

Faculty Profile

Name: **Shirshendu Ganguli**
Designation: Assistant Professor
Teaching Areas: Marketing
Services Marketing
Marketing Research
Research Interests: Services Marketing, Service Quality
CRM
Technology based and Hybrid Services
Education: Ph.D., Icfai University, Dehradun, 2012
M.T.P., IIMT, Hyderabad, 2009
M.M.M., Annamalai University, Chennai, 2005



Professional Experience (13 Years)

1. Since 2009 : IFHE, IBS Hyderabad
2. 2003 – 2006 : Ushacomm India Pvt. Ltd., Kolkata, India
3. 1999 – 2000 : Sandvik Asia Ltd., Pune, India

Research/Selected Publications

1. Nasr, AN., Eshghi., and Ganguli, S., "Service Quality in Hybrid Services: A Consumer Value Chain Framework," *Journal of Services Research*, (12: 1), 2012, pp 115-130.
2. Ganguli, S., and Roy, SK., "Generic Technology-based Service Quality Dimensions in Banking – Impact on Customer Satisfaction and Loyalty," *International Journal of Bank Marketing*, (29: 2), 2011, pp 168-189.
3. Ganguli, S., and Roy, SK., "Service Quality Dimensions of Hybrid Services," *Managing Service Quality*, (20: 5), 2010, pp 404-424.