

Faculty Profile

Name: **Sunny Bose**
Designation: Assistant Professor
Teaching Interest: Brand Management
Strategic Management
International Marketing
Research Interest: Place branding
Customer based brand equity (CBBE)
Country of origin (COO) effects
Education: Ph.D., ICFAI University, Dehradun, 2014
MBA, ICFAI University, Dehradun, 2007



Professional Experience: (10 Years)

1. Since 2015: IBS Hyderabad, IFHE
2. 2009 to 2014: IBS Dehradun, ICFAI University, Dehradun
3. 2007 to 2008: Axis Bank Ltd.

Selected Publication:

1. Bose, S, Roy, S.K., and Nguyen, B. (2016), "Developing a Conceptual Framework for Place Image", *In Asia Branding, Eds. TC Melewar, Bang Nguyen and Don E Schultz.*
2. Bose, S., Roy, S.K., and Tiwary, A.K. (2016), "Measuring Customer Based Place Brand Equity (CBPBE): An Investment Attractiveness Perspective", *Journal of Strategic Marketing, 24(7), 617-634*
3. Bose, S., and Gupta, N. (2013), "Customer Perception of Services Based on the SERVQUAL Dimensions: A Study of Indian Commercial Banks", *Services Marketing Quarterly, 34(1), 49-66*
4. Roy, S., and Bose, S. (2011), "Punascha: Marketing strategies of a Bengali Publisher", *Emerald Emerging Markets Case Studies, 1(4), 1-25*
5. Bose, S., and Ponnampalnam, A. (2011), "Country of Origin Effects on Services: An Evaluation on Entertainment", *Managing Leisure, 16(2), 98-107*