Faculty Profile

Name: Souvik Roy
Designation: Assistant Professor
Teaching Areas: Marketing Management, Internet Marketing, Entrepreneurship & Family Business
Research Interests: Consumer behavior, Online Marketing, Brand Management, CRM, Tourism Marketing
Education: PhD, IFHE Hyderabad, 2017, MBA, NSHM, Kolkata, MKU University, 2009

Professional Experience (3 Years)
1. Since 2016: IFHE, IBS Hyderabad
2. 2009-2010: Worked as Retail Associate in Finesta Building System Kolkata
3. 2008-2009: Worked as a Sales Manager in Hdfc Standard Life Kolkata

Research/Selected Publications


