

SUPRATIM KUNDU

Batch: FPM 2017

Specialization: Marketing & Strategy

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Qualification/Degrees: B.Tech, PGDM

Research Areas: Buyer Behavior / Marketing Strategies & Analytics / Digital Marketing

Thesis Abstract

Significant Publications/Working Papers

Research Papers

- Kundu, S and Sundara Rajan (2017) Word of Mouth: A Literature Review, *Int J Econ Manag Sci*, 6(6), pp. 2-9.
- Kundu, S and Gupta, N (2016) Consumer Behavior towards Purchase of Green Products vis-à-vis Ayurvedic Products, *Imperial Journal of Interdisciplinary Research*, 3(7), pp. 573-579.

Case Studies

- Kundu, S and Gupta, N (2016), "Spice Jet: Recovering the spicy way", The Case Center, Reference no. 516-0089-1 (for case), Reference no. 516-0089-8 (for teaching note)
- Kundu, S and Gupta, N (2016), "Wrangler Jeep: Launching in India", The Case Center, Reference no. 516-0047-1 (for case), Reference no. 516-0047-8 (for teaching note)

Conference Proceedings.

- Kundu, S and R, Mahesh (2017) Adoption of Video Calling app: Application of the Unified Theory of Acceptance and Use of Technology, *International Conference on Marketing Challenges in Emerging Markets Conference Proceedings*, IMT Hyderabad from 9-10 Dec 2017.
- Kundu, S and Gupta, N (2016) Blogging as a Marketing Tool, *International Conference on Digital Disruptions, Trends and Opportunities in Marketing Conference Proceedings*, IBS Business School, Mumbai from 11 – 12 March 2016.

Professional Appointments: (Brief work exp.)

Before embarking on the FPM journey at SPJIMR, Mr. Supratim has worked for around 11 years with the industry and academia. He has worked and taught at institutes like IMT Hyderabad and KIAMS Harihar. Prior to joining academics, he had worked for companies like Webel, Wipro BPO, Collabera, Ikyu, Ashtech, Aayuja and TTK Services in various positions & roles like Subject Matter Expert, Software Engineer, Inside-sales Specialist, Sales Associate (Enterprise-IT), Sr. Research Analyst etc.