Dr. Subrato Kumar Dey

Associate Professor, Department of Management-MBA,
School of commerce and Management, Arka Jain University, Jharkhand

Employee Id: ARKA/AJU/1550

Faculty Details

Faculty	Details
Name	Dr. Subrato Kumar Dey
Designation	Associate Professor
Department	Department of Management-MBA, School of Commerce and Management
Employee ID	ARKA/AJU/1550
Qualification	PhD in Marketing domain. MBA(Marketing)
Specialization	Marketing Management
Courses Handled	Marketing Management, Consumer Behaviour, Integrated Marketing Communication, Digital and Social Media Marketing, Customer Relationship Management
Contact	dr.subrato@arkajainuniversity.ac.in 8718989965

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2. Faculty Personal Information

Personal Details	
Name	Dr. Subrato Kumar Dey
Current designation	Associate Professor
Institution	Arka Jain University, Jharkhand
Email	subratonim@gmail.com
Mobile	+91-8718989965
ORCID	0000-0002-0979-7015
SCOPUS ID	59249314300
Address	Hemo Villa, Tetulmari Station Area, Post Sijua, District- Dhanbad – 828121, Jharkhand, India
Languages known	English, Hindi, Bengali and Marathi

3. **Educational Qualifications**

Qualification / Certification	Institution / University	Year / Result
Ph.D. in Commerce/Management (as described in CV)	Rashtrasant Tukadoji Maharaj Nagpur University	Completed on December 2017; thesis: "A Study of Online Shopping with Special Reference to the Nagpur Region"
M.Phil.	Nagpur University	2013; First Division
Master of Business Administration (MBA)	Nagpur University	2003; First Division
Master of Commerce (M.Com.)	Nagpur University	2005; Second Division
Bachelor of Commerce (B.Com.)	G.S. College of Commerce and Economics, Nagpur	2001; Second Division

4. **Experience**

Designation	Institution	Period
Associate Professor	Arka Jain University, Jharkhand	Sep 2023–Present
Associate Professor	ICFAI University, Jharkhand	Feb 2021–Sep 2023
Assistant Professor	Symbiosis University of Applied Sciences, Indore	Jul 2019–Jan 2021
Assistant Professor and Public Relation Officer	ITM University, Naya Raipur, Chhattisgarh	Sep 2015–Jun 2019
Assistant Professor	Department of Advanced Management Studies, G.S. College of Commerce, Wardha	Jul 2010–Aug 2015

Corporate Experience

Position	Organization	Period	Experience Highlights
Business Manager – Nagpur	Global Talent Track Pvt. Ltd.	Dec 2009–Jun 2010	Sales channel management in Western Maharashtra and Chhattisgarh; grooming students and coordination in training; industry–academia linkage.
Assistant Manager – Campus Relations	Merit Trac Services Pvt. Ltd., Nagpur	Oct 2008–Nov 2009	Campus relationships, coordinate assessment, conduct examinations, Coordination in student performance feedback and employability support.
Senior Executive – Marketing	Wigan and Leigh College India Ltd., Nagpur	Mar 2003–Sep 2008	Marketing plans and achieve targets, to maintain institutional relationships and admi, MIS reporting, Coordination with team and process admission-related activities.

5. Courses Taught

Designation	Institution	Period	Key Responsibilities / Subjects
Associate Professor	Arka Jain University, Jharkhand	Sep 2023–Present	Teaching courses on Marketing Management, Customer Relationship Management, Integrated Marketing Communication, Consumer Behaviour; Responsibility in student training and extracurricular activities.
Associate Professor	ICFAI University, Jharkhand	Feb 2021–Sep 2023	Taught courses on Marketing Management, Sales and Distribution Management, Retail Management, Business Strategies, Consumer Behaviour, Case-based studies and responsible for students extra-curricular activities.
Assistant Professor	Symbiosis University of Applied Sciences, Indore	Jul 2019–Jan 2021	Taught courses on Principles of Management, Marketing Management, Rural Marketing, Customer Relationship Management, Human Resource Management, Responsible for Session plans, Seminars, Webinars, Workshops and Case studies.
Assistant Professor and	ITM University, Naya Raipur, Chhattisgarh	Sep 2015–Jun 2019	Taught courses on Fundamentals of Management, Marketing Management,

Public Relation Officer			OB, Advertising and Sales Management; communication/personality development, student activities, IQAC and public relations.
Assistant Professor	Department of Advanced Management Studies, G.S. College of Commerce, Wardha	Jul 2010–Aug 2015	Taught courses on Business Management, OB and Development, HRM, Strategic Management and Retail/Marketing Management; student development, Session planning, Seminars and industrial visits.

6. Research and Publications

Date of Publication	Journal	ISSN/ISBN	Topic of the Article
February 2024	Empirical Economics Letters	1681 8997	Scientometric Insights into Social Media's Role in Health Information: An Integrated Thematic and Content Examination
June 2024	Journal of the School of Language, Literature and Culture Studies	0972-9682	HRM Practices and its impact on Employee satisfaction
August 2025	International Journal of Environmental Sciences	2229-7359	Corporate Environmental Responsibility In India: Accountability And Managerial Challenges In Compliance Legal ESG Compliance
April 2026	Journal of Theoretical Accounting Research	1556-5106	Digital Payment Architectures and Accounting Information Systems: A Theoretical Framework for Transparency, Control, and Reporting Quality
May 2026	Journal of Theoretical Accounting Research	1556-5106	A1-Driven Accounting Transformation and Indian Financial Markets: An Analytical Study Of Artificial Intelligence, Market Efficiency, Financial Inclusion, and Risk Management
June 2026	International Journal of Banking, Risk and Insurance	2320-7507	Customer Satisfaction with Digital Banking Services

7. Research/Consultancy Projects

Date	Details
18.09.2026	Applied for Mini Research Project in ICSSR on Indian Knowledge Systems and Curriculum Integration in Higher Education: Measuring the Development of Spirituality and its Linkage with Course and Programme Outcome Attainment among Management Students.

8. Professional Development Activities

Date	Activity/Program	Topic/ Title
19-29 June 2026	UGC NEP 2020 –Orientation and Sensitization	8-Days FDP on NEP-2020: Orientation & Sensitization under Malaviya Mission-Teacher Training Programme (MM-TTP) of University Grants Commission (UGC), MOE,

9. Student Guidance

Date	Code	Value Added Course	Students
Oct 2023-24	22MGT102	Campus To Corporate	MBA IIIrd Sem 2023-24 Batch
Oct 2025-26	23MGT101	Campus To Corporate	MBA IInd Sem 2025-26 Batch

10. Professional Memberships

Date	Member
23.11.2023	Research Foundation of India

11. Awards and Achievements

Date	Award
April 2026	SHODH RATAN AWARD

12. Patents/Intellectual Property

Date of Publication	Design Number	Topic
13.11.2024	431233-001	System for efficient Supply chain and Logistics Management
04.12.2025	471449-001	Corporate Governance compliance Management Device
18.06.2026	493756-001	Invoice Processing Device
02.09.2026	510958-001	AI Device For Secure Authentication Using Behavioural Biometrics

13. Administrative/Institutional Responsibilities

Date	Administrative/Institutional Responsibility
2023 onwards	University-related duties recorded include paper valuation, question-paper setting, internal viva-voce and seminar open defence.
	Member of Doctoral Research Committee in AJU

	Coordination in Cultural and Musical activities in AJU
	Coordination in NSS activities of MBA Dept.in AJU
	Coordination in Industrial visits of the MBA Dept. in AJU
	Carrying out Documentation work of the Department for NAAC and NBA inspection

14. Other Contributions

Date	Contribution
From 2023 onwards	Activities of University

15. List of Supporting Documents

Sr.No	Documents Attached
01	Articles
02	Patent Certificates
03	Application for Research Project in ICSSR
04	Event Reports of Industry visits and NSS activities
05	Certificates of Award and Recognitions