

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
3. 2009 – 2012: Burdwan Institute of Management and Computer Science, Burdwan
4. 2008 – 2009: Reliance Securities, Kolkata

Research/Selected Publications

1. Majumdar, S., “Product Life Cycle : A tool for forecasting in Operations Management,” International Journal of Multidisciplinary Consortium , September , 2014.
2. Majumdar, S., Majumdar, A., Swain, SC., “Asymmetrical Income Distribution in Indian Informal Economy and Differential Quality of Life : A study of Hawkers in Kolkata, “Jharkhand Journal of Development and Management Studies, Journal of XISS, Ranchi , December , 2014 .
3. Majumdar, S., “Factors influencing preferences for Green Products,” IUJ Journal of Management, May, 2014, pp 66 - 71.
4. Majumdar, S. , and Swain, SC., “Identification and Analysis of Factors Influencing Preferences for Green Products: A Study In and Around Kolkata (India),” International Journal of Business Quantitative Economics and Applied Management Research, February, 2015 , pp 36 – 49.
5. Majumdar, S., and Swain, SC., “Prioritization of factors influencing preferences for Green Food Products: A study in and around kolkata (India)”, International Journal of Research & Development in Technology and Management Science, March , 2015 , pp 157 – 170.
6. Majumdar, S., and Swain, SC., “Identification of factors influencing preferences for Green products: A study in and around kolkata (india)” ,Academicia, April , 2015, pp 354 – 370.