

Dr. Shaunak Roy: Profile

Dr. Shaunak Roy is associated with St. Xavier's College (Autonomous), Kolkata, as an Assistant Professor of Management in the Postgraduate & Research Department of Commerce & Department of Management Studies. He is the Professor-in-Charge of the Management Group in the Department of Management Studies. He received the Young Scholar Award from the Birla Institute of Management Technology, Noida, India, in 2023 and the Guru Vishishta Award in 2024 from the Dayananda Sagar Business School, Bengaluru. He received his PhD from the University of Calcutta in 2021 for his work on brand personality. Dr. Roy has published in academic journals and is indexed in Scopus, Web of Science, and ABDC. He has co-authored four books on domains such as Entrepreneurship Development, Business Ethics, and Effective Facilitation Techniques, the latest being "Introduction to Entrepreneurship Development," published by Oxford University Press. He has edited two books on Management Cases and Marketing, respectively. He was appointed as a Management Expert at BBN Times, a UK-based Media Tech company, in 2018. In 2024, he was recognized by LinkedIn as a "Top Brand Strategy Voice." He has served as an educational and management consultant and a corporate trainer for organizations such as Streebo, NSOU, CEMCA-Asia, etc. He is profoundly interested in exploring innovative online tools for delivering quality higher education, having co-authored a book on Effective Facilitation Techniques using innovative ICT tools in Higher Education. His research interests primarily concentrate on the versatile dimensions of Branding, Consumer Behavior, Entrepreneurship, and Organizational Behavior.