

# Dr. SURESH CHANDRA PATNAIK

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**Ph.D in Marketing with 15+ years of teaching young graduates and postgraduates and 25 + years of industry experience.**

## PROFILE ABRIDGMENT

- **Ph.D. in Business Administration**, from Berhampur University, specialization in Marketing.
- Expertise in subjects **Organizational Behaviour, Consumer Behaviour and Marketing Management**.
- **15 + years** of teaching expertise for **B.Tech & MBA graduates**.
- **25 + years** of industrial experience in the field of marketing with **Sanofi Aventis Pharma**.
- Have published more than **20 + journals** and papers.
- Known for driving superior goals of the **institution by handling Administrative responsibilities and by demonstrating a friendly disposition** at work and establishing a culture of knowledge, and discipline within the college campus.
- Appreciated regularly for **out-of-the-box thinking abilities** with leading Innova Club members.
- Used highly impactful and enriching teaching methodologies through a lot of on-ground projects.
- **Proven leader with outstanding relationship building skills, strong communication** abilities & exceptional emotional intelligence that excels in matrix and hierarchical structures.
- Have a proven track record in counselling students and parents.
- **Key Qualification Includes**
  - Teaching
  - Handling Administration
  - Counselling
  - Pre - placement trainings
  - Coaching
  - Recruitment & Hiring

## COURSES TAUGHT

Sl. No	Subject/ Course Taught	Level (B. Tech/ MBA/PGDM/ MCA)	Year (s)
1.	Marketing Management	MBA/ PGDM / B. Tech	2006 - 2020
2.	Human Resources Management	MCA	2015
3.	Principles of Management	B. TECH	2009 - 2020
4.	Organizational Behavior	B. TECH	2007 - 2020
5.	Services Marketing	MBA/ PGDM	2008- 2017
6.	Consumer Behavior	MBA/ PGDM	2009- 2020
7.	Strategic Marketing	PGDM	2016
8.	Product and Brand Management	MBA/ PGDM	2008- 2018
9.	Marketing Management I & II	PGDM	2008- 2017

10.	Business Environment and Sustainable Development	MBA/ PGDM	2012- 2013
11.	Integrated Marketing Communication	MBA/ PGDM	2013- 2014

### EMPLOYMENT HISTORY

Position Held	University/ Institution	From	To
Associate Professor in Business Admn.	NIST (Under Biju Patnaik University of Technology, Odisha), Palur Hills, Berhampur-768002.	December, 2011	As on Date
Assistant Professor in Management	NIST (Under Biju Patnaik University of Technology, Odisha), Palur Hills, Berhampur-768002.	February, 2006	As on date
Assistant Professor-Cum-T & P Officer	Roland Institute of Technology (Under Biju Patnaik University of Technology, Odisha), Berhampur--768002	August, 2005	January 2006
Area Sales Manager	Sanofi Aventis Ltd., Andheri (E), Chakala, Mumbai	January, 1980	January, 2005

### INVITED SPEAKER / CHAIR

- Technical Session Chair - **National Seminar on the Role of FDIs in the Retail Sector in India**. Department of Management Studies, Rajiv Gandhi Group of Educational Institutions, Rajahmundry (7-8 Dec., 2012);
- Invited Speaker- **International Seminar on “Organized Retailing: Boon or Bane”** (3-5 Jan, 2009), organized by DSPSR (GGs Indraprastha University, Delhi) at NAAS, Pusa Area, New Delhi, India;
- Keynote Speaker and Chairperson- 7th IIDS (Queensland University, Australia)- **IIMS (Kolkata) International Conference on Sustainable Development** (13-18 December, 2010), in Kolkata, India;

### PUBLICATIONS: BOOKS / JOURNALS / REFEREED CONFERENCE PROCEEDINGS

- Padhy, P.K., Patnaik, S., and Patnaik, A (2014)., **“A Study on Consumer Buying Behaviour in Organized and Unorganized Retailing”**. Published proceedings of 2014 Annual Conference of the Emerging Markets Conference Board on “Listening to Consumers of Emerging Markets” organized by IIM, Lucknow (Noida Campus), Delhi NCR, India during 9-11 January, 2014. ISBN: 978-81-928560-0-1;
- Padhy, P.K., Rao, T. S., and Patnaik, S.C. (2013), **“Glimpses of Corporate Social Responsibility Initiatives in Indian Business”**. In Himachalam Dasaraju (Ed.), **“Corporate Governance: Emerging Issues and Global Challenges,”** Excel India Publications, New Delhi (ISBN: 978-93-82062-85-1);
- Padhy, P.K. and Patnaik S. (2012), **“A Review of Ethical Issues in Healthcare Service”**. In Kartik Roy and Sandip Kar (Eds.), ‘Development Management in the Twenty First Century’, Nova Science Publishers, Inc., New York, USA (ISBN: 978-1-62100-699-2);
- Padhy, P.K. and Patnaik, S., **“Determinants of Physicians’ Decisions: A Study of Marketing Efforts in Selected Pharmaceutical Companies”**. Published proceedings of 4th International Conference in Marketing held at Indian Institute of Management, Ahmedabad, India (5-7 Jan., 2011);
- Padhy, P.K. and Patnaik, S., **“A Review of Ethical Issues in Healthcare Service”**. Published proceedings (ISBN: 978-18-6499-953-2) of 7th International Conference on “Sustainable Development ” jointly organized by IIDS

(Queensland, Australia)-IIMS (Kolkata, India) held at Kolkata (13-18 Dec., 2010). Recipient of “Best Paper Presenter” Award;

- Padhy, P.K. & Patnaik, S., “Implementation of Right CRM Strategy for Pharmaceutical Industry”, Delhi Business Review, Vol. 9, No. 2, July-December, 2008 (ISSN: 072-222X- Listed in Cabell’s Directory, USA). Also available at: <http://ssrn.com/abstract=1526102>;
- Padhy, P.K. & Patnaik, S., “Evolving a New Format for Growth and Survival of Indian Retail Industry”, Strategy: The Journal for Management Development, Vol. XI, Dec., 2007 (ISSN-0973-2977);
- Padhy, P.K. and Patnaik, S., “Pharma Marketing in India: Prospects and Challenges”, Indira Management Review, Vol. XI, No. 2, July, 2007 (ISSN-0974-3928).
- Attended a FDP on QOE at BIT,Mesa in 2016
- Presented 2 papers at an International Seminar at BU
- Attended A Marketing Conclave at KSOM on 22/9/18.

## EDUCATION & CREDENTIALS

Ph.D in Business Administration. Berhampur University, Odisha, India (2012);

MBA (Marketing) with First Class. Berhampur University, Odisha, India (1996);

B.Sc (Honours) with Distinction. Berhampur University, Odisha, India (1980).

## REFERENCES

**1. Dr. Shom Prasad Das,**

Flat No 4CD, Chandrapal Tower, Mani Tribhuvan, Raghunathpur Road,  
Bhubaneswar 751024

email : [shomdas@gmail.com](mailto:shomdas@gmail.com); Mobile : 9437044480

**2. Prof (Dr). Satyabhushan Dash,** Marketing Area,

Indian Institute of Management- Lucknow (Noida Campus), Sector-62, Noida, Delhi NCR.

Mobile: +9194154-32501, e-mail: [satya@iiml.ac.in](mailto:satya@iiml.ac.in)

## PERSONAL DETAILS

Date of Birth 01. 07.1959

Marital Status Married

Nationality INDIAN

Hobbies Travelling, Photography, Singing

Permanent Address Sri Ganesh Castle, Flat - 407, Floor - 3rd, Prem Nagar 7th Lane, Berhampur, Orissa.