

Faculty Profile

Name : **Dr. Subrato Kumar Dey**

Designation : Associate Professor

Teaching Areas : Marketing Management
Consumer Behaviour
Sales and Distribution Management

Research Interests : Marketing Management

Education : Ph.D. RTM Nagpur University, Nagpur Maharashtra
M.Phil. RTM Nagpur University, Nagpur, Maharashtra
M.Com. RTM Nagpur University, Nagpur, Maharashtra
MBA. RTM Nagpur University, Nagpur, Maharashtra
B.Com. RTM Nagpur University, Nagpur, Maharashtra

Professional Experience (Total Experience) – 18 Years

- Since 2021- ICFAI University, Ranchi, Jharkhand
- 2019-2021-Symbiosis University of Applied Sciences, Indore
- 2015-2019-Worked as Assistant Professor and PRO in ITM University, Raipur, Chhattisgarh
- 2010-2015- DAMS, GS College of Commerce, Wardha, Maharashtra
- 2009-2010- Global Talent Track Pvt. Ltd in Nagpur, Maharashtra
- 2008-2009- MeritTrac Services Pvt.Ltd in Nagpur, Maharashtra
- 2003-2008- Wigan and Leigh College (I) Ltd, Nagpur, Maharashtra

1) Research (Publications/Presentations)

1. Paper published in International Journal of Management and Social Service Research Review (IJMSRR) on the topic "A Study of Factors affecting on Online Shopping Behaviour of Consumers in India."Volume-1,Issue-17,Print ISSN 2349-6738,Online ISSN 2349-6746,IMPACT FACTOR -3.029.
2. Paper published in Global Journal of Marketing Management and Research on topic "A Study of Changing Buying Behaviour of Indian Customers."Volume 07 May 2017.ISSN 2250-3242, Research India Publications.
3. Paper published in Global International Journal of Human Resource Development and Management. Volume 08 No.1 on topic "Motivation A Key to retain existing employees." Research India Publications. July 2018.
4. Paper published in National Conference Legal Dynamics- A Compilation of Recent Developing Trends in Law and Society on topic "Job Satisfaction of Employees in

workplace” ISBN: 9789387910461 Title: Legal Audit, Thakur Ram Narayan College, Mumbai, Infinity Publishing House 2019.

5. Paper presented in the National Conference on Paradigm shifts in Business practices and Technology on topic “The impact of Consumer oriented sales techniques on customer purchase” organized by Amity Business School, Amity University, Chhattisgarh, India on 23rd and 24th January 2019.
6. Published a paper titled “An Innovative approach to Green Marketing in India Singad Education Technical Societies Sinhgad Institute of Management and Computer Application Pune, held on 6th and 7th February 2020. ” in Our Heritage Journal, UGC Care approved International indexed and Referred Journal ISSN No.0474-9030 Vol-68 Special Issue 27.
7. **Patent** published Application No: 331564001, CBR No.13398”Solar Powered Organic Compost Machine “published under Intellectual Property Govt. of India on dated 01st August.2020.
8. Published Research Paper on “A Case study on Consumer’s Awareness on Green Purchasing” published in Sambodhi Journal Vol. 44 No.1, ISSN 2249-6661 **UGC Care Approved, Peer Reviewed and Referred Journal Impact Factor 5.80** on January 2021.
9. Published Research Paper on “Impact of Digitalization on Entrepreneurship and Corporate governance: Special Reference to Entrepreneurs in Nashik District” published in Kala Sarovar Journal Vol. 24 No.1, ISSN 0975-4520 **UGC Care Group** on February 2021.

2) Professional Membership

- State Convener, Jharkhand, Research Foundation of India
- President, Maharashtra State Zone, Research Foundation of India
- Joint Secretary, Central Board of India, Research Foundation of India

3) Awards received

Received Certificate of Achievement “Pat on The Back” by Hon’ble Vice-Chancellor of ITM University, Raipur for managing Public Relations of the University very efficiently on 31st March 2018.