

## **CURRICULUM VITAE**

### **Dr. Amitabha Ghose, Ph.D (Management)**

**Present Position:** Associate Professor

**Address:** Department of Management, School of Business, Adamas University, Adamas Knowledge City, Barasat - Barrackpore Road, 24 Parganas North, Kolkata – 700126, West Bengal, India

**E-mail:** [amitabha.ghose@adamasuniversity.ac.in](mailto:amitabha.ghose@adamasuniversity.ac.in)



**Subjects Taught:** Logistics & Supply Chain Management (MBA & BBA), Marketing Management (MBA), Retail Management (MBA), Product and Brand Management (MBA), B2B Marketing (MBA), Strategic Management (MBA), Service Marketing (BBA), Digital Marketing (BBA), International Business (BBA & BBA-LLB), E-Commerce (BBA & B.Tech-CSE), Entrepreneurship Development (MBA, BBA & B.Tech), Venture Ideation (BBA, B.Sc & B.Com), Business Simulation (BBAE&FB) etc.

#### **Education:**

- PhD (Management), Indian Institute of Technology, Dhanbad
- MBA (Marketing & International Business), Indian Institute of Business Management, Patna
- B.Com (Hons), University of North Bengal, Siliguri, Darjeeling

#### **Research Key Areas:**

- Green Marketing
- Sustainable Development

**Ph.D Topic:** Developing green consumption behaviour framework for Indian consumers-A study on consumer durable products.

#### **Experience:**

##### *Academic (18 Yrs)*

- Adamas University, Department of Management, Kolkata  
Associate Professor (2018 to-date)
- Amity Business School, Amity University, Kolkata  
Asst. Professor-Marketing (2016-18)
- *Globsyn Business School, Kolkata (AICTE Approved)*  
Asst. Professor- Marketing (2009-2015)
- ICFAI Business School Research Centre, Kolkata  
Faculty Member: Marketing (2006-2009)

##### *Industry (15 Yrs)*

- Tata Group Company and PSU- Malaysian MNC Joint Venture Co.  
as Regional Manager

## **Selected Publications:**

### **Edited Books:**

- i) Ghose, Amitabha (2007), “Competitive Intelligence : An Introduction”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 81-314-0629-6
- ii) Ghose, Amitabha (2007), “Marketing in the Unpredictable World”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 81-314-0731-4
- iii) Ghose, Amitabha (2007), “Marketing to the Indian Youth – Trends and Opportunities”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 81-314-0856-6
- iv) Ghose, Amitabha (2007), “Technology and Marketing Strategy”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 81-314-1195-2
- v) Ghose, Amitabha (2008), “Impact of Government Policies on Marketing Strategies”, The ICFAI university Press, Hyderabad, India, First Edition, ISBN 81-314-1978-6
- vi) Ghose, Amitabha (2008), “Green Marketing Strategies”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 978-81-314-1442-2
- vii) Ghose, Amitabha and Mookherjee, S. N (2008), “Marketing to Children : Issues and Concerns”, TheICFAI University Press, Hyderabad, India, First Edition, ISBN 978-81-314-2027-0
- viii) Ghose, Amitabha and Mukherjee, Ishita (2008), “Customer Service in Hotel Industry”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 978-81-314-2073-7
- ix) Ghose, Amitabha and Mukherjee, Ishita (2008), “Customer Service in Airline Industry”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 978-81-314-1518-4
- x) Ghose, Amitabha and Mukherjee, Ishita (2008), “Glocalisation of Brands”, The ICFAI University Press, Hyderabad, India, first Edition, ISBN 978-81-314-1522-1
- xi) Ghose, Amitabha (2008), “Dynamics of Sports Marketing”, The ICFAI University press, Hyderabad, India, First edition, ISBN 978-81-314-1602-0
- xii) Ghose, Amitabha (2009), “Customer Relationship Management in Retail”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 978-81-314-1887-1
- xiii) Ghose, Amitabha (2009), “Sports and Media”, The ICFAI University Press, Hyderabad, India, FirstEdition, ISBN 978-81-314-2224-3
- xiv) Ghose, Amitabha (2009), “Small Business : Marketing Challenges and Strategies”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 978-81-314-2302-8
- xv) Ghose, Amitabha (2009), “Medical Tourism – A Case for India”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 978-81-314-2348-6
- xvi) Ghose, Amitabha (2009), “Rising Consumption and its Impact”, The ICFAI University Press, Hyderabad, India, First Edition, ISBN 987-81-314-2487-8

### **Books Chapter**

- i) Ghose, Amitabha (2007), “Competitive Intelligence – A Corporate Perspective”, ‘Competitive Intelligence – An Introduction’, PP 3-35, The ICFAI University press, Hyderabad, India
- ii) Ghose, Amitabha (2007), “Impact of Unpredictable Factors on Marketing and Response Strategy”, ‘Marketing in the Unpredictable World’, PP 3-16, The ICFAI University Press, Hyderabad, India
- iii) Ghose, Amitabha (2007), “Size, Growth and Trends of Indian Youth Market”, Marketing to the Indian Youth – Trends and Opportunities’, PP 34-59, The ICFAI University press, Hyderabad, India
- iv) Ghose, Amitabha (2007), “Industry Perspectives for Indian Youth Market”, ‘Marketing to the Indian Youth – Trends and Opportunities’, PP 91-99, The ICFAI University press, Hyderabad, India
- v) Ghose, Amitabha (2007), “New Technological Impact and Proactive Marketing Strategy”, ‘Technology and Marketing Strategy’, PP 3-15, The ICFAI University Press, Hyderabad, India
- vi) Ghose, Amitabha (2008), “Impact of Government Policy in Marketing Strategy”, ‘Impact of Government Policies on Marketing Strategies’ PP 3-9, The ICFAI University Press, Hyderabad, India
- vii) Ghose, Amitabha (2008), “Impact of Government Policies on Distribution and Positioning”, ‘Impact of Government Policies on Marketing Strategies’, PP 81-88, The ICFAI University Press, Hyderabad, India
- viii) Ghose, Amitabha (2008), “History, Growth and Challenges of Green Marketing”, ‘Green Marketing Strategies’, PP 3-11, The ICFAI University press, Hyderabad, India
- ix) Ghose, Amitabha (2008), “Marketing Ethics and Regulations for Child Marketing”, ‘Marketing to Children : Issues and Concerns’, PP 211-219, the ICFAI University Press, Hyderabad, India
- x) Ghose, Amitabha (2008), “Essence of Customer Service in Hotel Industry”, ‘Customer Service inHotel Industry’, PP 3-13, The ICFAI University Press, Hyderabad, India

- xi) Ghose, Amitabha (2008), "Essence of Customer Service in Airlines Industry", 'Customer Service in Airline Industry', Pp 3-13, The ICFAI University Press, Hyderabad, India
- xii) Ghose, Amitabha and Mukherjee, Ishita (2008), "Glocalisation of Brands", 'Glocalisation of Brands', PP 3-10, The ICFAI University Press, Hyderabad, India
- xiii) Ghose, Amitabha (2008), "Sports Marketing : Emerging Significance", 'Dynamics of Sports Marketing', PP 3-11, The ICFAI University press, Hyderabad, India
- xiv) Ghose, Amitabha (2009), "Customer Relationship Management in Retail Business", 'Customer Relationship Management in Retail', PP 3-12, The ICFAI University Press, Hyderabad, India
- xv) Ghose, Amitabha (2009), "An Overview and Development of Sports and Media", 'Sports and Media', PP 3-11, The ICFAI University Press, Hyderabad, India
- xvi) Ghose, Amitabha (2009), "Conspicuous Consumption and its Impact", 'Rising Consumption and its Impact', PP 3-18, The ICFAI University Press, Hyderabad, India

### **Article Publication in National and International Journal (Thomson-Reuter/SCOPUS /ABDC Indexed)**

- i) Ghose, Amitabha (2008), "Significance of Customer Service in the Airline Industry", 'Marketing Mastermind' September, 2008, PP 54-59, The ICFAI University Press, Hyderabad, India
- ii) Ghose, Amitabha (2008), "Glocalisation of Brands", 'Marketing Mastermind' October, 2008, PP 37-40, The ICFAI University Press, Hyderabad, India
- iii) Ghose, Amitabha (2008), "Sports Marketing - New Mantra for Corporate Success", 'Marketing Mastermind' November, 2008, PP 48-51, The ICFAI University Press, Hyderabad, India
- iv) Ghose, Amitabha (2009), "Marketing Food Products to Children", 'Marketing Mastermind' March, 2009, PP 31-34, The ICFAI University Press, Hyderabad, India.
- v) Ghose, Amitabha and Bhattacharya, R.C.(2012), "In Search of Alternative & Renewable Energy for Sustainable Development", 'Gas News' Dec.'11-Jan.'12, PP15-25, All India Industrial Gases Manufacturers' Association, New Delhi
- vi) Ghose, Amitabha and Bhattacharya, R.C.(2013), "Market Potential of Natural Gas for Industrial Gas companies in India ", 'Gas News' Feb - Mar'13, PP 13-21, All India Industrial Gases Manufacturers' Association, New Delhi
- vii) Ghose, A and Chandra, B (2015), "Identification of the factors building consumers' perception on green durable products : A short communication", '*Indian Journal of Fundamental and Applied Life Sciences*', ISSN 2231-6345 (online), Volume 5 (S3), pp.1589-1592, July-Sep'15, Centre for Info Bio Technology (Thomson-Reuter).
- viii) Ghose, A and Chandra, B (2018), "Consumption behaviour towards green durable products: The moderating role of demographics", *Indian Journal of Marketing*, ISSN 0973-8703 (SCOPUS).
- ix) Ghose, A and Chandra, B (2020), "Models for Predicting Sustainable Durable Products Consumption Behaviour- A Review Article ", *Vision-The Journal of Business Perspectives*, ISSN: 0972-2629, Aug'19. Vol 24(1), pp 81-89 (ABDC & SCOPUS)

### **Case Study Publication (SCOPUS Indexed)**

Ghose, A and Mukherjee, J (2023), "Conacent Consulting Private Limited: Coping with mass resignations after Covid-19" SAGE Publications: SAGE Business Cases Originals, London, Online ISBN: 9781529621051.

### **Article Presentation and Publications in National & International Conference:**

- **Developing green consumption behaviour framework for Indian Durable Products consumers-A Theoretical Framework**

*Amitabha Ghose, Asst. Professor-Marketing, Globsyn Business School, Kolkata and  
Dr. Bibhas Chandra, Assistant Professor & Faculty In Charge (T&P), Department of Management Studies, Indian School of Mines, Dhanbad*

Presented at Globsyn Business School Management Conference in June, 2014 and Published in Conference Proceedings

- **Exploring green consumption behaviour framework for Indian Consumer Durable Products –A Study based on Qualitative Research**

*Amitabha Ghose, Asst. Professor-Marketing, Globsyn Business School, Kolkata  
Dr. Bibhas Chandra, Assistant Professor & Faculty In Charge (T&P), Department of Management Studies, Indian School of Mines, Dhanbad*

Presented at International Marketing Conference held at International Management Institute, Kolkata during 16-17 December, 2014 and Published in the Conference Proceedings

- **Developing green consumption behaviour framework for Indian Durable Products Consumers-An Insight from Qualitative Research**

*Amitabha Ghose, Asst. Professor-Marketing, Globsyn Business School, Kolkata*

*Dr. Bibhas Chandra, Assistant Professor & Faculty In charge (T & P) Department of Management Studies, Indian School of Mines, Dhanbad*

Poster Presentation at International Marketing Conference held at Indian Institute of Management Calcutta during 18-20 Dec. 2014 and Published in the Conference proceedings

- **Green Durable Products purchase Behaviour of Indian Consumers: Role of Marketing & Government Policies**

Amitabha Ghose, Associate Professor, Adamas University, Barasat, Kolkata

Presented at International Conference on Sustainability: Research, Education and Practice, held at Birla Institute of Technology, Mesra, Ranchi during 30-31 May, 2022 and Published in the Conference Proceedings (ISBN: 978-93-94570-58-0).

- **Artificial Intelligence: A Paradigm Shift in Business Education**

Amitabha Ghose, Associate Professor, Adamas University, Barasat, Kolkata

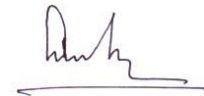
Presented at International Conference on "AI, Business Models, and the Future of Work" held at FORE International Management Conference (FIMC), New Delhi during 28-30 November, 2024 and was adjudged as the **Best Paper** in the Track "Teaching, Learning and Innovative Curriculum Development."

#### **Blogs Written:**

- i) Adamas University's Journey During the last one year (2020)
- ii) Impact of Covid in Management Practices, New Trends & Areas of Research (2020)
- iii) BBA in Healthcare and Hospital Management (July, 2020)
- iv) BBA in Business Analytics Program (July, 2020)
- v) BBA in Entrepreneurship & Family Business Program (July, 2020)
- vi) BBA in Logistics and Supply Chain Management Program (July, 2020)
- vii) MBA in Business Analytics Program (July, 2020)
- viii) MBA in Logistics and Supply Chain Management Program (July, 2020)
- ix) MBA in Logistics and Supply Chain Management- Unique Aspects (May, 2021)
- x) It's difficult buying Green Products: How to overcome this challenge? (June, 2022)

#### **Reviewer of Journals:**

- i) International Journal of Emerging Markets (Emerald)
- ii) FIIB Business Review (SAGE)
- iii) Global Business Review (SAGE), IMI New Delhi
- iv) Vision-The Journal of Business Perspective (SAGE), MDI, India



**(Dr. Amitabha Ghose)**