

PROFILE



Dr. Supriyo Patra
MBA (Marketing), Ph.D. (Management)
Certificate in LIFE SKILLS from CEMCA & University of Hyderabad.

Designation: Professor- in-Charge of Management
Department of Business Administration/BMS.

St. Xavier's College (Autonomous) Kolkata
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EXPERIENCE

- **Over 15 years of Teaching and Industry Experience** in reputed Management Colleges, Institutes and Universities as a Faculty in Postgraduate & Undergraduate Management Courses and with National and Multinational Advertising Agencies.

PRESTIGIOUS MEMBER OF EDITORIAL BOARD & MANAGING EDITOR OF VARIOUS INTERNATIONAL JOURNALS.

AWARDS:

- ❖ **Recipient of the prestigious Teaching & Research Excellence Award (2017)** for the outstanding, excellence and remarkable achievements in the field of **Teaching, Research & Publications.**
- ❖ **Winner of National Award of Excellence 2018.**
- ❖ **Winner of Leading Educationist of India Award 2019.**

ACHIEVEMENTS:

- Won the **Best Research paper Award** in an International Conference (ATHENAEUM 09) at Bharathidasan Institute of Management, Tiruchirappalli.
- Won the **Best Research paper Award (Marketing Track)** in a **UGC Sponsored National Conference** organized by University of Calcutta & St. Xavier's College. (2016).

- **Presented a Research paper at MARCON 2016 at IIM Calcutta 2016.**
- **Presented a Research paper at Excellence in Research & Education Conference 09-IIM INDORE.**
- **Paper Accepted for presentation at 7th EUROMED conference 2014- University of Kristiansand (Norway).**
- **Chaired Session at an International Conference-IMS Noida.**
- **Paper Accepted for presentation at 2nd EUROMED conference 2009- University of Salerno (Italy).**

AREAS OF INTEREST:

➤ ADVERTISING, SALES PROMOTION, MARKETING, BRAND MANAGEMENT, SPORTS MANAGEMENT, CELEBRITY ENDORSEMENT, MARKETING RESEARCH, CONSUMER BEHAVIOUR & PUBLIC RELATIONS.

Acting as a Resources person for conducting MDPs and FDPs in the domain of –

Branding, Advertising & IMC, Marketing & Art of Selling, CRM, Conflict Management, Soft Skills & Personality Development, Attitude & Motivation, Leadership, Team Building, Group Dynamics, Stress Management etc.

List of Recent INTERNATIONAL AND NATIONAL PUBLICATIONS IN INDEXED AND PEER-REVIEWED JOURNALS/EDITED VOLUME.

Patra, S. (2017) Impact of Bollywood Celebrities and Indian Cricketers as brand endorser in Kolkata. *Asian Journal of Management* 8(2), pp. 251-260. **(Abstracted/Index in Pro Quest, Gale Group Inc. USA, Indian Science Abstract, Indian Citation Index).**

Patra, S. (2016) Branding Opportunities and Challenges for Sports Management programme in India in 21st Century. *Jaipuria international Journal of Management Research* 2(2), pp. 84-86. **(JIJMR is indexed in Ulrich International Periodicals' Directory. Its' details are available on Ulrich web).**

Patra, S. (2017) Celebrity Route to Brand Building amid ladies of Kolkata. *Redefining Business Vision Issues and challenges*, Regal publisher Vol 2, pp. 143-157.

Patra, S., & Datta, S. K. (2012) Celebrity Selection & Role of Celebrities in Creating Brand Awareness and Brand Preference-A Literature Review. *Journal of Marketing and Communication*, 8(2), pp. 48-57. **(Listed in EBSCO on line Database USA).**

Patra, S. & Datta, S.K. (2014) Competence of Bollywood Celebrities in generating Brand Recall in Kolkata. *The future of Entrepreneurship Euro Med Press*, pp. 1233-1250.

Patra, S. (2014) Brand Positioning in Rural India with Bollywood Celebrities- A Conceptual Study. *Contours of Modern Management Research, LAMBERT Academic Publishing, Germany*.pp.160-174.

Over 20 Research Papers Presented at International & National Conferences.