

Dr. Atish Kumar Chattopadhyay

Educational qualifications:

Dr. Chattopadhyay possesses a PhD in Business Administration from Aligarh Muslim University and is a post graduate in business management from IISW & BM, Calcutta.

Areas of Interest:

Retail Marketing, Brand Management and Marketing Strategies for SMEs.

Work Experience

After a brief stint in the hotel industry, Dr. Chattopadhyay promoted a SSI bakery retail chain in the city of Kolkata in 1992 and was involved in:

- Preparation of techno-economic feasibility report and arrangement of bank finance and other statutory clearances
- Setting up of the manufacturing facilities and development of systems for the management and control of day to day operations
- Design and implementation of the marketing strategy for the expansion of the retail chain through opening of franchised shops all across the city.
- Selling off the start-up at an 8 digit annual turnover with 24 retail outlets in the year 1999.

Since 1999 till 2007, Dr. Chattopadhyay served ICFAI Business School as a Faculty Member in the area of Marketing. He was involved in the process of institution building at ICFAI in its initial years and held various responsibilities like Chairperson – Placements, Member – Management Committee, to name a few. He was the convener of the first National Convention on ‘Retailing Innovation’, participated by major B – Schools, retailers and consultants of India in 2003. He was also the Consulting Editor of ICFAI Journal of Brand Management (2006 -2007).

Currently Dr. Atish Chattopadhyay is associated with S P Jain Institute of Management & Research in the area of Marketing and is involved in various activities related to the development and growth of the ‘Marketing’ SBU. He also takes active interest in the activities of the ‘Entrepreneurship’ cell of the Institute by guiding start-ups as well as the small and medium enterprises. He teaches courses in the area of Strategic Marketing, Retail Marketing and Entrepreneurship.

Consultancy and Training Assignments:

As a consultant Dr. Chattopadhyay has advised the top management of several companies in the areas of marketing and strategy like Spencer’s Retail, Usha Communications, Switz Foods (Monginis), B P Poddar Group, Cognizant Technologies and CARE to name a few. He has developed and conducted training programs in the area of bank/financial services marketing, market survey techniques and CRM for organizations like Central Bank of India, Allahabad Bank, Andhra Bank, Canara Bank, Dena Bank, LIC and ICICI Lombard etc.

Research and publications:

Refereed International Journal

Sl.	Journal Details	Title of Paper /Case
1	Asia Pacific Journal of Marketing and Logistics (2006): Vol.18, Issue 4.	Importance of Appropriate Marketing Strategies for Small Business Sustainability - Case of Bakery Chains of Kolkata, India

Refereed Indian Journals

Sl.	Journal Details	Title of Paper /Case
1	ICFAI Journal of Consumer Behavior (2006)	A study of the perception of mall shoppers in the city of Kolkata, India
2	ICFAI Journal of Marketing Management (2003)	Role of marketing strategies in the success of small businesses

Publications in Edited Books

Sl.	Book Details	Name of Editor / Publisher	Title of Paper /Case
1	Fast Food Retailing – Emerging Trends	ICFAI University Press	Successful Bakery Retailing – Case of Monginis in Kolkata
2	Small Scale Industries – Performance and Challenges	ICFAI University Press	Small Business Success – Case of Sugar & Spice in Kolkata
3	Small Scale Industries – Performance and Challenges	ICFAI University Press	Marketing Challenges for Small Businesses

Publication and Presentation of papers in International Conferences

Sl.	Conference Details	Name of the Institute	Title of Paper /Case
1	Fourth AIMS International Conference of Mgt. (2006)	IIM, Indore	User perception of the retail loyalty programs in the city of Kolkata, India
2	Conference on Global Competitiveness (2006)	IIM, Kozhikode	Mining Loyalty Card Data for Increased Competitiveness: Case of a leading Retail Store of Kolkata, India
3	8th International research conference on quality, innovation and knowledge	Jointly organized by Monash University, IIT Delhi, IMT	Factors influencing e-market places for SME buyers in B2B environment – Case of Indian Steel Market

	management (2007)		
4	Conference on Global Competitiveness (2006)	IIM, Kozhikode	Shopper Perceptions in the face of global competition: Case of Shopping centers of Kolkata, India
5	International conference on Marketing Paradigms for Emerging Economies (2005)	IIM, Ahmedabad	Factors Leading to Brand Sales – Tracking the Consumers of the bakery chains of Kolkata
6	International conference on Marketing Paradigms for Emerging Economies (2005)	IIM, Ahmedabad	An Analysis of Twin Case Studies on Creation of Brand Equity and A brand rating Endeavor for Small Scale Entrepreneurs: In Search of a Method in Madness
7	30 th World Marketing Congress (2003)	IIM, New Delhi	Tomorrows Retail Bank-An Indian Perspective
8	3 rd IEF Conference on Entrepreneurial Innovation (2003)	IIM, Bangalore	Leveraging the projected future earnings from a brand as a source of finance for a start-up small scale enterprise

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