

Faculty Profile

Name: **Rajdeep Chakraborti**
Designation: Research Scholar
Teaching Areas: Product Management
Business Research Methods
PhD Thesis area: Consumer Behavior
Research Interests: Sports Marketing, Sports Consumer Behavior, Marketing Research
Education: Ph.D. (Pursuing), IFHE Hyderabad, 2008
MBA (Marketing and Finance), West Bengal University of Technology, 2007



Professional Experience (5 Years)

1. Since 2008 : IFHE, IBS Hyderabad
2. 2007- 2008: Axis Bank, West Bengal

Research/Selected Publications

1. Chakraborti, R., and Roy, S., "Effectiveness of Sidedness and Comparison Appeals in Advertising," *Romanian Marketing Review*, (1), 2010, pp 152-177.
2. Raghavan, S., and Chakraborti, R., "An Empirical Examination of Factors that Influence Disposition Decisions of Consumers," *Romanian Marketing Review*, (3), 2010, pp 67-100.