

## Faculty Profile

Name: **Abhigyan Sarkar**  
Designation: Assistant Professor  
Teaching Areas: Marketing  
Research Interests: Brand Attachment  
Experiential Consumption.  
Education: Ph.D., Icfai University, Dehradun, 2012  
MBA, West Bengal University of Technology, 2005



### Professional Experience (7 Years)

1. Since 2007: IFHE, IBS Hyderabad
2. 2006-2007: HDFC Standard Life Insurance, Kolkata
3. 2005-2006: ICICI Prudential Life Insurance, Kolkata

### Research / Selected Publications

1. Sarkar, A., "Romantic Brand Love: A Conceptual Analysis," *The Marketing Review* (Forthcoming Issue).
2. Sarkar, Abhigyan., Ponnampalloor, Abhilash., & Murthy, B Kinnera. Understanding and Measuring Romantic Brand Love, *Journal of Customer Behavior*, 11(4), Dec 2012, pp 324-347.
3. Roy, S., Eshghi, A., Sarkar, A., "Antecedents and Consequences of Brand Love," *Journal of Brand Management*, DOI: 10.1057/bm.2012.24, May 2012, pp 1-8.
4. Sarkar, A., "Loving a brand: Empirical Investigation of Consumer-Brand Love Relationship," *International Journal of Applied Behavioral Economics*, 1(3), July 2012, pp 28-38.
5. Sarkar, A., "Impact of Utilitarian and Hedonic Shopping Values on Individual's Perceived Benefits and Risks in Online Shopping," *International Management Review*, 7(1), July 2011, pp 58-65.
6. Sarkar, A., "Romancing with a Brand: A Conceptual Analysis of Romantic Consumer-brand Relationship," *Management & Marketing*, 6(1), May 2011, pp 79-94.