

## Faculty Profile

**Name:** Dr. Sunny Bose

**Designation:** Professor

**Teaching Areas:** Brand Management  
Strategic Management  
International Marketing

**Research Interests:** Place branding  
Customer based brand equity (CBBE)  
Country of origin (COO) effects

**Education:** Ph.D., ICFAI University, Dehradun, 2014  
MBA, ICFAI University, Dehradun, 2007



### Research/Selected Publication:

1. Bose, S., Pradhan, S., Bashir, M., & Roy, S. K. (2022), "Customer-based Place Brand Equity and Tourism: A Regional Identity Perspective", *Journal of Travel Research*, 61(3), 511-527.
2. Roy, S. K., Sharma, A., Bose, S., & Singh, G. (2022), "Consumer-brand Relationship: A Brand Hate Perspective", *Journal of Business Research*, 144, 1293-1304.
3. Bose, S., Roy, S. K., Alwi, S. F. S., & Nguyen, B. (2020), "Measuring Customer Based Place Brand Equity (CBPBE) from a Public Diplomacy Perspective: Evidence from West Bengal", *Journal of Business Research*, 116, 734-744.
4. Rahman, M., Bose, S., Babu, M. M., Dey, B. L., Roy, S. K., & Binsardi, B. (2019), "Value Co-creation as a Dialectical Process: Study in Bangladesh and Indian Province of West Bengal", *Information Systems Frontiers*, 21(3), 527-545.
5. Bose, S., Pradhan, S., Siriguppi, D., & Alreddy, S. K. (2019), "Customer-based Place Brand Equity and Investments: Study of West Bengal. Place Branding and Public Diplomacy", 15(2), 67-77.