Faculty Profile

Name: Dr. Sudipta Majumdar

Designation: Asst. Professor

Teaching Areas: Marketing Management
Marketing Research
Sales and Distribution Management
Strategic Marketing Management

Research Interests: Green Product Consumer Behaviour, Digital Marketing

Education: Ph.D. ICFAI University, Jharkhand, 2016
MBA, ICFAI University, Dehradun, 2008
B.Tech(IT), WBUT, 2006

Professional Experience (9 years)

1. Since 2014: ICFAI University, Jharkhand, Ranchi
2. 2012 – 2014: SMI College of IT and Management, Kolkata

Research/Selected Publications


