

Faculty Profile

Name: **Sudeepta Pradhan**
Designation: Research Scholar
Teaching Areas: BECG, Business Laws, Company Law & Taxation
Research Interests: Corporate Social Responsibility
Education: Ph.D. (Pursuing), IFHE, 2008
M.Com, Utkal University, Bhubaneswar, Orissa, 2005
LLB, University Law College, Utkal University,
Bhubaneswar, Orissa, 2008
CA (Inter), ICAI, 2008



Professional Experience (4 Years)

1. Since 2008: IFHE, IBS Hyderabad

Research/Selected Publications

1. Pradhan, S., and Roy, S., "Determinants of Satisfaction and Loyalty in Apparel Retailing," *International Journal of Business Insights and Transformation*, (5: 1), 2012, pp 78-86.
2. Pradhan, S., and Roy, S., "The Nature of Socially Responsible Communication in Indian Companies," *Business: Theory and Practice*, (12: 1), 2011, pp 24-32.
3. Bihari, SC., & Pradhan, S., "CSR and Performance: The Story of Banks in India," *Journal of Transnational Management*, (16: 1), 2011, pp 20 – 35.
4. Pradhan, S., "Impact of Customer Loyalty Programs on Satisfaction and Loyalty," *Romanian Journal of Marketing*, (4), 2010, pp 7-29.