

Faculty Profile

Name: **Saurabh Bhattacharya**
Designation: Assistant Professor
Teaching Areas: Business Research Methods
Marketing Research
Product Management
Research Interests: Behavioral Pricing
Education: Ph.D. IFHE, 2014
M.A (Economics), Vishwabharati University, 2005
MBA, West Bengal University of Technology, 2007



Professional Experience (6 Years)

1. Since 2007: IFHE, IBS Hyderabad
2. 2006-2007: Axis Bank, India

Research / Selected Publications

1. Bhattacharya, S., "Bengal Chemicals: Successful Turnaround or Successful Transition?," *Vidwat, The Indian Journal of Management*, (4:1), 2011, pp 7-15.
2. Bhattacharya, S, "Product Placement in Bollywood Movies," *Journal of Marketing Trends*, (1:1), 2009, pp 106-113.
3. Bhattacharya, S., "Product Convergence in the Indian Electronics Market," *IJAS*, Harvard University, Boston, Conference Proceeding, 2009.