



## **Dr. Subrata Ray**

**Assistant Professor**  
**Department of Management**  
**University of North Bengal**

### **Contact Information**

Mobile: + (91) 9434327634  
Office: (0353) 2776376  
Email: [ray.subrata@nbu.ac.in](mailto:ray.subrata@nbu.ac.in)

### **Subject Area**

Marketing Management, Strategic Management & Business Decision Making, Advertising, Promotion, Sales & Distribution Management, Consumer Behaviour & Market Research, Services Marketing, e-Business, Travel & Tourism Management, Modern Trends & Opportunities in Marketing Management

### **Education**

**Ph.D** from University of North Bengal.  
**MBA** from Indira Gandhi National Open University, New Delhi, India;  
**MA (Rural Development)** from Indira Gandhi National Open University, New Delhi, India;  
**PGD in Journalism & Mass Communication** from Indira Gandhi National Open University, New Delhi, India;  
**PGD in Pharmaceuticals and Sales Management** from Indira Gandhi National Open University, New Delhi, India;  
**PGD in Tea Management** from National Institute of Tea Management (NITM) under Darjeeling Tea Research & Management Association.

### **Publications And Presentations**

Published 14 numbers of Research Papers in different Highly Acclaimed International and National Journals. Apart from the above he has presented 31 numbers of Research papers in International and National Seminar, Conference and Symposium on different environs of Business Management Studies and Computer Applications.

### **Book Chapters**

Published 06 numbers of Book Chapters in different Highly acclaimed books published by various top ranked publishers in India.

### **Professional Experience**

Dr. Subrata Ray has a 17 years of experience in University level Teaching. He is also well versed in Education Management, Administrative and Development Work, Research in Management Studies. He has industrial expertise in Media Management, Social Media Marketing, Pharmaceuticals, Tea Management etc. He has also the ability to work independently / cooperatively as a part of a large team to meet project objectives & deadlines. He has his expertise in Marketing Research, Media Research and Broadcasting, Pharmaceuticals Sales Management. Dr. Subrata Ray has strong expertise in Rural Marketing, Rural Development, Media Marketing, Advertising, Social Media Analytics, and E - Business etc.

### **Academic Experiences**

- Working as an Assistant Professor in the Department of Management, University of North Bengal since 2006.
- Associated with Siliguri Institute of Management & Technology, (study centre CVRU, Madhya Pradesh), Siliguri, for 4 years and 5 months as an Academic Counselor in terms of conducting classes for distance management courses like MBA, BBA, BCA etc.
- Associated with Flying Cats and Global Retail School Siliguri Study Centre as a part time honorary academic counselor for Diploma in Retail Management course (distance education mode) for 1 year 7 months.
- Worked as a Part time Lecturer in the Department of Management Studies, Siliguri Institute of Technology (SIT), under West Bengal University of Technology (WBUT) for 7 months for BBA and MBA course.
- Worked as a Part-time Lecturer at IIAS Group of Institution's Siliguri Campus at Siliguri for 1 year 5 months for the Management Programmes like MBA, BBA, and Hotel Management etc.
- Worked as an HR trainer cum Marketing Advisor for an HR consulting Organization (Career Planet) at Siliguri for 4 months.
- Worked as a faculty member of Management Programmes i.e. MBA and BBA in a University Study Centre (Star Technologies) under Sikkim Manipal University at Siliguri for 6 months.

### **Industry Experiences**

- Worked for Glenmark Pharmaceuticals Ltd. {A widely reputed, top ranked pharmaceutical giant} as a Field Sales Officer for 2 years and 6 months.

### **General Responsibilities**

Providing lectures on Marketing Management, Strategic Management & Business Decision Making, Advertising, Promotion, Sales & Distribution Management, Consumer Behaviour & Market Research, Services Marketing, e-Business, Travel & Tourism Management, Modern Trends & Opportunities in Marketing Management.

Research Project Dissertation Guide of Final year MBA students.

Activities related to Liaison of Department of Management for PRESS & MEDIA Related Matters.

### **Other Activities**

1. Worked as a part time faculty for the fulltime PGDMM course of the University of North Bengal at DLLE (former DACEEFO), University of North Bengal.
2. Associated as a part time faculty for the BBA course of the University of North Bengal at the Centre for Innovative Studies (former IT Centre), NBU Campus.
3. Acted as a Sikkim Manipal University appointed external MBA project evaluator and external interviewer in the many study centres of Siliguri for the course completion of MBA.
4. Acted as an AIMA appointed Assignment Auditor for PGDM programmes for the AIMA Study Centres.
5. Acted as a AIMA appointed Examination Observer for PGDM programmes in the AIMA study Centres.
6. Worked as a Visiting faculty for MA (Rural Development) conducted by Department of Lifelong Learning and Extension, University of North Bengal.

**Programme Organized:** AHOVAAN (Flagship Programme of MBA, NBU); International & National Conclave, Seminars (AICTE Recognized), Workshops (UGC Sponsored), Symposiums, Career Meets; International & National Webinars & e-Conclave;