



Name: Dr. Sumantra Bhattacharya

Designation: Assistant Professor

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Biographical Sketch

I was born and brought up in a middle-class joint family and this taught me how much important sharing is in human life. All my family members are in the teaching profession and academic ambience has always prevailed in our house. I have grown up seeing my elders reading books, writing articles, taking preparation before class, evaluating answer scripts, allowing students in my house for addressing academic queries sacrificing their time to relax. The academic ethics were unknowingly inculcated in me from the very childhood. I did my graduation and post-graduation in Economics before pursuing MBA in Marketing. I was awarded the doctoral degree in 2019. I had to even leave my permanent job in 2014 to devote significant time to my PhD thesis. All my graduation and post-graduation degrees I received from The University of Burdwan. I joined Mahindra Finance after completion of my MBA in 2003 but some invisible force brought me to teaching and I started my career in teaching in 2004. I have been doing this activity for the last 18 years and still enjoy it very much. I have asked myself several times whether I can do any other job better than what I am doing now. The answer was same every time-Teaching suits me the most. The satisfaction after taking a class with active student participation keeps me motivated and my thirst for knowledge leads me to study more.

Areas of Specialisation and Research

My areas of specialisation include Marketing Management, Marketing Research, International Marketing, Consumer Behaviour, Sales and Distribution, Advertising, Research Methodology, and Business Economics/Managerial Economics. My research now focuses on Political Marketing in India, Political Consumer Behaviour, and Services Marketing. Four journal articles and one book chapter of mine have been published till date.

Teaching Experience

I started my career in teaching in Management Institute of Durgapur (MBA) in 2004. I worked there for 10 years, last 3 years in the capacity of Head of the Department in the department of Business Administration. I have taught different papers of Economics and Marketing in both undergraduate and post-graduate level in different institutes like Aliah University, Kolkata, National Institute of Fashion Technology (NIFT), Kolkata, and NSHM Knowledge Campus, Durgapur. My last organisation before joining this esteemed organisation was Amity University Chhattisgarh (AUC). I worked there for more than 2 years.

Administrative Responsibility

I Acted as Head of the Department in the Department of Business Administration in Management Institute of Durgapur (MID) for more than three years. Apart from that I took the responsibility of Proctor in Amity University Chhattishgarh (AUC).

Publications

- (2009) “Reverse Mortgage: Financing Senior Citizens” (Anirban Majumdar, Pradip Kumar Samanta, Sumantra Bhattacharya), Vol.6, Issue VII, Page 25-29)
- (2018) “Dimensions of Political Marketing: A Study from the Indian Perspective”, International Journal of Current Advanced Research, (Sumantra Bhattacharya and Partha Sarkar), Vol. 7, Pp. 11138-11143, Issue, 3 (J) ISSN: Online: 2319-6475: ISSN: Print: 2319-6505
- (2020) “Impact of Mobile Phones on International Trade: The Experiences of South and South-East Asia”, International Journal of Business and Development Research (IJBDR), (Subhanil Banerjee, Sumantra Bhattacharya, Sumita Dave and Souren Koner), Vol. 7, No. 1, Pp. 40-53, Print ISSN: 2227-0302; Online ISSN: 2227-3840
- (2020) “Demystifying the Aquatic Paradox: The Infant Mortality in India”, Journal of Health Management, (Subhanil Banerjee, Anukriti Singh, Sumantra Bhattacharya, and Souren Koner), Vol. 22, No. 3, Pp. 1-6; Online ISSN: 09730729. DOI: 10.1177/0972063420942854
- A Book Chapter entitled “Political Marketing in India: How Political Parties in India Make Use of the Marketing Tools” had been published in a book entitled “Democracy, Politics, and Society” (ISBN: 978-81-87492-69-4), edited by Harihar Bhattacharyya in December, 2021. The publisher of the book is SERIBAN.