

Dr. Rajdeep Bakshi

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Qualification: PhD, MBA, MIIM (Eqv. B.Tech Metallurgy), PGDBM, PGDSM, PGDCA



Full Profile: Dr Rajdeep Bakshi is a professional and academician. His research interests lie at the intersection of consumer behaviour, academic brand management, intangible asset (brand) valuation, educational technology, academia leadership and educational quality control. This has made him to identify valuable insights to design solutions for transformation of academic institutions of India towards Education 5.0 and applications of NEP-2020. He was in leadership positions in academic institutions of technology and management. He spearheaded academic quality control strategies. He has over 25 years of experience in teaching post graduate students and doctoral research guidance.

He was former Dean (Business Management) at Budge Budge Institute of Technology (NAAC and NBA Accredited) Kolkata, India. He was also former founder Professor and Head, Faculty of Business Management at the Guru Nanak of Institute of Technology (NAAC and NBA Accredited) Kolkata, India. He was also former Professor of Management (Marketing) in several universities and colleges in India. He also worked in Tata Steel for the departments of Brand Management and Tata Bearings.

He has authored several research based books, two of them has been published internationally by Routledge Publishing London, UK and New York, US in the year March 2024, and other from CRC Press (Taylor and Francis Group), Florida, US (upcoming February 2025).

As an experienced researcher, Dr Bakshi has several research papers. His work has been well appreciated through citation in h-index journals listed in google scholar. His research papers has also been appreciated in International Conference organised by Department of Management, University of Glasgow, UK in 2008, Smeal College of Business, Pennsylvania State University, USA 2009, Indian Institute of Management-Calcutta India in 2010, Indian Institute of Management-Ahmedabad, India in 2016, Indian Institute of Management-Kozhikode, India in 2016.

As a successful research guide, Dr Bakshi has to his guided two for Ph.D research scholars who have been awarded Ph.D. under his co-supervision.

Dr Bakshi conducted several talk shows relating to students career progression in Doordarshan (DD-Bangla) event Career Plus in 2014 and 2015 and Fever ka Pathshala organised by Fever FM Kolkata in 2015. Dr. Bakshi has contributed by publishing newspaper articles relating to Blockchain applications for digital transmission of education and control through blended learning strategy and on usage of distributive leadership of academic leadership in contingencies.

He was former member of the Human Resource Management Committee of Bengal Chamber of Commerce, West Bengal, India, and Secretary of the Association of Indian Management School (Eastern India Chapter).

Currently serves as an expert in educational quality control issues and outcome-based education implementation, and is associated as a Guest Professor – Integrated Marketing Communications for M.Com. in St. Xavier's College (Autonomous under University of Calcutta), Kolkata, India.

