

Faculty Profile

Name: Surjit Kumar Kar
Designation: Associate Professor
Teaching Interest: Product and Brand Management
Marketing Analytics
Marketing Management
Business-to Business marketing
Research Interest: Customer Knowledge Management
Qualitative Research
Ethnic Marketing
Family Business Management
Education: Ph.D., Sambalpur University, Odisha, 2013
MBA (Marketing & Finance), Department of Business Administration, Berhampur University, Odisha, 2000



Professional Experience: (17 Years)

1. August 2012 to date : IBS Hyderabad (A Constituent of IFHE, Hyderabad)
2. 2010-2012 : IIPM School of Management, Rourkela, Odisha
3. 2007-2009 : IMIS B School, Bhubaneswar, Odisha
4. 2005-2007 : ICFAI National College, Sambalpur, Odisha

Selected Publication:

1. Surjit Kumar Kar, Sunil Kumar Padhi & Munmun Samantarai., "Disruptive Innovation and Economic Value Creation: A Service Sector Perspective", *Prabandhan: Indian Journal of Management*, 9 (8), pp. 11-25; Indexing/ Abstracting: Scopus (Elsevier), August 2016.
2. Surjit Kumar Kar & Tina Dasgupta., "Fighter Brands and Indian Consumers: A Study of Brand Narratives Using Ad Content Analysis", *Indian Journal of Marketing*, Vol. 45, Issue No. 9, September 2015m, pp. 7 - 21; Indexing/ Abstracting: Scopus (Elsevier), September 2015.
3. Surjit Kumar Kar & Monalisa Bhoi., "Used Durables and Online Buying: An Attitudinal Study of Indian Youth", *Indian Journal of Marketing*, Vol. 44, Issue No. 7, July 2014, pp. 30-47; Indexing/ Abstracting: Scopus (Elsevier), July 2014.
4. Surjit Kumar Kar, "Knowledge Process of Rural Handloom Community Enterprise: A Narrative Study of Sambalpuri Bastralaya in India", *Society and Business Review (SBR)-Emerald Group Publication (ABDC-B)*, July 2012.
5. Surjit Kumar Kar & Munmun Samantarai, "Narrative Research on "Bothra": An Indian Family Firm", *Society & Business Review (SBR)-Emerald Group Publication (ABDC-B)*, June 2011.