

Faculty Profile

Name: Dr. Sudepta Pradhan

Designation: Associate Professor

Teaching Areas: Business Laws
Company Law & Taxation
Business Strategy

Research Interests: Corporate Social Responsibility
Responsible Tourism
Higher Education
Qualitative Research

Education: Ph.D.(IFHE), 2015
Master in Business Laws, NLSIU, Bangalore, 2012
LLB, University Law College, Utkal University,
Bhubaneswar, Orissa, 2008
CA (Inter), ICAI, 2008
M.Com, Utkal University, Bhubaneswar, Orissa,
2005



Research/Selected Publication:

1. Ansari, Z., Bashir, M. & Pradhan, S. (2022) Impact of Corona Virus Outbreak on Travellers' Behaviour: Scale Development and Validation. International Journal of Tourism Cities, Scopus.
2. Bose, S., Pradhan, S., Bashir, M. & Roy, S.K (2022) Customer based place brand equity (CBPBE) and tourism: A regional identity perspective, Journal of Travel Research. 61-3), 511-527 ABDC A*, ABS 4, Scopus.
3. Pradhan, S., Bose, S., Bashir, M., Paul, R. & Rao, V. (2021). MBA Mentorship in India: Mentee Expectations. Journal of Organizational Behavior Education. 14: 215-236. Scopus.
4. Sharma, S., Pradhan, S. & Srivastava, A. (2021). Understanding the luxury purchase intentions of young consumers: a qualitative analysis, Asia-Pacific Journal of Business Administration, Vol. 13 No. 4, pp. 452-476. ABS 1, Scopus.
5. Bose, S., Pradhan, S., Siriguppi, D. & Alreddy, S.K. (2019). Customer-based place brand equity and investments: study of West Bengal. Place Brand & Public Diplomacy. pp. 1-11. <https://doi.org/10.1057/s41254-019-00121-x> ABDC B, Scopus.