

PROFILE



Dr. Supriyo Patra

MBA (Marketing), Ph.D. (Management)

Certificate in Life Skills, Digital Marketing.

Certificate in Brand Management from IIM-Bangalore.

Affiliation: Department of Business Administration/BMS.

St. Xavier's College (Autonomous) Kolkata

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EXPERIENCE

- ❖ **Dr. Patra is bringing on board over 18 years of Academic and Industry experience with reputed Management Colleges, Institutes, and Universities and with National and Multinational Advertising Agencies.**
- ❖ **Prestigious member of Editorial board & Managing editor and Reviewer of various International & National Journals.**
- ❖ **Dr. Patra is recognized as a Ph.D. GUIDE for scholars at St. Xavier's College (Autonomous) Kolkata.**
- ❖ **Dr. Patra is also an active member of the CONSULTANCY CELL at St. Xavier's College (Autonomous) Kolkata.**
- ❖ **Dr. Patra is regularly invited to act as Session Chair and Co-Chair at various International and National Conferences.**
- ❖ **Dr. Patra is also one of the MENTORS of the XAVIERS MANAGEMENT SOCIETY (XMS) at St. Xavier's College (Autonomous) Kolkata and shouldered the responsibility of Professor-in-Charge of Management in the Business Administration/BMS Department of St. Xavier's College (Autonomous) Kolkata.**

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 (Marketing Track)** in a **UGC Sponsored National Conference** organized by University of Calcutta & St. Xavier's College. (2016).
- Won the **Best Research paper Award** in an International Conference (ATHENAEUM 09) at Bharathidasan Institute of Management, Tiruchirappalli.
- **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**).
- Paper Accepted for presentation at **2nd EUROMED conference 2009-** University of Salerno (**Italy**).

AREAS OF INTEREST:

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

List of Recent INTERNATIONAL AND NATIONAL PUBLICATIONS IN INDEXED AND PEER-REVIEWED, UGC CARE JOURNALS & EDITED VOLUME.

Dr. Supriyo Patra co-authored a research paper titled: **A Study on Garment Buying Behaviour of Consumers of Darjeeling and Kolkata.** ("*Brain Bloomers – Edited Volume with Research Articles (Volume 2)*") (ISBN: 978-1-387-53109-7) published from Red' Shine Publication, UK. **November 2022**).

Soumya, N., & Patra, S. (2020) A Study on Music Listening Behaviour and Preference for Music Streaming app among Youths. *Orissa Journal of Commerce*, Vol XXXXI (III), pp. 81-93.

Singh, N., & Patra, S. (2020) A study on grocery and household items buying behaviour in Kolkata. *Journal of Service Research*, Vol 20(2), pp. 53-72.

Patra, S. (2017) Impact of Bollywood Celebrities and Indian Cricketers as brand endorsers 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).

Dr. Supriyo Patra co-authored a research paper titled: Awareness and Consumption Pattern about Ready-To-Eat Cereals. (Emerging Issues in Commerce, Environment, Economics and Management. ISBN 978-1-68576-269-8. April 2022).

Dr. Supriyo Patra co-authored a research paper titled: Engagement with COVID-19 Themed Advertisements: A Study of Consumers of Kolkata. (Impact of Covid-19 on education, Entertainment and Engagement. ISBN 978-93-92927-09-6. January 2022).

Dr. Supriyo Patra co-authored a research paper titled: A study on Consumer Behaviour of Retail Investors towards Brokerage firm Selection, in Kolkata. Conference edited volume "Contemporary Issues in Business Education" (November 2022).

Over **30 Research Papers presented** at various International & National Conferences.