

## MBA - Faculty Profile



### **Prof. Sayantani Ghosh**

B.Tech, MBA, UGC-NET, PhD (Pursuing)

Assistant Professor

SCMS-PG DSU

### **Brief Profile**

Ms Sayantani Ghosh is an accomplished academician and researcher currently serving as an Assistant Professor in the Marketing Area. She holds a B.Tech in Agricultural Engineering from Assam University and an MBA in Marketing from NIT Silchar, and is currently pursuing her PhD in Marketing at NIT Silchar. She has also qualified for UGC NET in Management (2024).

Ms Ghosh brings a diverse blend of academic, industry, and research experience. Her scholarly interests span marketing management, green marketing, service marketing, and sustainable business practices. She has guided over 36 MBA students and coordinated numerous institutional activities, including curriculum development, skill development programs. With prior 5 years of experience in the corporate sector and academics, she bridges theoretical knowledge with practical insights. Ms Ghosh has published 6 research articles in Scopus-indexed journals and three UGC Care-listed articles, and authored one book covering sustainability, digital transformation, AI applications, and green business strategies. She is the co-owner of one Design Patent and one Copyright in Smart Medical Fabric Patch.

### **Teaching**

- Marketing Specialization Subjects, Organizational Behavior, Business Law, Business ethics and Corporate Governance.

### **Publications**

#### ● **Research Papers**

1. Ghosh, S. (2024). Unveiling the power of acoustic textiles in the transportation industry. *Asian Textile Journal*, 33, 46. ISSN 0971-3425.
2. Ghosh, S. (2024). Green initiatives in the Indian textile industry. *Asian Textile Journal*, 33(10–11), 58–61. ISSN 0971 3425.
3. Ghosh, S. (2024). The circular economy: Redefining the value chain for sustainability. *Library Progress International*, 44(3), 24868–24874. eISSN 2320 317X
4. Ghosh, S. (2025). Digital printing in textiles. *Asian Textile Journal*, 34, 34. ISSN 0971-3425.

5. Ghosh, S. (2025). Eco-friendly transitions in India's synthetic textile industry. *Asian Textile Journal*, 34(2), 49–52. ISSN 0971-3425.
6. Ghosh, S. (2025). Evolving jute exports: Analysing India's performance. *Man-Made Textiles in India*. Scopus indexed.
7. Gurusamy, M., Bisht, K., Ghosh, S., & Harshitha, M. (2025). AI driven dyeing: The next great leap forward in textile production. *Journal of the Textile Association*, 86(3), 238–246. ISSN 0368-4636.
8. Gurusamy, M., Seranmadevi, R., Harshitha, M., Bisht, K., Ghosh, S., & Kumar, S. S. (2024). Biofabricated textiles: The future of sustainable fashion. *Asian Textile Journal*, 34, 50–52. ISSN 0971-3425

- **Book Chapters**

1. Shivaraj, G., Gurusamy, M., Ghosh, S., Bisht, K., Harshitha, M., & Ganesh, K. S. (2025). The psychology of pet driven consumer behaviour. In *Petfluencers and pet-powered branding*. IGI Global Scientific Publishing.

- **Copyrights**

1. Ghosh, S. (Co-author & co-owner). (2025). Smart medical fabric patch (Certificate No. LD-20250175293). Registered on 07 October 2025 under the Copyright Act, 1957 (India).

- **Patents**

1. Ghosh, S. (Co-inventor). (2025). Smart medical fabric patch (Design No. 463425-001). Registered under the Designs Act, 2000 (India), June 2025.

## Contact Details

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