

Faculty Profile

Name: Surjit Kumar Kar
Designation: Assistant Professor
Department: Marketing & Strategy
Teaching Interest: Marketing Management
Strategic Marketing
Strategic Services Marketing
Research Interest: Strategic Knowledge Management
Entrepreneurial Strategy & Management
Marketing Ethics & Consumer Rights
Education: Ph.D., Sambalpur University, 2011
LL.B., Sambalpur University, 2005
MBA, Berhampur University, 2000



Professional Experience: (8 Years)

1. 2010- 2012: IIPM-School of Management, Rourkela
2. 2007- 2009: IMIS B-School, Bhubaneswar
3. 2005- 2007: Icfai National College, Sambalpur

Selected Publication:

1. Kar, SK., "Knowledge Process of Rural Handloom Community Enterprise: A Narrative Study of Sambalpuri Bastralaya in India," *Society and Business Review*, (7: 2), 2012, pp 114 – 133.
2. Kar, SK., and Samantarai, M., "Narrative Research on 'Bothra': An Indian Family Firm," *Society and Business Review*, (6: 2), 2011, pp 131-148.
3. Kar, SK., and Panda, P., "Contemporary Advertising Practice and Pester Power in India," *Advertising Express*, (XI: 06), 2011, pp 45-54.
4. Kar, SK., and Mishra, NP., "Surrogate Advertising and Indian Regulatory Provisions," *The IUP Journal of Marketing Mastermind*, (XI: 8), 2011, pp 13-24.