

Faculty Profile

Name: **Debapratim Purkayastha**
Designation: Assistant Professor
Teaching Areas: Business Strategy
Research Interests: CSR as Strategy;
Inclusive Business Models
Social Entrepreneurship
Education: MBA, Utkal University, 2002
Dip.TD, ISTD, New Delhi, 2006



Professional Experience (11 Years)

1. Since 2006: IFHE, IBS Hyderabad
2. 2004-2006: Genx Pharmaceuticals Ltd. (Hetero Drugs Group), Hyderabad
3. 2003-2004: RJSMS, Balasore

Research /Selected Publications

1. Purkayastha, D., "Trevor Fields and the PlayPumps of Africa," *Case Studies in Social Entrepreneurship and Sustainability*, Hamschmidt and Pirson, Greenleaf UK, June 2011, Vol.2, pp 228 - 255.
2. Purkayastha, D., "MTV Networks: The Arabian Challenge," *Strategic Management Formulation, Implementation, & Control*, by Pearce & Robinson, 12 e, 2011 13-1 to 13-14, *McGrawHill Irwin, International Management: Managing Across Borders and Cultures by Deresky, 7e*, Prentice-Hall, 2011, pp 179 - 187.
3. Purkayastha, D., and Faheem, H., "WaterHealth International: Providing Safe Drinking Water to the Bottom of the Pyramid Consumers," *Case Studies in Social Entrepreneurship and Sustainability*, Hamschmidt and Pirson, Greenleaf UK, June 2011, Vol.2, pp 256 - 290.
4. Purkayastha, D., and Qumer, SM., "Toyota Motor Company: Losing its Quality Edge?," *Crafting and Executing Strategy* by Thompson, Peteraf, Gamble and Strickland, 18e, McGraw Hill, August 2011, pp C304 - C325.
5. Purkayastha, D., and Qumer, SM., "Toyota: The Once-in-a-Century Challenge," *Strategic Management: Competitiveness and Globalization -Concepts and Cases* by Hitt, Ireland, Hoskisson, Volberda, Morgan and Reinmoeller, 1e , Cengage Learning EMEA, April 2011, pp 814 - 826.