

Dr. Subash Chandra Nath
Associate Dean (Research & Development)
Professor, Faculty of Management Studies
Sri Sri University, Cuttack
subash.n@srisriuniversity.edu.in

Qualification:

- M.Sc.
- MBA
- Ph.D. (Utkal)

Interests:

Teaching, Research and Academic Administration

Other Accomplishments:

Research is motivated by what is being seen as the fragmented state of model-theoretic semantics. Basically, my research focuses on the scope and relevance of Digital Marketing/Online Marketing, Consumer Behaviour, Marketing of Services and Strategic Management. I have started my research experience with an intention to help my Ph.D. research, but later on, I enjoyed the crème of it and made myself emerged in the compound of it.

Subject Expertise:

Marketing Management, Consumer Behaviour, Services Marketing, Strategic Management and Product & Brand Management.

Research interests: General Management, Service Marketing & Consumer Behaviour.

Experience:

- Teaching: 15 Years
- Industry: 3 Years
- Research: 12 Years

Publications:

- 27 research papers in leading national and international journals
- 3 books in the area of Marketing and General Management.
- Reviewed 5 books in the area of marketing and have also presented research papers in national and international conferences.

- Life member to All Odisha Commerce Association.
- Attended 18 AICTE sponsored FDP programs of more than a week,
- 8 short-term FDPs and MDPs,
- One Refresher Course by UGC,
- One Orientation Courses by UGC
- 8 workshops many of them were being organized by IITs, IIMs and Institutions/Universities of repute.