

Faculty Profile

Name: **Sudeepta Pradhan**
Designation: Assistant Professor
Teaching Areas: Business Laws
Company Law & Taxation
Business Strategy
BECG
Research Interests: Corporate Social Responsibility
Corporate Governance
Higher Education
Qualitative Research
Education: Ph.D. IFHE, 2015
Master in Business Laws, NLSIU, Bangalore, 2012
LLB, University Law College, Utkal University,
Bhubaneswar, Orissa, 2008
CA (Inter), ICAI, 2008
M.Com, Utkal University, Bhubaneswar, Orissa, 2005



Professional Experience (10 Years)

1. Since 2015: IFHE, Hyderabad

Research/Selected Publications

1. Gupta, R., and Pradhan, S (2017), "Trend Of Retirement Planning In India: A Content Analysis", *The Qualitative Report*, 22, 7, (Forthcoming).
2. Pradhan, S., and Roy, S. (2017), "Reliance Indian Limited (RIL): Growth through Innovation?" *Services Marketing Cases in Emerging Markets: An Asian Perspective*, Editors: Roy, S. K., Mutum, D. S., Nguyen, B. (Eds.), Springer.
3. Pradhan, S. (2016), "Impact of Corporate Social Responsibility Intensity on Corporate Reputation and Financial Performance of Indian Firms", *Business: Theory and Practice*, 17, 4, 371–380.
4. Sreejesh S., Sarkar, A., and Pradhan, S. (2016), "Examining the roles played by store satisfaction-love framework in shaping the influence of store loyalty programs", *Management Research Review*, 39, 8, 879- 898.
5. Ranajee and Pradhan, S. (2015), "Regulatory Implications of Corporate Governance using Ownership Structure", *Academy of Taiwan Management Review*, 11, 2, 80-87.