Dr. Sudipto Bhattacharya

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sudiptobhattacharya@yahoo.com

Professional Profile



- Management Educator & Administrator
- Business Consultant & Start-up Mentor
- Resource person for FDPs, MDPs & EDPs
- Motivational Speaker, Author & Corporate trainer
- Design Thinker & Capacity Builder for in-campus Business Incubation
- Strong Professional Ethics from Schooling at Ramakrishna Mission, Narendrapur

Professional Accomplishments

Administrative (11 years)

- Been in the administrative positions of Dean – Business Management @Supreme Knowledge Foundation and Program Coordinators of BBA, MBA and PhD programs at VIT, Vellore and School of Management Sciences, BESU (presently IIEST, Shibpur)
- As the Team Lead of Branding & Promotion at VIT, Vellore spearheaded strategizing and implementing branding and marketing plans for programs and courses, besides popularizing campus outreach initiatives with startups and corporate.
- Core team member for award of international and national accreditation of AACSB & ACBSP and NAAC respectively
- As a Steering committee member of Technology Business Incubator, VIT, Vellore developed the Entrepreneurial Ecosystem in campus through policy interventions
- In the capacity of Team Lead – CARE (Corporate Academia Relations and Education), extensively designed and conducted online and offline Faculty Development and Corporate & Entrepreneurship Development Program

Academics (22 years)

- **Subject expertise in Marketing Management (taught electives like International Mktg., Service Mktg., Industrial Mktg., Marketing Analytics, Integrated Marketing Communication, Customer Engagement Marketing, etc. besides core Mktg. Mgmt.), HRM (Core paper Principles of Management and Organizational Behaviour, Human Resource Management, etc. Elective - Organization Development), Entrepreneurship & Project Mgmt., Managing Family Business, Strategy, Business Ethics and Values.**
- Diversified experience in teaching graduate and post graduate business management, textile & fashion technology programs and designing syllabi & programs of market relevance
- Contributed in Board of Studies in Private and Public University courses as subject experts and delivered invited talks on subjects of Industry-Institute Interdependence and contemporary relevance
- External Examiner & Moderator at **Technopreneurship Development Institute, Harare Institute of Technology, Zimbabwe**
- **Steering Committee member** of Technology Business Incubator & E-Cell at VIT, Vellore
- **Member of Board of Studies** at RK University, Rajkot and RGMCET (Autonomous), Nandyal, AP
- Retained as **resource person and mentor in UNIDO** program to develop aspiring entrepreneurs and capacity building of entrepreneurial ecosystem and incubation for West African Mano-river countries
- **Co-authored book** titled "Startup to Scaleup," available in Amazon (Hardcopy) & Kindle (softcopy).
- **Co-editor of book** titled "Appreciative inquiry approaches to Organizational Transformation"published by IGI-Global, USA.
- **International Fellow** of Bangladesh Organization of Leadership & Development (BOLD), Bangladesh as a recognition to have worked to develop Entrepreneurial Ecosystem

Training, Research & Consultancy (15 years)

- Awarded PhD for doctoral thesis on "Entry and Growth Strategies of Foreign Business Academic Brands in India," in the year 2012.
- Completed "Country research on Entrepreneurship in APO Economies" as Invited **National Expert - Entrepreneurship from India by Asian Productivity Organization, Tokyo, Japan**
- Retained as consultant and mentor by several small business organizations and start-up companies in the area of strategy, marketing and organizational development
- Guiding students' projects and research at PG & PhD level, publishing in journals of repute, reviewing books and designing & delivering MDPs for wide range of audience year round experience of working with Bangladesh Garment Manufacturers' and Exporters Association in institution building initiative of BGMEA Institute of Fashion Technology (BIFT), on Entrepreneurship Dhaka and Visual Merchandising consultancy with retail chain superstores, "Family Needs."
- Extensively designed and conducted online and offline Faculty Development and Corporate & Entrepreneurship Development Program on diversified topics like:-

Educating and mentoring a Self-reliant India Classroom's winning spirit - Managing co-learners Emotionally Intelligent educators for Next-Gen learners Aligning ancient Indian Teacher-pupil with New-world order	Design Thinking for Industry 4.0, E-business models and Cyber psychology Turnaround strategies in turbulent business landscape Disruptive Innovation and Sustainability

- Resource person for Entrepreneurship & Faculty Development Programs with Technology Business Incubator at St. Peter's University, Chennai and RGMCET, Nandyal, Kurnool, Andhra Pradesh.

Publications –

Technical:-

- Sudipto Bhattacharya (1993).*Correlating Mechanical & Hydraulic Bursting Strengths and studying the nature of fabric failures.* Annual Issue, Journal of Textile Technology, CTTS, University of Calcutta, 56-62.

Business Management:-

- Sudipto Bhattacharya (1999). Indian Apparel Exports: Wining strategies in global market, Journal of Business & Management, IBM, NCE, Jadavpur University. Annual Issue, 112-120.
- Sudipto Bhattacharya (2004). Computer ware and Human ware: Cooperative communication,Industrial Relations, NIPM, Vol. XXIV, 47-50.
- Sudipto Bhattacharya (2005). The Seven Essences of Leadership. The Vision, Journal of Management & Allied Sciences, Jan-Mar: Vol. I, No.1, 29-38.
- Sudipto Bhattacharya (2005). Strategic Business Combinations and its effectiveness – A Critical Analysis. The Vision, Journal of Management & Allied Sciences, Oct-Dec: Vol. I, No.4, 32-42.
- Sudipto Bhattacharya (2006). Knowledge-Based Strategy: Driver of Sustainable Competitive Advantage. The Vision, Journal of Management & Allied Sciences, July-Sept: Vol. II, No.3, 55-63.
- Sudipto Bhattacharya (2016). "Country of Focus: India – APO Research on Entrepreneurship Initiatives in APO Economies" APO e-report.
- Suresh Kasanagottu, Sudipto Bhattacharya (2017). Analysis of the Significant Dimensional Factors impacting Entrepreneurship Performance, Journal of Advanced Research in Dynamical and Control Systems, Vol.9(14) Sp-12/2017, 214-228, Scopus-indexed.
- Suresh Kasanagottu, Sudipto Bhattacharya (2017). An Empirical Analysis of Knowledge Management Diffusion by Small Enterprises of the Auto Ancillary Industry in Tamil Nadu & Karnataka, Journal of Advanced Research in Dynamical and Control Systems, Vol.9(14) Sp- 14/2017, 229-240, Scopus-indexed.
- Suresh Kasanagottu, Sudipto Bhattacharya (2017). A Review on IT Adoption Factors by Medium Enterprises in the Auto Ancillary Industry, Man In India, 97(26), 251-258, Scopus-indexed.
- Suresh Kasanagottu, Sudipto Bhattacharya (2017). Knowledge Management Adoption Factors by Medium Enterprises in The Auto Ancillary Industry, International Journal of Applied Business and Economic Research, 15(24), 23-28, Scopus-indexed.
- Suresh Kasanagottu, Sudipto Bhattacharya (2017). Significant IT Adoption Factors by Small Enterprises in the Auto Ancillary Industry, International Journal of Applied Business and Economic Research, 15(26), 367-379,

Scopus-indexed.

- Suresh Kasanagottu, Sudipto Bhattacharya (2018). An Empirical Analysis of Significant Factors influencing Entrepreneurial Behavior in the Information Technology Industry, International Journal of Engineering & Technology, 7(4.10) (2018), 212-216, Scopus-indexed.
- Suresh Kasanagottu, Sudipto Bhattacharya (2018). A Review of Metro, Target & Woolworths Global Business Strategy, International Journal of Mechanical Engineering and Technology, Volume 9, Issue 7, June 2018, 293-302, Scopus-indexed
- Sudipto Bhattacharya (2019). Humane Education for Happiness of Soul and Harmony in Mind, IBA Journal of Management and Leadership, Volume 10, Issue 2, January – June, 2019, 92-103
- Prabir Chandra Padhy, Smita Panda, Sudipto Bhattacharya (2020). Paradigm Shift in Entrepreneurship Education for Sustainable Development, Journal of University of Shanghai for Science and Technology, Volume 22, Issue 11, November 2020, 551-564, Scopus-indexed

National & International Seminars & Conference:-

- "Rapid Growth: A Prominent Scale-up Challenge for Start-ups" presented at 4th. National Conference on MSMEs' – Role in Propelling Economic Development of India held at RV Inst. Of Management, Bangalore on Dec. 6, 2014
- "E-Learning" presented at National Conference on Contemporary Issues in Management held at SKN Sinhgad Business School held during March 2-3, 2012
- "Exports and Indian Economy," presented at National Conference on Contemporary Issues in Management held at SKN Sinhgad Business School held on March 2-3, 2012
- "Customer Engagement and New Product Development in Entrepreneurial Ventures," presented at 3rd. Annual Global Conf. on Entrepreneurship & Technology Innovation @IIT Kanpur, Dec.7-9, 2012
- "Integrating Small and Medium-sized enterprise of Asia-Pacific Region into the Regional and Global Markets," presented at UGC Sponsored National Seminar on Strategic Dimensions of Value Chain for Sustainable Development at College of Management, Shri Mata Vaishno Devi University,Jammu on September 1, 2012
- "Entrepreneurial and Intrapreneurial initiatives in an ethically challenged ecosystem," presented at 2nd. Annual Global Conf. on Entrepreneurship & Technology Innovation at IITB, Dec.1-3, 2011
- "Quality in Management Education – Indian context and International Engagements," presented at International Conference at Periyar University on February 10-11, 2011
- "Strategic Combinations – Corporate Mergers: Effective Trajectories" presented at National Conf.on Indian Business Environment: Issues and Challenges at Burdwan University, Jan 20-21, 2006

Consultancy & Funded Project:-

- Woven Design Consultant with Export House for Handloom woven Silk fabrics produced atShantipur, Fulia and Ranaghat in Nadia District in West Bengal during 1999-2000
- Consultant (Marketing and Strategy) at Small Industries Service Institute (SISI) for Ready-madegarments and Textiles for MSME and exporters in Kolkata during 2001-10
- Logistics Consultant for 100% EOU Garment Export House based at Tirupur in 2002
- Consultant (Retail marketing and Visual Merchandising) for Shopping Malls in Dhaka, Bangladeshduring June – September 2003
- Marketing & Strategy consultant for SMEs in F&B & Optical care firms during 2004-09
- Research project on "Country Focus – Entrepreneurial Ecosystem in India," funded by Asian Productivity Organization, Tokyo during 2013-15

Corporate (7 years)

- Managed shop floor production and maintenance of Air jet weaving looms of Japanese, Belgianand Indian make and supervising 30-40 workers shifts
- Managed Logistics and material handling function of Garment Manufacturing units, Apparel &Garment Retail outlets and visual merchandising
- Maintaining ISO systems, leading TQM and process & product development of integrated textileplants comprising of spinning, weaving and textile processing

Work History

Professor & Dean	Supreme Knowledge Foundation	April 1, 2022 – Dec 23, 2022
Professor	VIT Business School, VIT University	Oct. 1, 2019 – Jan. 10, 2022
Associate Professor	VIT Business School, VIT University	Feb. 9, 2012 – Aug. 31, 2019
Asst. Professor(SG)	VIT Business School, VIT University	Sept. 3, 2010 – Feb.8, 2012
Assistant Professor	School of Management Sciences, Bengal Engg. & Science Univ.	Oct 1, 2004–Aug 31, 2010
Assistant Professor	NSHM, BIFT, ISB&M, St. Xavier's & Wigan & Leigh College	Aug 29, 1998–Sept. 30, 2004
Quality Assurance Officer	SWIL Ltd. & Kesoram Industries Ltd.	July 18, 1996–Aug 27, 1998
Weaving Officer	Hindon River Mills & Ginni Intl. Ltd.	July 31, 1995 – July 15, 1996
TGT & R&D Officer	Vardhman Spinning.& Gen. Mills Ltd.	July 30, 1993-July 29, 1995

Education

PhD (Management)	Indian Institute of Engineering, Science and Technology (erstwhile BESU) Shibpur, Howrah, India	February, 2012
Start-up Mentor Certification	London Business School, UK	October 2011
Advanced Certificate Tools for Successful Business Incubation	Department of Science & Technology and NSTEDB	2010
Entrepreneurs Educators Certificate	Stanford Technology Ventures Program, Stanford University, USA	October 2010

MBA (Marketing)	Institute of Business Management, Jadavpur University, India	July, 1999
B.Sc.(Tech) (Textile Technology)	College of Textile Technology, Calcutta University, India	July, 1993

References

1. Dr. Aloke Kr Sen
   Ex-Director, Heritage Business School & PhD Guide
   (M) 9830052919
2. Dr. M J Xavier
   Chair – MDC & Professor of Marketing and Business Analytics
   Loyola Institute of Business Administration (LIBA) Chennai
   Ex-Founding Director – IIM Ranchi
   xavier_mj@yahoo.com, (M) +91 98408 82441
3. Dr. Subhas Sharma
   Dean – Indus Business Academy, Bengaluru
   Ex-Founding Director – Indian Institute of Plantation Management, Bengaluru
   prof.subhash.sharma789@gmail.com, (M) +91 98450 61537

Personal Details

Date of Birth : December 24, 1969
Marital Status: Married to Late Mrs. Lopamudra Bhattacharya, with two daughters, Ms. Shayri and Ms. Shirina aged 22+ and 16+ respectively.

Dr. Sudipto Bhattacharya