

CURRICULUM VITAE

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1. Educational Qualifications:

- **Ph.D:** 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, (1998-2002).
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2. Professional Experience (Major Responsibilities):

*Sept 2011- Present - Assistant Professor, Department of Business Management,
Tripura University (A Central University), India. (10 years 1 month)*

• 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.
- Acting as PhD Coordinator.
- Acting as BPGS Member and MAT Coordinator.

*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 \$.

3. Research Experience

Books	01
Journal Papers Accepted/Published	04
Journal Papers Under review/Submission	02
Book Chapters	11
International Conferences (Published/Presented)	08
Working Papers	02
Total	28

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.

b. Journal Papers Accepted/ Published

1. 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*, Inderscience (**Category: C in ABDC**) (**Under publication schedule**)
2. **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, 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)
3. 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)

4. Mukherjee, D., Hasan, K.K. and **Saha, M (2021)**, “Learning Continuity during COVID-19 Pandemic using Virtual Classroom – A Multi Case Approach”, *Journal of Education Culture and Society*. (Category: UGC Care-I, Web of Science) DOI: <https://doi.org/10.15503/jecs2021.1.335.345>

c. Papers under Review/Submission

1. Saha, M. and Ghouri, A. M. (2020), “Exploring the mediating effects of Customer Inspiration and Customer Satisfaction between E-service quality and Customer Loyalty for online food delivery services”, *Australasian Marketing Journal*, Elsevier. (Category: A in ABDC) (Second Review Stage)
2. **Saha, M (2021)**, “Examining the impact of Social Commerce Constructs on Online Engagement with mediating effect of Trust: The Use and Gratification perspective”, *South Asian Journal of Management* (Category: C in ABDC, UGC Care-I, Web of Science)

d. Working Papers

1. **Saha, M (2020)**, “Electronic Commerce Adoption during COVID-19 pandemic: Application of UTAUT Framework”, *Internet Research*, Emerald. (Category: A in ABDC)
2. **Saha, M.** and Sahney, S. (2020), “Proposed Taxonomy of Socialization agents and their impact on Pre-purchase Behaviour”, *Asia Pacific Journal of Marketing and Logistics*, Emerald. (Category: B in ABDC)

e. Book Chapters

1. 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.
2. **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.
3. **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.
4. **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.
5. 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.
6. **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.
7. 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.
8. 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.

9. 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.
10. **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.
11. **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.

f. International Conferences

1. 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.
2. 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).
3. 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).
4. 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.
5. 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.
6. 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.
7. **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.
8. **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.

g. Current Research Interests

Consumer Socialization, Social Media, E-commerce, Service Quality, S-commerce, Manufacturing Excellence, Supply Chain Management, CSR & Sustainability, Healthcare.

4. 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.

5. Invited Talks Delivered and Sessions Chaired

1. DBA lecture on **Introduction to SEM using AMOS**, Nathan M. Bisk College of Business, Florida Institute of Technology, USA. June 29, 2019.
2. Faculty Development Program on “Online Teaching & Learning Pedagogy & Research Methodology”- Introduction to SPSS, MBA Sagar Group of Institutions, Bhopal. June 29-30, 2020.
3. Re-Skilling Human Resource Revolution- Road map for future, ICFAI University & National HRD Network and Employment Manpower Planning Department, Govt. of Tripura, Tripura. Jan 17, 2020.
4. Forestry and Livelihood Issues: Role of Eco-Tourism, Forest Research Centre for Livelihood Extension (FRCLE), Tripura. Nov 12, 2019.
5. Session Co-Chair, 2nd International Conference on Information Systems & Management Science (ISMS) 2019, sponsored by IAASSE, USA, Dec 6-7, 2019.
6. Session Chair, 1st International Conference on Business Management-ICBM 2020, Dept. of Business Management, Tripura University, February 27-29, 2020.
7. 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.

6. 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, Three 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.

7. 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.

8. Countries Visited: USA Thailand