha** (2022), Impact of Social Commerce Constructs on Developing Trust and Perceived Usefulness for Online Buyers, Two Days National Seminar on Sustainable Business Model Innovation and Management Practices: Priorities and Perspectives, Organized by the Department of Business Administration, Jawaharlal Nehru School of Management Studies, Assam University, Silchar, Sponsored by ICSSR, New Delhi (MHRD, Govt. of India), 25th – 26th August, 2022.
4. S. Ghosh and **Mahasweta Saha** (2022), The Impact of Green Marketing on Sustainable Consumption and Environmental Safety, Two-Day International Virtual Conference on “Post Pandemic Perspectives: Reflections and Realities”, Organized by the Department of Management, Humanities & Social Sciences, NIT Agartala, August 5–6, 2022.
5. D. Mukherjee and **Mahasweta Das Saha** (2020), Effects of COVID-19 on E-Commerce: Challenges and Opportunities for Digital Transformation, International Web Conference organized by Amity University, July 31-1 August, 2020.
6. Mahasweta Das Saha and Mani Venkatesh (2020), Role of s-commerce on the pre-purchase intention: An empirical study in Hospitality industry, ***POMS 2020 Annual Conference, Minnesota, USA, April 23-27, 2020*** (Cancelled due to COVID-19).
7. Mahasweta Das Saha and Mani Venkatesh (2020), Effects of e-service quality on customer loyalty: an empirical study of online food retailer, ***POMS 2020 Annual Conference, Minnesota, USA, April 23-27, 2020*** (Cancelled due to COVID-19).
8. D. Mukherjee, R. Chatterjee, **Mahasweta Das Saha** (2018), “Factors Influencing Cashless Payment System in Rural Tripura-A Study on Digital India Initiative”, Third International Conference on Facets of Business Excellence – FOBE 2018, Institute of Management Technology, Ghaziabad, Nov 22-26, 2018.
9. D. Mukherjee, **Mahasweta Das Saha** and Soumen Mukherjee (2018), “Employee Perspective of Factors Influencing Patient Safety in Tertiary Care Hospitals of Agartala”, International Conference on Advances in Business Management- ICABM, Symbiosis Institute of Business Management (SIBM), Pune, Dec 14-15, 2018.
10. D. Mukherjee, R. Chatterjee, **Mahasweta Das Saha** (2018), “User Acceptance to Cashless Payment System- A Study on Digital India Initiative in Rural Tripura”, First PAN IIT International Management Conference 2018 PANIITIMC-18, Department of Management Studies, Indian Institute of Technology (IIT) Roorkee, Nov 30th – Dec 2, 2018.

11. **Mahasweta Das Saha** and Sangeeta Sahney (2017), “Influence of family and social media on the consumer decision making of high involvement products”, International 2017 Annual Conference of Emerging Markets Conference Board organized by IIM Lucknow and CMEE, Jan 5 -7, 2017.
12. **Mahasweta Das Saha** (2013), “Future of Management Education: Feasibility study on integrating CSR and Sustainability in Management Education”, First PAN IIM International World Conference, MHRD sponsored, at Marriot, Goa, May 30th –June 1, 2013.

i. Current Research Interests

Consumer Socialization, Online Consumer Behaviour, Technology Adoption, AI applications in Marketing, Social Media, E-commerce, Service Quality, S-commerce, Manufacturing Excellence, Supply Chain Management, Healthcare.

5. Academic and Professional Honors and Awards

1. **Third Best Paper award and a cash prize of Rs 5000/-** at the International Web Conference organized by Amity University among the 1200 registrations, 300+ abstracts, and 240+ full papers, July 2020.
2. **Won second prize** for presentation on “The Effect of Crisis on India” by Global Forum for Free Enterprise at Symbiosis Institute of Operations Management, Nasik, 2009.
3. **Recipient of “Certificate of Appreciation”** for leading cross functional teams and successfully implementing Cost reduction Project “Snap Type Lock Retainer”, at Whirlpool of India Ltd (WOIL), Faridabad, 2004.

6. Invited Talks Delivered and Sessions Chaired

1. Technical Session Chair for the Technical Session-III, Theme: Public Policy, Environment in the International Conference on the ‘Building a Resilient Global Economy “organized by the Department of Economic, Manipal University, Jaipur held on 14th April, 2022.
2. Delivered a talk in the Faculty Development Program (FDP) on “Recent advancements and emerging technologies in the area of education and research” on a topic titled ‘Research based learning using SPSS’ organized by IIMT College of Management, Greater Noida, affiliated to CCS University, Meerut, UP on 5th Feb, 2022.
3. Delivered a talk in the Faculty Development Program on “Innovative Pedagogy for Effective Teaching & E- Learning during COVID-19 Era” on a topic titled Research Based Learning through SPSS from 2nd-8th June, 2021 scheduled on 4th June 2021 organized by IIMT College of Management, Greater Noida, U.P. affiliated to CCS University, Meerut.
4. Delivered DBA lecture on **Introduction to SEM using AMOS, Nathan M. Bisk College of Business, Florida Institute of Technology, USA.** June 29, 2019.
5. Delivered a talk in the Faculty Development Program on “Online Teaching & Learning Pedagogy & Research Methodology” on a topic titled ‘Introduction to SPSS’, organized by MBA Sagar Group of Institutions, Bhopal. June 29-30, 2020.
6. Delivered a talk in the Re-Skilling Human Resource Revolution- Road map for future, organized by ICFAI University & National HRD Network and Employment Manpower Planning Department, Govt. of Tripura, Tripura. Jan 17, 2020.

7. Delivered a talk on the topic titled Forestry and Livelihood Issues: Role of Eco-Tourism, organized by Forest Research Centre for Livelihood Extension (FRCLE), Tripura. Nov 12, 2019.
8. Session Co-Chair, 2nd International Conference on Information Systems & Management Science (ISMS) 2019, sponsored by IAASSE, USA, Dec 6-7, 2019.
9. Session Chair, 1st International Conference on Business Management-ICBM 2020, Dept. of Business Management, Tripura University, February 27-29, 2020.
10. Moderator of Plenary Session on “Focus Tripura: Growth Directives for Prosperous North-East”, 1st International Conference on Business Management-ICBM 2020, February 27-29, 2020.

7. Conferences and Research Workshops Organized

1. **Co-Chair, 1st International Conference on Business Management-ICBM 2020** on “Industrial Development in the North Eastern Region- challenges and Opportunities” sponsored by North East Development Council, Shillong under Ministry of DoNER, Govt. of India and NABARD, Agartala, February 27-29, 2020.
2. Organizing Committee member, Ten Days Research Methodology Workshop, Sponsored by ICSSR.
3. Organizing Committee member, 2nd International Conference on Information Systems & Management Science (ISMS) 2019, sponsored by IAASSE, USA, Dec 6-7, 2019.

8. Teaching Activities (Courses Taught)

Marketing Management and Marketing specialization subjects (Marketing Research, Consumer Behavior, Digital Marketing, Advertising and Brand Management, Sales and Distribution, Retail Marketing, Services Marketing), Production and Operations Management, Management by Values, Research Methodology, Business Statistics, for MBA and BBA courses; Research Methodology-I and II courses of PhD Coursework at the Department of Business Management, Tripura University.

9. Countries Visited: USA Thailand