

Curriculum Vitae

Brief Note:

Sabyasachi Dasgupta is the **Assistant Professor** of Symbiosis Institute of Media and Communication (SIMC), Symbiosis International University and teaches subjects like Communication Theory, Indian Kaleidoscope, Brand ecology, Intro to advertising, Media Laws and ethics, Communication Design solutions, Advertising theory and strategy, Innovative communication solutions, Account planning, Marketing strategy for brand communication and Corporate Citizenship. He is a Doctorate from Mudra Institute of Communication (MICA), Masters in Management and Masters in Higher education. He is the Faculty-in charge of Brand Communication, Research (Dissertations), Online Branding, and Alumni Relations. He was also the active advisory member of the International conference on Media and Communication held at SIMC on October, 6th-7th, 2016. He has both academic and corporate experiences. He is extremely interested in writing research papers and presenting in conferences. He has also taught in Florida State University and has done research with foreign professors.

Education:

1. Doctorate (Ph.D Fellow), Mudra Institute of Communications, Ahmedabad (MICA)
2. Masters Diploma in Higher Education Andragogy (MDHEA)
3. Masters in Business Management, Department of Business Management, University of Calcutta, Marketing (Major), Human Resource (Minor)
4. BA (English (Hons.)) Asutosh College, University of Calcutta

Academic and Professional Experience:

1. Assistant Professor, Symbiosis Institute of Media and Communication, SIMC-PG (2013- present)
2. Worked as a Research Associate, at Mudra Institute of Communications, Ahmedabad (MICA), (2010-2013)
3. Worked with Contract Advertising Pvt. Ltd, Mumbai as senior Account supervisor (National), Tata Indicom brand (2010)
4. Worked with Rediffusion, Y & R Pvt Ltd., Kolkata as head of Client Servicing and brand planning, Airtel, Eastern Region (2007-2009)
5. Worked with Future Group, Kolkata, as Customer Service Head for Eastern Region (2006-2007)

Areas of research:

Corporate Social Responsibility, brand, media, advertising, research, communication, culture, gender

Publications:

- Dasgupta, S., Dhote, T., & Sahasrabuddhe, K. (2016). Heutagogy in teaching presented a poster in international conference on innovations in teaching, learning and evaluation in higher education, at Model College of Arts, Science and Commerce, Pune.
- Grover, P & Dasgupta, S. (2016). Impact of Brand Equity for Top-of-mind awareness for toothpaste category with special reference to the youth segment, Proceeding of conference on Brand Management, Vol 1, Issue 1, IIT Delhi, Emerald Publishing (India) Private Ltd. pg. 136, ISBN: 978-1-78635-411-2
- Patra, R & Dasgupta, S (2014) Understanding the Synergy of Carroll's Model with the Global and Indian Corporate Social Responsibility Guidelines: A Conceptual Study, IJLTEMAS, Volume III, Issue X, October 2014, ISSN 2278 – 2540
- Dasgupta, S (2014) "Strengthening sustainability through the lenses of Corporate Social Responsibility concept: A conceptual study," "Technological Solutions for Sustainable Business Practice in Asia", IGI Global Chapter 4, DOI: 10.4018/978-1-4666-8462-1.ch004, pp.60-82, **ISBN13:** 9781466684621, **ISBN10:** 1466684623, **EISBN13:** 9781466684638
- Dasgupta, S & Ghatge, A (2014) "Understanding the stickiness of Corporate Social Responsibility Reporting as a post globalization digital marketing strategy: A study of multinational automobile companies in India" International Journal of Management Sciences and Business Research (ISSN-2226-8235)
- Dasgupta, S & Ghatge, A (2014) Understanding the theoretical convergence of Corporate Social Responsibility reporting in practice: A thematic analysis of automobile websites, International Journal of Business and Social Sciences (ISSN 2219-1933)
- Dasgupta, S & Dasgupta, A (2014), "Intellectual Property Right (IPR) from a meta-practical approach of information flow", in the conference proceedings journal (ISSN no. 09723668) of Indian Association of Special Libraries and Information Centres (IASLIC), pg 34-39
- Dasgupta, S (2013). 'Responsibility in-focus': Deconstructing the Corporate Social Responsibility concept", in International Journal of Asian Business and Information Management (IJABIM), Volume 4, Issue 3, DOI: 10.4018/jabim.2013070103 (ISSN: 1947-9638)
- Dasgupta Sabyasachi (2013). Paper under publication on "Responsibility in-focus: Deconstructing the Corporate Social Responsibility concept", in International Journal of Asian Business and Information Management (IJABIM)
- Dasgupta, Sabyasachi (2012). Issues of digital divide and the impact of globalization on the knowledge societies of the future, IASLIC publication, JKU volume, pg 381-386
- Dasgupta, Arjun & Dasgupta Sabyasachi (2012). Change Management: Its impact on Libraries and Information Centres, IASLIC publication, JKU volume, pg 513-518
- Dasgupta, Sabyasachi (2012) "Language, Identity and Culture: the Issue of Multi-culturalism, E-diaspora & Global Culture Networks with special reference to call centres in India", IPEDR vol. 33 (2012), IACSIT Press, Singapore.

- Dasgupta, Sabyasachi (2011) “Media, Gender and Beauty: the hegemonic role of media in the creation of idealised beauty with special reference to Men’s Health magazine”, IMS Manthan: The Journal of Innovation" in "*Journalism - Section*", Volume-VI, Issue-II, Dec-2011
- Dasgupta, Sabyasachi (2011), “The issue of Ayodhya: A mediated magnification to society”, Mica Communication Review (MCR), Issue V.